

PLAN CLAYTON

APPENDIX

Ordinance No. O-04-18-08
Adopted by Council on May 3, 2018

Legacy | People

Context | Vision

This appendix compiles key data generated throughout the Plan Clayton process. Information is split into three sections; workshop output, community input, and an Engagement White Paper. The workshop output includes key data representation from the Visual Preference Survey, SWOT maps, and Plan Alternatives. Community input details the results of the anonymous online survey conducted between December 2016 and February 2017, as well as the reopening of the survey between July and August 2017. The Engagement White Paper explains the importance of triangulating data for the most accurate response, written at the request of City Leadership in May, 2017.

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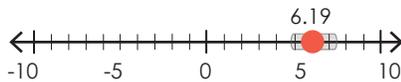
VISUAL PREFERENCE SURVEY

Stakeholders rated a series of different images of types of community planning. The images were rated between -10 and +10. The planning team looked at both the median score and standard deviation to assess the ratings. The participants then discussed the top five rated images and created Best Practices for future development based on the positive aspects of the examples.

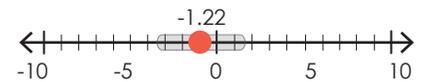
1 The Best Practices that are shown in VPS image 1 (the higher rated image) include Medians, Street Trees, Underground Utilities, Planting Strips/Street Furniture, Street Access Control, Sense of Enclosure, Connected Sidewalks, On-Street Parking, Avenues (2-lane with median).



VPS IMAGE 1
AVERAGE: 6.15
STAND. DEV.: 2.44



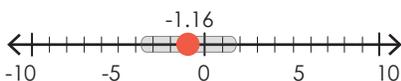
VPS IMAGE 6
AVERAGE: -1.22
STAND. DEV.: 5.06



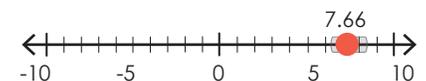
2 These images show two types of commercial spaces-- the first image is a mixed-use building typology, the second is a traditional, big-box store building typology. Participants slightly preferred the mixed-use commercial building typology due to its human-scaled facade, transparent commercial groundfloor spaces, and sidewalks.



VPS IMAGE 2
AVERAGE: -1.16
STAND. DEV.: 5.57



VPS IMAGE 7
AVERAGE: 7.66
STAND. DEV.: 2.03

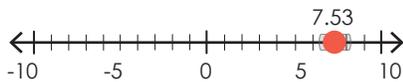


3

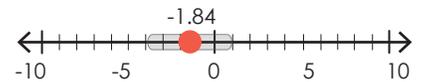
This image pairing led to the following Best Practices-- Street Grid, Elevated 1st Floor in Housing, Alleys, Front Porches, Alley Garages, Shared Parking, and Street Trees.



VPS IMAGE 3
AVERAGE: 7.53
STAND. DEV.: 2.23



VPS IMAGE 8
AVERAGE: -1.84
STAND. DEV.: 4.97

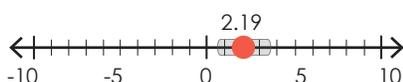


4

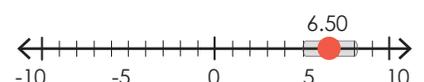
Street Best Practices from the following image pairing are as follows -- connected street grid, Connected Sidewalks, Sharrows/Bike Lanes, Street Trees, and Medians.



VPS IMAGE 4
AVERAGE: 2.19
STAND. DEV.: 3.89



VPS IMAGE 9
AVERAGE: 6.50
STAND. DEV.: 3.06



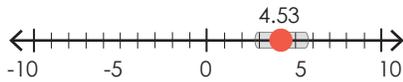
VISUAL PREFERENCE SURVEY

5

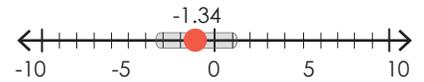
This image pairing shows two boulevard types and the following Best Practices were observed: Focal Point, Building Edge, Planted Medians, Connected Sidewalks, and Consistent Building Form.



VPS IMAGE 5
AVERAGE: 4.53
STAND. DEV.: 3.85



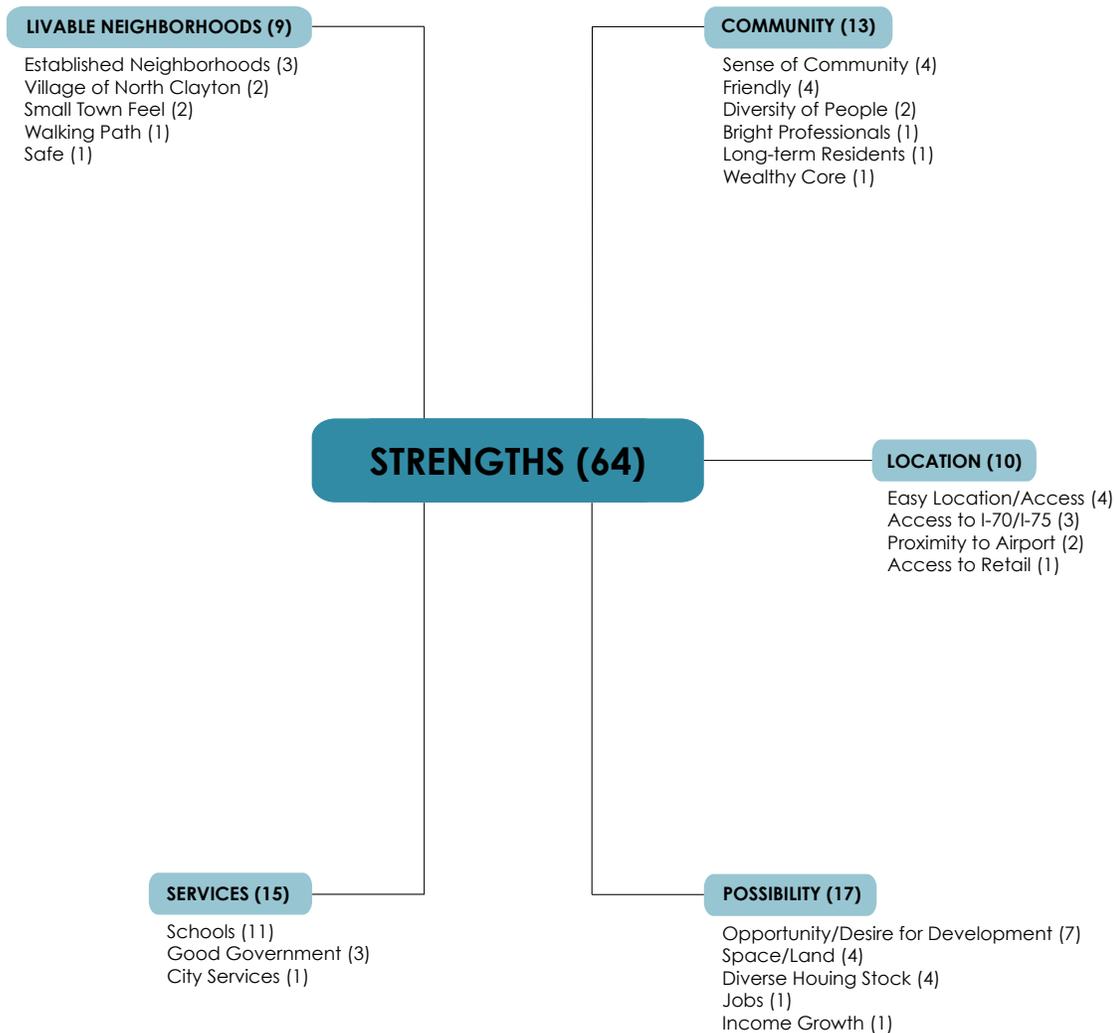
VPS IMAGE 10
AVERAGE: -1.34
STAND. DEV.: 4.46

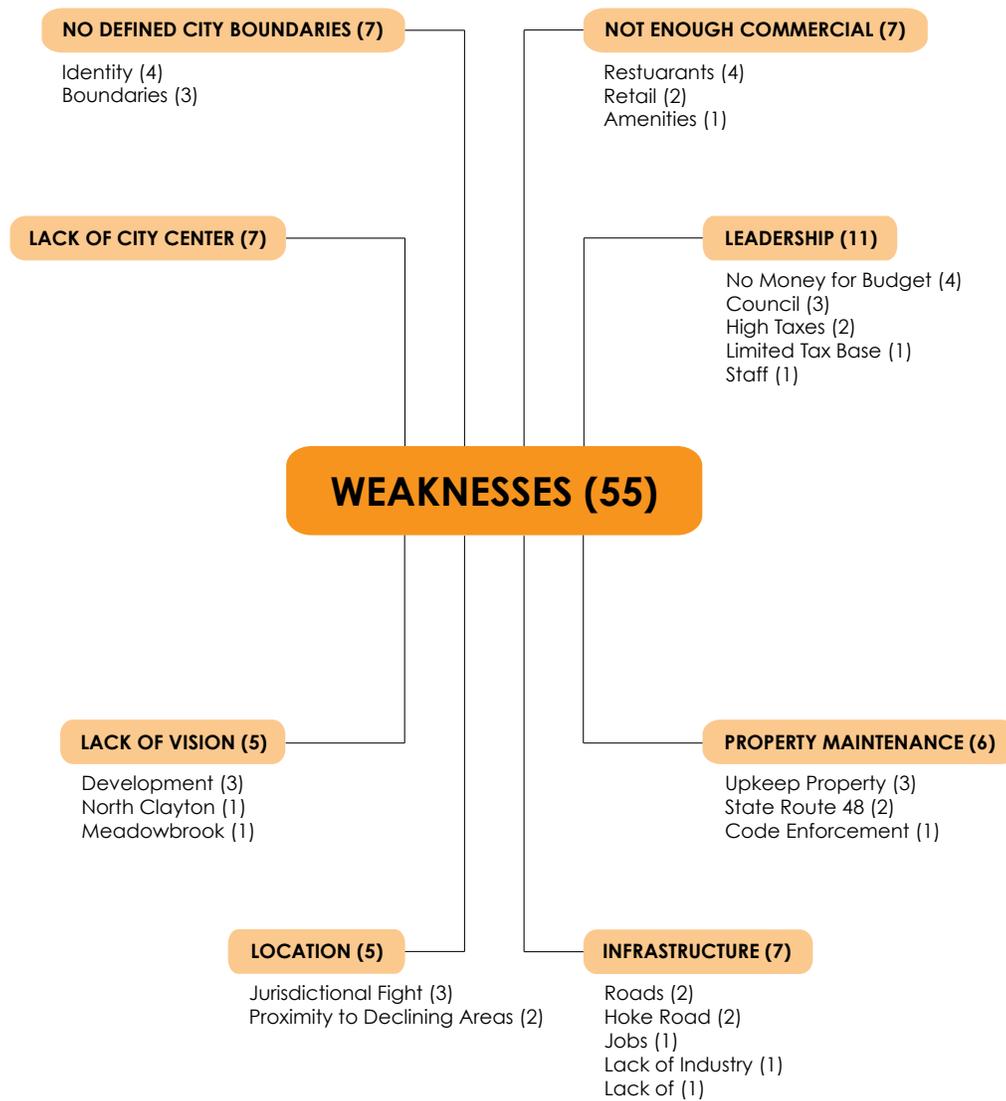


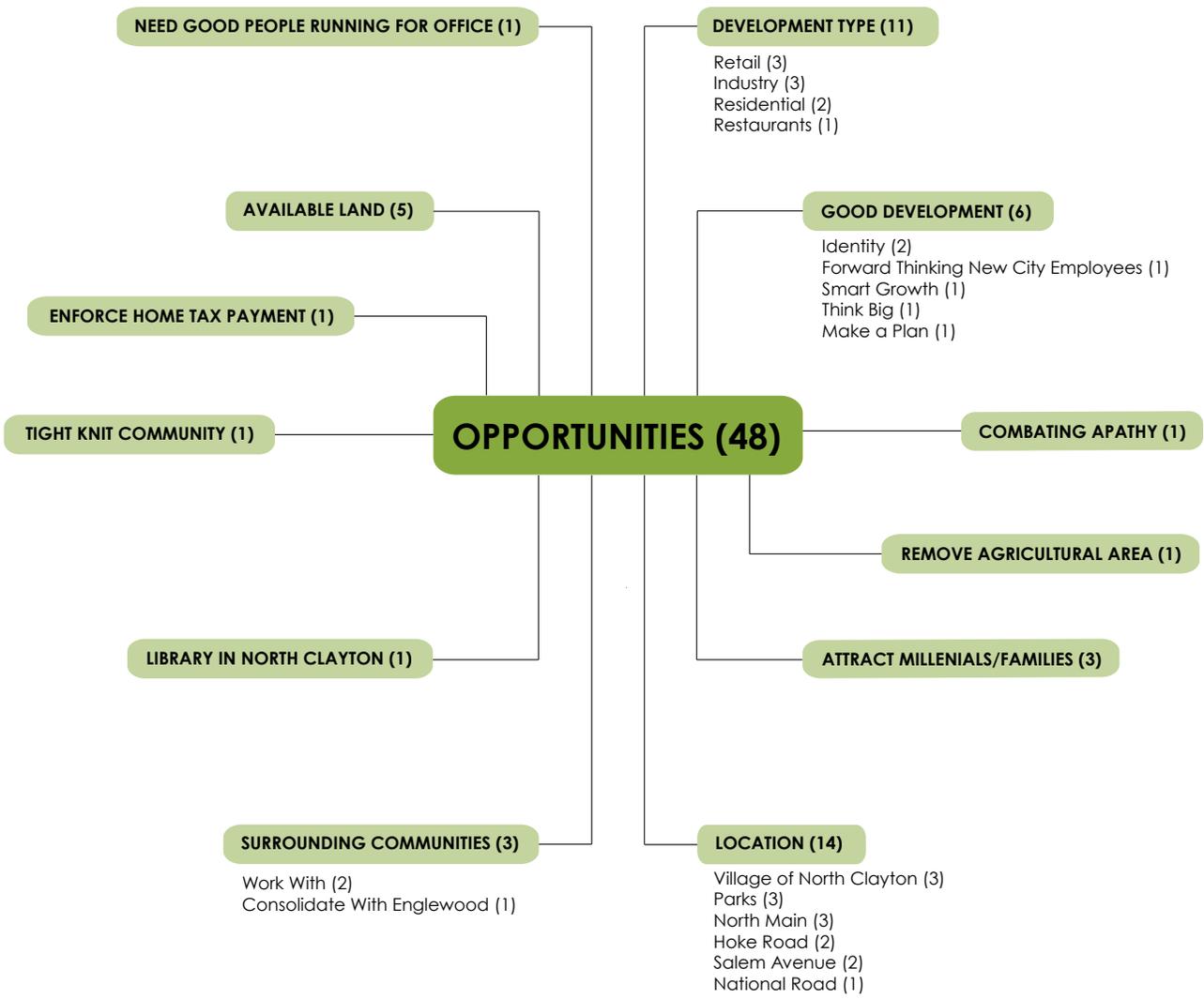
SWOT

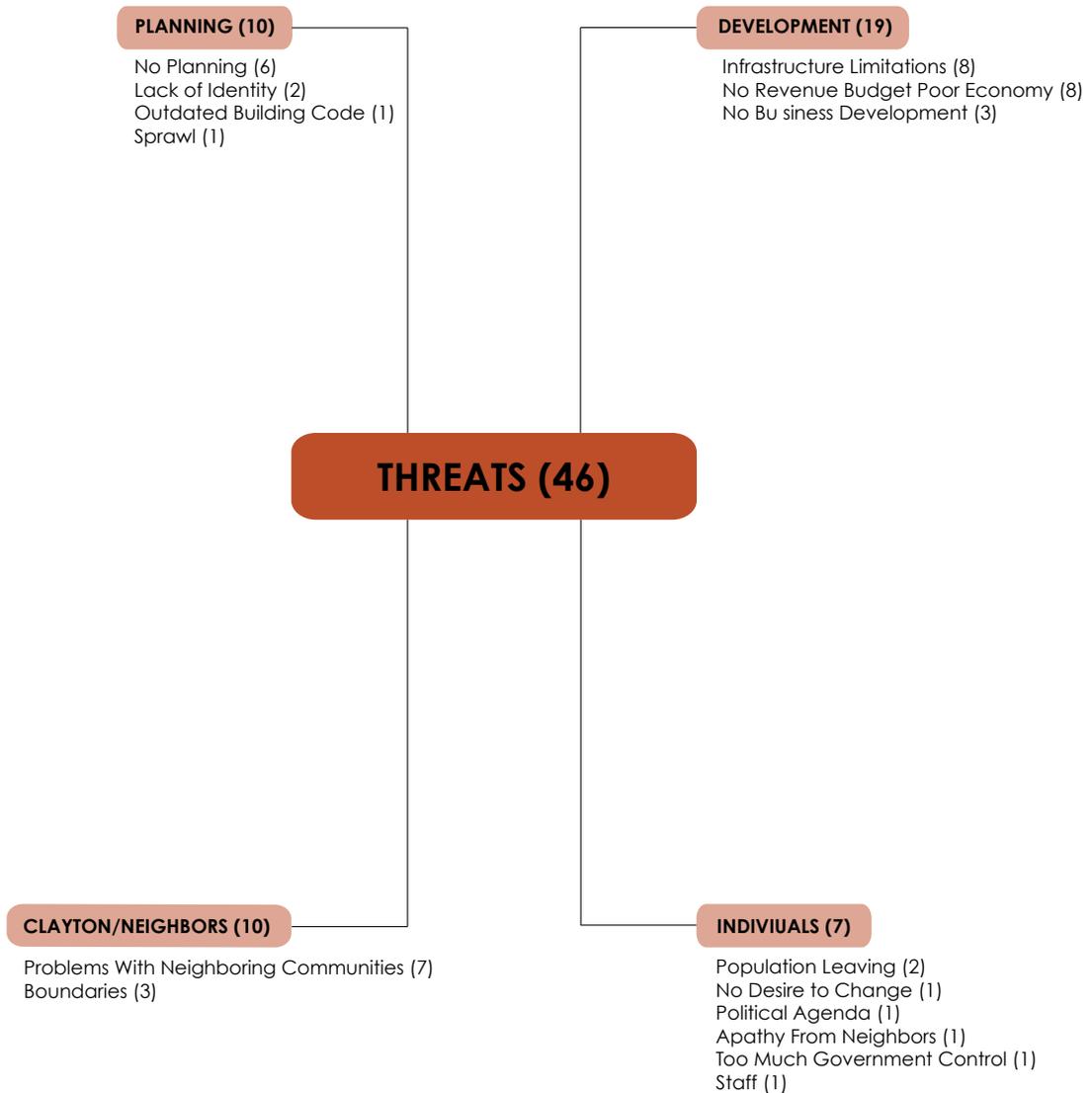
SWOT, or Strengths, Weaknesses, Opportunities, and Threats

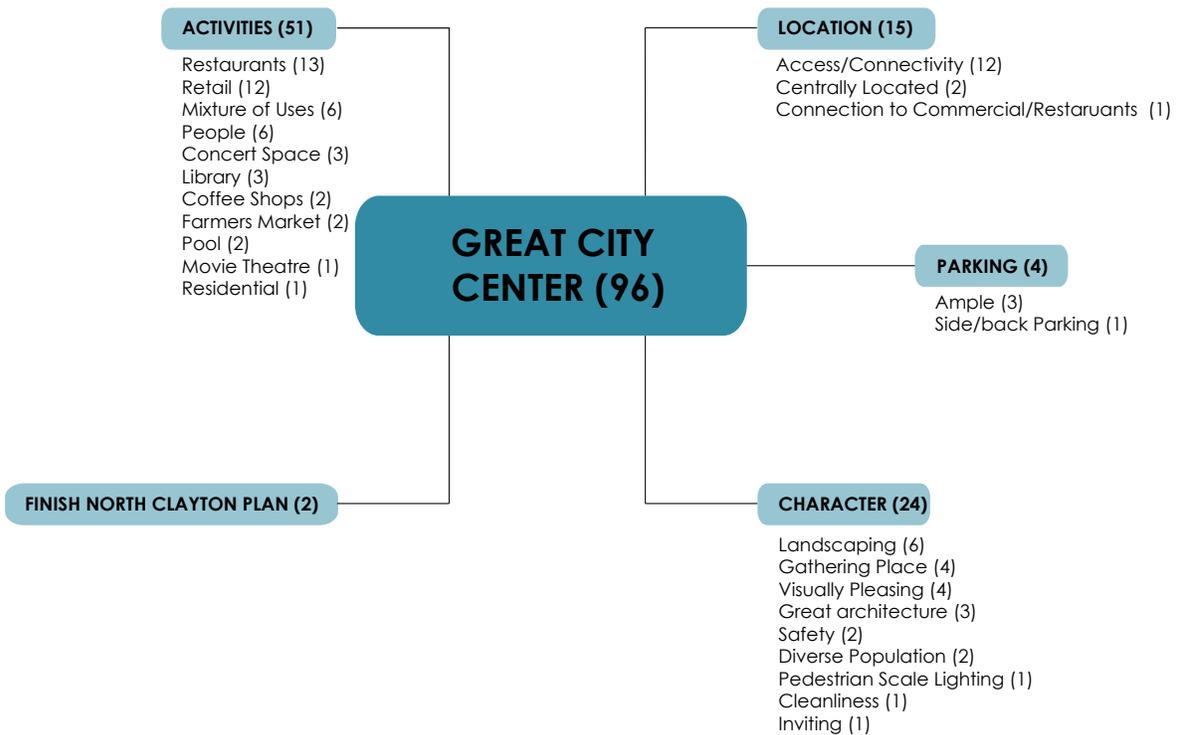
Strengths, Weaknesses, Opportunities, and Threats were collected during the workshop at the end of the kick-off meeting with community stakeholders and City of Clayton staff and elected officials in attendance. It consisted of using Crawford Slips, small pieces of paper, to gather information quickly and anonymously, which results in more accurate data collection. Then, responses are sorted into categories and counted. Finally, these themes are graphically represented at the workshop. Below are the digitized final versions.

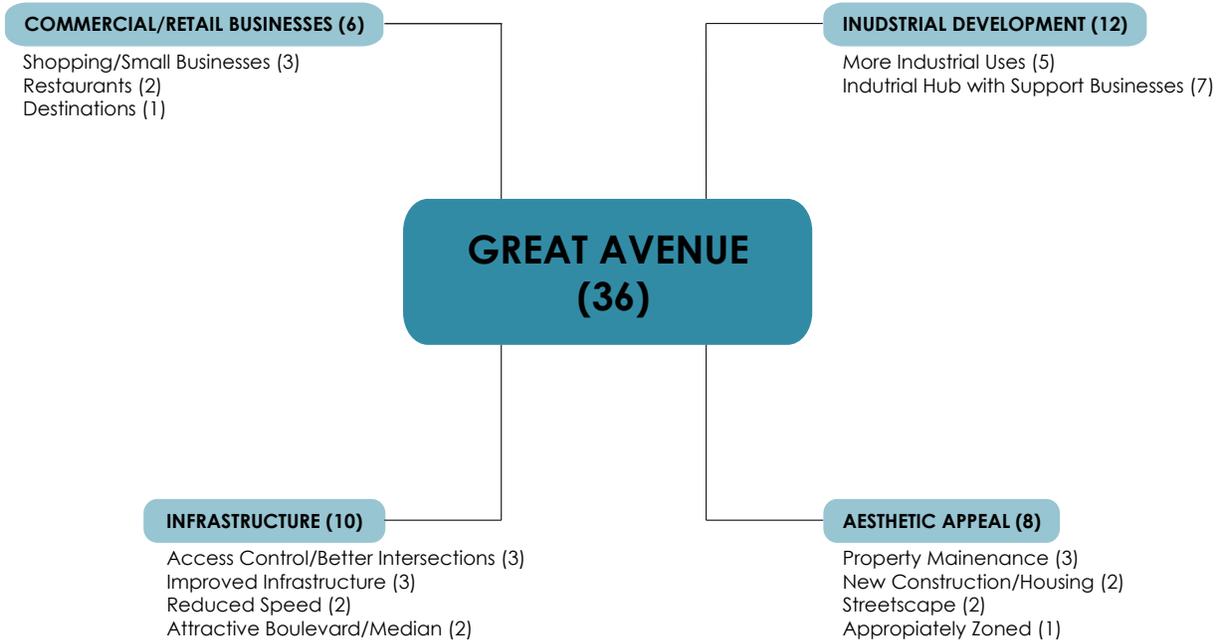


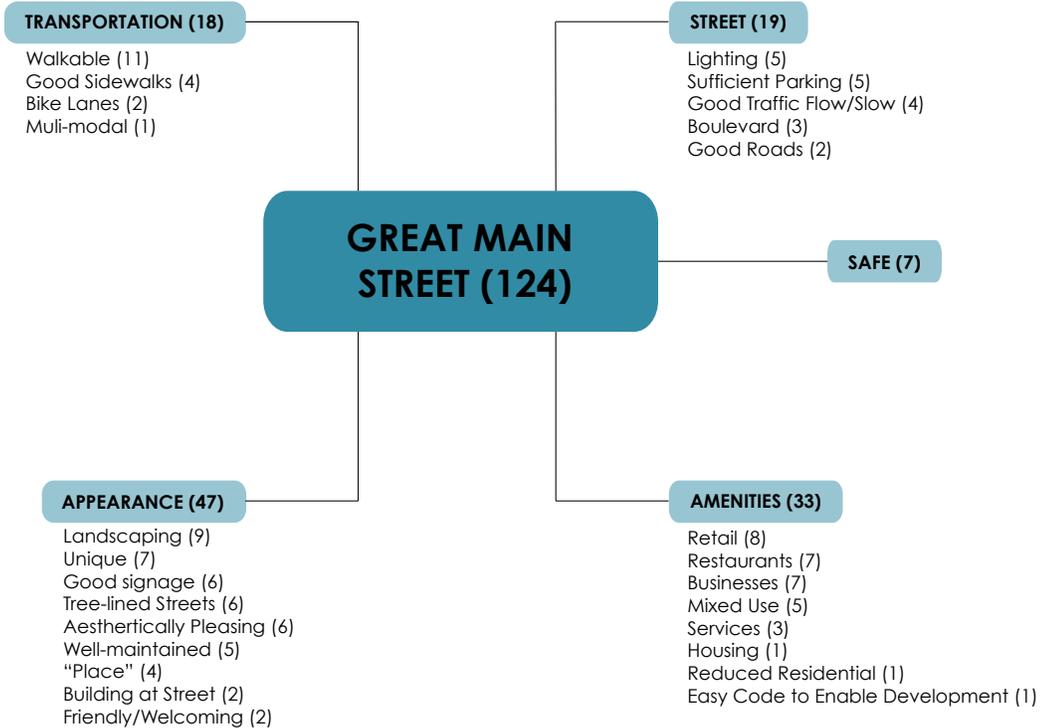
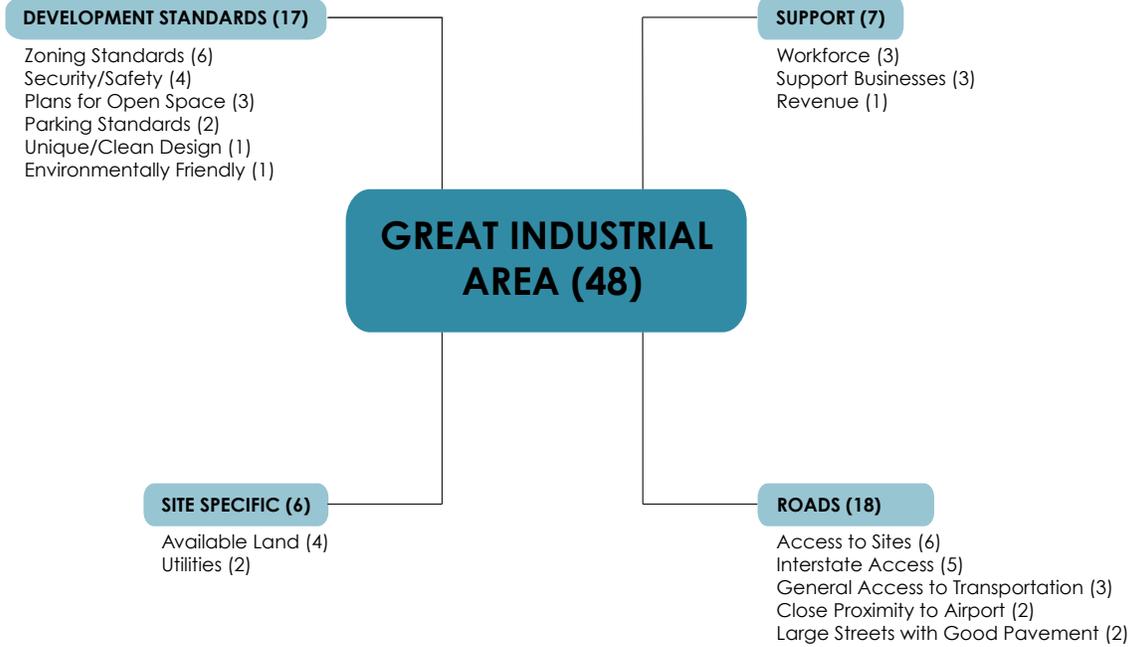












PLAN ALTERNATIVES

During the workshop, after the visioning process, participants ranked three different map types that proposed three different types of development for Clayton, Ohio. The preferred alternative showed Clayton developing low-density central cores in the Clayton Villages plan. This alternative was ranked highest in regard to how closely it aligned with the proposed vision. The runner-up was Civic Center, which did not align with nearly as many of the Vision statements. The lowest ranking, Clayton “Business as Usual”, shows suburban sprawl extending to Clayton’s borders, eating up the current farmland. This alternative was the furthest from the proposed vision.

Vision Elements

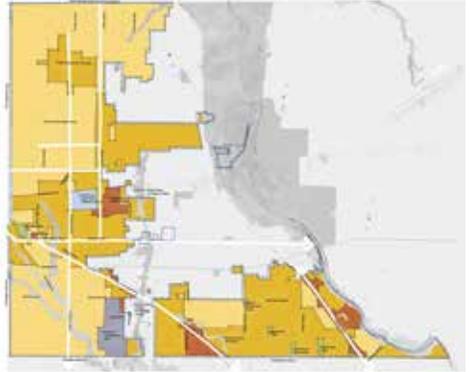
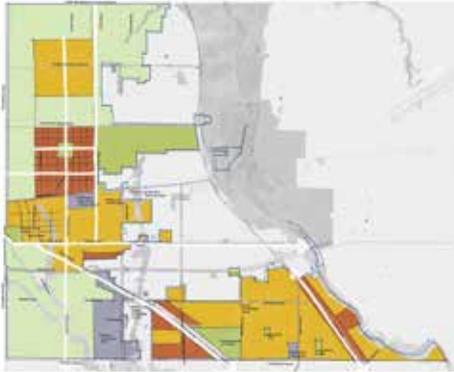
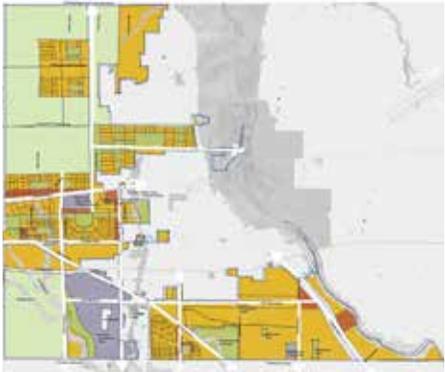
Small Town Character	2.8	3.0	8.5
Diverse Businesses	2.8	3.0	8.5
Walkable Neighborhoods	2.3	3.0	7.0
Building a Unique Identity	2.2	3.0	6.5
Preserve Rural Land	2.0	3.0	6.0
Connected Parks	2.0	3.0	6.0
Central Core	1.8	3.0	5.5
TOTALS			48.0



Clayton's alternatives were presented and ranked on the final day of the workshop.

PREFERRED ALTERNATIVE

Clayton Villages			Clayton Civic Center			Clayton "Business as Usual"		
2.3	6.6		0.8	2.4	0.0	0.0		
2.5	7.1		1.5	4.3	0.5	1.4		
2.5	5.8		0.7	1.6	0.5	1.2		
1.8	4.0		1.2	2.5	0.0	0.0		
2.7	5.3		0.5	1.0	0.2	0.3		
2.7	5.3		0.8	1.7	0.5	1.0		
2.3	4.3		2.2	4.0	0.5	0.9		
38.4			17.3		4.8			
80%			36%		10%			



ONLINE SURVEY QUESTION 1

A survey was conducted from January to March 2017 to understand the public’s opinions on planning-related issues and get a preliminary sense for what people love and hope to encourage or discourage in the City and County. The survey was reopened during the Draft Review period for further community input. The same trends are reflected in both sets of data, strengthening the comprehensive plan.

What do you think are Clayton’s current strengths? You may select more than one answer.		
Answer Options	Response Percent	Response Count
Housing Diversity	24.6%	52
Schools	74.4%	157
City Government	17.5%	37
Safety	55.9%	118
People	40.2%	85
Infrastructure (roads and utilities)	13.7%	29
Other (please specify)	5.2%	11
Answered Questions		211

What do you think are Clayton’s current strengths? You may select more than one answer.		
Answer Options	Response Percent	Response Count
Housing Diversity	27.2%	49
Schools	72.7%	131
City Government	17.2%	31
Safety	56.6%	102
People	47.7%	86
Infrastructure (roads and utilities)	15.5%	28
Other (please specify)	4.4%	8
Answered Questions		180

Other Comments

Number	Other (please specify)
1	Not having city water and sewage is a great hindrance to development
2	Lots of land and potential, just needs to be developed smartly so what we do lasts and not a ghost town in a decade or two
3	Easy a access to many parks “five metro”
4	Northmont has gone downhill fast. Very sad to see.
5	Also excited about the possibilities provided by Meadowbrook.
6	Our residential road now has semis and large commercial vehicles on it. Signs are posted about weight limits but there is no enforcement on the postings. Paving crews have actually used Garber Road as a thruway while repairing other Clayton roads, when there are other alternative roads to use. Those trucks weight more than 10,000 empty weight. I guess progress throws residents to the wolves in Clayton.
7	I think the Kleptz and new HS should help keep home values up. The schools are excellently run and have some excellent teachers. The Clayton police force is friendly, but does the job to keep the community safe.
8	We feel that the Clayton Officials are trying to do a good job with getting more business in the area.
9	Northmont Schools
10	Clayton has a great opportunity to celebrate diversity and position the city as a culturally rich, stable neighborhood
11	I feel the City of Clayton has many strengths, as indicated above. Strong schools and community go a long way in attracting families and businesses to our area.
12	Meadowbrook at Clayton and the Y
13	Northmont schools are one of the greatest strengths of the area. They combine strong academics and extracurricular activities with a nicely diverse student body.
14	Nice mix of suburban and rural living.
15	I like the suburban ‘feel’ of Clayton. It’s a diverse group of families. I feel safe in my neighborhood. I like how we have sidewalks and our neighborhood seems like a good place for neighborhood kids to hang out without causing problems.
16	Housing diversity, safety and people are what brought us to Clayton. Safety is number 1 and Clayton enjoys a low crime rate. Housing is eclectic and buyers can find what they are looking for at various price ranges. People are warm and friendly and do not think twice about helping each other.
17	Clayton offers quiet surroundings, enough commercial centers and residential areas with ownership of the property. People know each other, stable surroundings.
18	We LOVE Kleptz!
19	Safety would be last on the list.

20	We don't have children so I can't speak about the schools, I've never attended a city counsel meeting so I don't know about government. The main strength is the people who live here. They care about their community and their property. Most are home owners so they tend to have more respect for their homes. When I think of housing diversity, I am referencing the different types of houses. you can have a large wooded lot, or live in a nice apartment. Good police department.
21	Access to I-70
22	Getting worse though
23	Developable land (just not close to our concentrations of housing)
24	We are new to Clayton, but chose this area to start our family. I have friends here who highly value the school district. We moved here just over a year ago and so far I have had excellent encounters with the city government and the police department.
25	Good development of attractive businesses.
26	If it's not wasted, like our development efforts taxes have been for many years. Clayton can't seem to develop its way out of a wet paper back. Englewood Main Street is hopping, but talk to the developers doing the work and they will tell you - Clayton does not cooperate or seem to want any business to locate here. Trying too hard to be the Oakwood of the North. Wasting time on pushing city rules on rural areas instead of creating jobs.
27	I want to thank the police that keep our neighborhoods and roads safe
28	Love the small town feel
29	I would put housing but he low income housing is ruining the neighborhood.
30	Clayton roads are trash as is the maintenance. You have little business growth to speak of, and nothing but failed projects and promises broken.
31	MeadowBrook at Clayton (Golf)
32	Tranquillity
33	close shopping, resturants.
34	Diversity of residents (racial, economic, age, rural/suburban)
35	Public Safety leaders and staff
36	Suburban location
37	Opportunity
38	Excellent Police department
39	Police dept
40	Location
41	great location to transportation networks
42	Proximity to Dayton Int'l Airport
43	Proximity to Dayton Int'l Airport
44	Location along 70 and 40
45	Small town feel
46	Business friendly
47	housing cost
48	developable land
49	None
50	Nature

ONLINE SURVEY QUESTION 2

What do you think are Clayton's challenges and future threats? You may select more than one answer.

Answer Options	Response Percent	Response Count
City revenue stream (budget)	33.8%	71
Population diversity and growth	33.8%	70
Lack of a city center	41.9%	88
Neighboring communities	41.8%	88
Meadowbrook at Clayton	12.8%	27
Interstate access	6.1%	13
City Services	14.2%	30
Infrastructure (roads and utilities)	37.1%	78
Other	13.3%	28
Answered Questions		210

What do you think are Clayton's challenges and future threats? You may select more than one answer.

Answer Options	Response Percent	Response Count
City revenue stream (budget)	38.8%	70
Population diversity and growth	30.0%	54
Lack of a city center	40.0%	72
Neighboring communities	42.2%	76
Meadowbrook at Clayton	13.8%	25
Interstate access	3.3%	6
City Services	15.0%	27
Infrastructure (roads and utilities)	27.7%	50
Other	9.4%	17
Answered Questions		180

Other Comments

Number	Other (please specify)
1	City government officials
2	Regional Economic Dev.-Englewood and Brookeville
3	Property values
4	See comments
5	Needs to be dissolved and neatly folded in a Northmont community.
6	NO new business's moving in. No growth
7	Leadership
8	Conflict with Englewood & Union
9	Parks and Recreation
10	Crime rate
11	Housing issues...up keep, etc.
12	Stop stealing non-voted income taxes
13	City Leaders
14	Taxes
15	Aging population
16	Northmont School Taxes to high
17	Common core / letting trash into the schools
18	City Tax!
19	Raising taxes
20	City Leaders
21	Business diversity / growth / tax base
22	Villages of North Clayton
23	lack of quality people in government
24	Vacant business buildings
25	High property taxes
26	Northmont, in particular the middle and high schools, are getting rough.
27	Parks
28	Villages of Clayton the whole shopping / living neighborhood fell on its face.
29	Lack of Community Center with pool
30	Streets and curbs are long overdue to be fixed - glad it is finally happening, but slowly

31	city office needs located in Clayton
32	We need a dependable and steady revenue stream to infuse the city budget and allow for the improvements necessary to attract and support commercial growth, infrastructure improvements consistent with surrounding community commercial centers, and consistent, profitable city services.
33	We need to develop a region and not be competitive with our neighbors. Instead, we need to leverage our strengths together.
34	Meadowbrook is a drain on city funds
35	Property values are not growing like other communities in spite of the good schools. Who would invest in a home here?
36	Addressing crime and drug activity. Say no to anymore low income housing/Section 8. Not happy about the income tax increase. Need more quality businesses for larger strong tax base.
37	Why is Meadowbrook even on this list. The golf course should be able to generate enough revenue to remain a first class course in the Dayton area, with limited assistance from the city. Hopefully the new company running the food services sticks around as they appear to be on the right track, at least compared to the terrible selections offered in 2015. Curious why no promotion seemed to be done to let people know someone else was running the food operations. Other than Facebook, I saw nothing.
38	Need to work on bringing in new business not losing them of having them move from one location to another. Help offer incentives to bring small business in
39	Lack of lighting and curbs in areas
40	We desperately need a committee, community leaders and elected officials to get aggressive about getting some shopping and a local village; specifically local businesses and restaurants, and not drug stores, dollar stores and chains. Another challenge is being able to work with Englewood that is our neighbor...sharing resources and working together.
41	Clayton's leadership is dated and needs new blood. Rick Rose was promoted from Police Chief to City Manager? Was there not a better candidate to lead our efforts. The whole issue of the fair moving to Clayton was a debacle and no one on council or government appeared to be on the same page. The Mayor and City Manager need to be replaced
42	The four communities, ENGLEWOOD, Clayton, union, and PHILLIPSBURG should combine to one city!
43	Lack of cooperation with other Northmont municipalities for a more regional approach still plagues Clayton.
44	For the money spent in levies and income taxes our parks, streets, tree services, snow removal, etc. falls behind what is done in Englewood.
45	We need more parks and organized recreational activities that will draw more families to the city. The City of Vandalia does an outstanding job at this.
46	Growth or lack of growth is the issue not diversity. Lack of growth will affect the budget in the future. Meadowbrook does not have to be a threat if it is made more visible.
47	Our street (Park Vista Rd) has been in tough shape since we moved here 11 years ago. No paving, blacktop or resurfacing. Last year they put down tar in some places and laid gravel over it. This was sloppily done. There is now loose gravel on the road and I have personally slipped on it when out for a jog. Also, there are no street lights so the roads are very dark. It's difficult to see pedestrians in the evening when backing out of my driveway.
48	Fixing and Opening the pool at Meadowbrook to residents of Clayton would be fantastic!
49	We are a pass thru community so that the village thrives. It was a better community as Randolph township. No buss stops on residential thruways, no semis, no shots being fired late at night, and the attitude of city government had more of a community feel instead of trying to impose "Big city" rules and regulations on a small community, that really cares only about it's "Village".
50	The fact the City of North Clayton project never really took off showed to be a waste of money. I feel the City of Clayton could add a nice restaurant in the Clayton area. Adding a place like a Piada, or a nicer restaurant like a Cheddars would help attract other businesses to the area. No more fast food. I also feel it is important to uphold housing standards. Too many people have junk cars in the drive or on the street and never mow their grass or keep up with things like painting. Standards!
51	I'm disturbed by the tax issue. I live in Clayton but work in Cincinnati and I am getting penalized for that when I do my taxes so I've been told. I've only lived in the Clayton since May of 2016.
52	The current assessment of an illegal 50% income tax surcharge for Clayton residents who do not earn their income in the City of Clayton needs to be returned to those of us citizens from whom you are stealing.
53	Clayton's biggest threat are it's city leaders. The City Council is a rogue group of individuals who have no regards for the wishes of their constituents. They enacted tax increases without allowing the citizens to vote on those increases and spend money on frivolous items such as a neon sign in front of the city offices. Ridiculous! Unless changes are made, these folks will ultimately bring this city to it's knees!
54	Clayton also needs to protect rural areas and increase green spaces in more concentrated areas of population. Increase walking and bike paths with links and/or clear signage to walking/bike paths.
55	As in everything money is always an issue which then causes a ripple effect to infrastructure and city services. One of the positive challenges is Meadowbrook of Clayton. This facility can become so much then what it is currently to help draw families into Clayton.
56	The city telling me what I can & can't have on my own property. We want to keep our chickens & ducks but they won't let us have more than 6
57	I'm not happy with the amount we pay for property taxes. I also feel it was very unethical of the city to do away with the credit for those of us who do not work in the city, right before Thanksgiving break. You snuck it in in an underhanded way. Very upset with the elected officials. I will not vote for any existing members next time they are up for reelection.
58	Meadowbrook needs to be utilized more and advertised
59	While I see Clayton resurfacing many roads, we still have a lot of issues. From a communications standpoint, Frontier is years behind other providers with high speed internet access. Their current broadband deployment is at least a decade behind providers like AT&T. While I know this isn't an issue that is easily addressed by local government, it is setting Clayton behind other communities.
60	I worry about population growth but believe the elements are present to attract families and professionals.
61	I think Meadowbrook is a POSITIVE challenge and I look forward to seeing how it's handled.
62	I don't understand why recycling isn't offered every week?
63	The City needs to look for new opportunities to grow its tax base to support itself and reinvest in infrastructure. Caterpillar development is paying for the debt related to the industrial park, but that isn't the case for Meadowbrook which will be a drain until the City finds a way to make the cash flow work.
64	Our taxes are higher than many of our neighbors down south and they have rec centers that residents can join for a lower price and the rec centers also have summer camps for kids. Specifically Kettering and Washington Township. We drive to Kettering for Figure Skating and Summer camps.

65	infrastructure is both a strength and a threat. The city is starting the second year of a comprehensive road resurfacing project that will touch almost all roads within the City. However, funding maintenance of the roads and other infrastructure is always a challenge for a small city like Clayton
66	More money needs to go into fixing up the parks.
67	Ester price is awesome but the rest of the area shopping is minimal and actually looks creepy
68	Lack of commercial growth.
69	I don't think that additional access to the internet will help anything. I think that may hurt things with 'too much' access to our family neighborhoods.
70	Compete with Englewood/Vandalia & Trotwood to bring in more jobs and restaurant options.
71	Challenges are neighboring communities such as Trotwood which has really taken a downturn since their merger with Drexel. bad elements and decreased care of housing could seep into the Clayton community. The goal is to make Clayton a community of choice for residents. Englewood appears to be more united and progressive than Clayton. Englewood has a great park with water park for kids. Festivals and gatherings in Englewood's park are the norm. Clayton needs more to interest residents.
72	Most of the community does not have sidewalks and some have problems with sewers due to the city not working with other city to hook up water lines
73	As Dayton is revitalizing, many will be pushed into more affordable suburbs. These people tend to bring crime with them. Look at cities who have already done this, such as Indy, Washington DC and Chicago.
74	Private owned homes surrounded by green space, should be kept separate from commercial development such as large stores, apartments, industry. There are ample spaces for such activities, saving small green spaces which will create a domino effect in devaluation of properties and related problems.
75	Challenges--The way the city council continues to cost the residents money without allowing us an opportunity to decline changes, income tax break change if you don't work in Clayton, street curb replacement, rezoning residential to business properties..... If money is needed, how about bringing in more businesses to tax instead of more housing (parks on Westbrook & Honeybrook) and keep over taxing the current and future residents of those areas.
76	Parks
77	Taxes
78	Spending too much money.
79	Stop spending money on this white elephant that so few of us use. If I wanted to live in a city with this benefit / expense I would live in Vandalia.
80	Over population, destroying wildlife areas for development when vacant buildings sit on Main street. Too many EMT/ Fire personal, when the money could be used for schools.
81	Protect rural -- keep it rural, or you will lose the population that values it.
82	Close Meadowbrook, sell it if possible, start using more city money for roads/bridges. A small city like ours should not be paying for a golf course.
83	Trotwood
84	non-contiguous population concentrations ... difficult to provide common facilities within easy walking distance to service the community
85	Part of Clayton's charm is that it still has a small town feel. We don't need more new homes. Maybe think about assisting with improving the houses in the older sections of Clayton instead
86	Clayton has resources, but we face a declining population and budget challenges. We need to find a way to showcase and preserve those natural resources while attracting new businesses and people that will sustain our community. It is something I believe can be done. As long as we remain firm on retaining our character and not allow unrestricted rampant overdevelopment as Beavercreek has allowed.
87	Compete with Englewood/Vandalia/Trotwood to bring in more jobs and restaurant options.
88	Streetlights and sidewalks are needed in many areas. Some roads need repaving/resurfacing.
89	Land use, business development, etc., are important, but it's critical that community-building take a front seat. Unless and until our residents, of all stripes, invest themselves in the community, we'll still be lacking the key component for real success as a city. Otherwise, Clayton will simply become another area of blight.
90	We chose Clayton because it has a small town feel. Going forward we would love to see that being embraced by creating more walkable retail areas. A more old fashioned Main Street feel than busy highway. Until this plan was announced I couldn't have actually told you where Clayton started or stopped so maybe more community feats that utilize the different pockets so people see them all.
91	Properties that are not adequately maintained and codes that are not enforced, such as yard debris thrown in streets rather than being properly disposed of, trash receptacles left out front of houses all the time. Nearby rental houses are not well maintained.
92	I'm afraid we are going to be absorbed into Englewood. Prospective home buyers that find out they only get .50 on the dollar for their city taxes - might deter potential home buyers.
93	We would really benefit from sidewalks or a bike path on roads like Old Salem
94	Lack of pervasive fire hydrant system.
95	Someday soon we need to discuss a partnership and/or merger with Englewood. Clayton has a lot to offer Englewood as does Englewood to Clayton. Combined buying power from an improved economy of scale is a mutual benefit. The cities share a similar issues and location.
96	I am concerned that Clayton will not be able to maintain sufficient revenue to provide the support that makes Clayton such a nice place. This includes the costs to maintain Meadowbrook. I hope that Meadowbrook can be an asset and generate income. I am concerned about the crime that is coming into our community from others, as well as competition for development and businesses by neighbors.
97	need more bike trails and pedestrian path especially extend from northmont high school to spring lake or talmage road will be very useful for the neighbourhood

98	Income tax increase on 85% of the residents should come back to haunt the council. It should never have passed except with a vote by the citizens, as explicitly stated in the charter. Council gave away \$2m in land to Caterpillar. Council spent millions more on the white elephant Village of North Clayton. City buys Meadowbrook - not a city responsibility. Biggest threat - city council wasting our tax money. Yet they can't bring a single new business into the city while Englewood thrives.
99	Has any one walked many of our neighborhoods and noted that lack of pride for the condition of many many homes. Weeds in yards and around foundations sidewalks that have never been edged or maintained. Siding covered with green mold. People don't care what their property looks like. When I walk I see papers, tree trash and junk that's been just laying in driveways for weeks and nobody bothers to pick it up. Where are the property police. Wake up city council before our city sinks lower
100	City leaders don't communicate well with residents and make decisions without giving residents the chance to vote or weigh in on those issues
101	It a shame, but the short sided residents of this community vote for council members who have little or no knowledge about how to run the city. Our leaders are horrible and their actions truly don't represent us!!!
102	Trotwood seepage
103	We need s better catering company with exceptional customer service
104	We need more Diversity in stores and restaraunts
105	Taxes are getting very cumbersome.
106	Low income and the cheap apartments bring in residents that don't want to see the city grow.
107	Meadowbrook golf course should be opened up along Taywood Road and Westbrook Road so it could make a statement. Now when out of area persons drive bye they don't even know we have a golf course. Sixty years ago when I caddied there it was a showplace, something the entire community cuold be proud of.
108	I think biggest threat to our community is population growth. No more apartments! These folks are not vested in the community. They don't pay property taxes and simply drain resources.
109	Clayton strives to be oak wood, with none of the money and all the negative points that stagnate growth. Clayton is full of racist, greedy, and pigheaded people who don't want "other people" in their town and don't want to spend the money it takes to actually entice growth.
110	Few restaurants for Fine dining, few shopping locations - need to visit Huber heights or downtown Englewood

ONLINE SURVEY QUESTION 3

What do you see as Clayton's future opportunities for growth or development? You can select more than one answer.

Answer Options	Response Percent	Response Count
Meadowbrook at Clayton	38.8%	82
North Main Street (SR 48) corridor	50.2%	106
Salem Avenue (SR 49) corridor	36.0%	76
Villages of North Clayton development (by Esther Price Candies)	47.8%	101
1-70 intersection	40.7%	86
Industrial development	27.4%	58
Residential development	20.8%	44
Office/retail development	43.6%	92
Other	2.3%	5
Answered Questions		211

What do you see as Clayton's future opportunities for growth or development? You can select more than one answer.

Answer Options	Response Percent	Response Count
Meadowbrook at Clayton	35.7%	63
North Main Street (SR 48) corridor	59.6%	105
Salem Avenue (SR 49) corridor	28.4%	50
Villages of North Clayton development (by Esther Price Candies)	46.0%	81
1-70 intersection	31.2%	55
Industrial development	27.8%	49
Residential development	17.6%	31
Office/retail development	42.0%	74
Other	5.6%	10
Answered Questions		176

Other Comments

Number	Other (please specify)
1	Road Maintenance
2	Stores and retail not offices
3	Restaurant development
4	Roads
5	What's wrong with green space and farming
6	Build a new Postal Facility to aid in the expansion for the housing coming into the area. Build up in the Village of North Clayton, enhance the Postal Presence and separation from Englewood Post Office.
7	N Main St should be developed in accordance with the Good Sam North anchor, with professional offices and PDs. SR 49 and the I-70 intersection should be developed in a comprehensive plan to leverage the acreage and open land that currently exists. Industrial development should be planned along Hoke Rd and along/with SR 49 and I-70. Proximity to Dayton Int'l Airport and I-75 should be highlighted as a transportation magnet.
8	We need to develop the I-70/49 area (Melody area) and extend that to route 40 to the Villages at North Clayton. We should also make route 48 north of Dayton noticeably different as you enter from the South. Sort of like the Short North area in Columbus. You know you are in a nice retro area that is inviting to younger generations.
9	If the shopping strip behind UDF at Union/49 belongs to the city of Clayton, that needs to be torn down and at least green space put there for the time being.
10	we don't need any more houses --- schools are already over populated
11	The current City leadership cannot get anything sustainable in motion. The Villages at North Clayton are an opportunity waiting. Where is the active recruitment to get activity in this area. The SR 49 corridor leads to nowhere in both directions. The SR 48 Corridor is not where people want to go. Look at the successes in Dayton, Austin Landing, The Greene, Troy, Tipp City, etc.
12	We need a mall closer than Centerville or Beavercreek
13	We need and can support retail business
14	I recently ate at Meadowbrook. The food and experience was very average. I'd like to see a focused effort to improve both so that Meadowbrook has a reputation of being a destination dining place, something sought out by others. A poor reputation will be hard to turn around. Positive first impressions, early in the endeavor, and word of mouth are vital to success.
15	Main Street and I 70 is an area that needs to be developed in cooperation with Englewood. And Salem with Trotwood.

16	Would love to see more shopping options i.e. Marshalls, TJ Maxx
17	We don't need anymore residential development, it's already too crowded...
18	Hoke road is a good start but the Crappy Walmart ruins that area. I would prefer it be more in the old Clayton area away from the stuff Englewood is going on Main and 70. I don't think along RT 49 would attract good clients, and the crime there. I would like it to be more for Clayton residents to enjoy. I like the route 40 area near the HS and North Clayton the best. I think there is some room to add some great retail places and restaurants there. Like I said above...no fast food places.
19	Vandalia has all those stores and restaurants. It's a fun place to go to. Clayton doesn't have much. Panera and Starbucks are an awesome start.
20	Clean up Salem Ave and it's reputation... Meadowbrook offerings need a professional management team...current is trying but will not succeed...not professional enough...
21	Meadowbrook of Clayton is another waste of money. Is it self sustaining or our or hard earned tax dollars being used to sustain it?
22	Retail development is very lacking. We must travel to do almost any type of shopping. Also, too much duplication of businesses. Do we really need pharmacies right across the street from each other? A UDF at each end of Union Rd? Gas stations right across from each other?
23	By I-70 Intersection I am including the corridor leading to Clay Township-Woefully underdeveloped.
24	We would like to see more fast casual restaurants like Five Guys or Culvers as well as some bigger chains like Applebee's or Carraba's close by. Also, a Sam's Club alternative such as BJ's or Costco locally. Currently, we have to travel a distance, often south of Dayton, in order to find different dining/shopping options. Bob Evan's, Perkins, and Frisch's are fine, but tend to target the same demographic, whereas a wider variety of options would keep more money in Clayton.
25	I think we are ideally located for multiple logistics centers. I also think we could have more economic development focused on attracting business because of our workforce and access to other area resources.
26	Road maintenance needs to be a priority. When new people come to the city to see if it's a good place to live, the bumpy, poorly patched, not very clear of snow roads need to be in better condition.
27	I am very excited that Clayton is growing, but I am concerned that it will spread too much and become too large. This could negatively impact the Clayton's resources, police, budget, and the community. Additionally, too much growth would cause traffic congestion on main routes.
28	The Hoke road corridor needs to be developed. It is the "Gateway to Clayton." It should be a widened boulevard with entry signs at its base near I 70. The library and government center should be built in the Villages at North Clayton, which should become a "destination" for Clayton. It should have some local restaurants, a bakery, coffee shop, and recreation, like an outdoor pool. Retirement housing would also work well for North Clayton. Industry needs targeting around I-70.
29	Retaining what we have and redeveloping the 48 and 49 corridors; filling or demolishing the uninhabited buildings along the corridor. There is no difference in "look" when you change from Harrison township to Clayton in appeal same as trot wood to Clayton and Dayton to Clayton.
30	Craig Crossly needs to finish his job in N Clayton and follow the rules!
31	Sell Meadowbrook for either single family housing or business development. Continue to tap into success of Good Sam North for business development. Scrap the Villages at North Clayton idea, as an idea that never taken off.
32	I think there is plenty of residential development in existence. I like how Good Sam North has expanded its services. I like how there are so many businesses close to my home (doctor offices, restaurants, fast food, orthodontist, hardware, etc.) Since there are more homes being built off of Old National, near the YMCA and Ester Price, that may be a good area for future development.
33	Dining development
34	Movie Theatre
35	Development sites
36	none
37	Keeping
38	Parks
39	Local theater and potdoor pool with daily admission (no membership requirement).
40	We don't need to grow!!!
41	We need a target, rural king, etc...
42	Good restaurants
43	Unfortunately the "Trotwood" influence makes the SR 49 development more challenging and the Villages at N Clayton development just hasn't taken off so I think you need to focus on the most viable and promising areas. Meadowbrook could be used for a lot more than it is now, perhaps even including gov't offices?

44	North Clayton project seems dead since I moved here in 2008 as military retiree. need more options to keep money in clayton.
45	Take advantage of Meadowbrook. I never see any advertisements of anything happening there and I only live two miles from it. Again, activities that would draw the public in. Finish doing something with Villages at North Clayton. It looks like a project that started and just died.
46	The more you can revamp st rte 48 the better for the community.
47	Get rid of the mayor she is dragging us down
48	Much residential & business clean up needed on Clayton strip of St. Rt. 48. Feel Villages of North Clayton should be a privately funded venture. Not from our tax dollars.
49	You need business to offset the residential cost. Villages of Clayton need to be develop by a major conerstone business, such as Sam's Club, Costco or BJ Wholesale. BJ Wholesale would be a first for this area, and a major draw for other businesses.
50	I would like to see retail such as: Bath & Body Works Hobby Lobby
51	Plenty of space along the Salem Avenue corridor, whichbis now quite deserted. Office space, medical facilities could also find room along SR 48 and Sr 49.
52	Bring in business so you can quit over taxing residents and may even make opportunities for residents get a job in Clayton so we're not city taxed twice on our one income!
53	We are to 'big' now!
54	I live on Pacemont Ave. This whole triangle I can envision as an industrial complex. It is close to I 70/75, which is ideal. Currently it looks like it is being strung up and down Rt 48 which is a traffic problem.
55	More Industrial/ retail development for tax revenue. Advertise and develop Villages at North Clayton with more restaurants.
56	We would like to see Englewood, Clayton, and Union become Northmont City. One idea would be to have a beautiful city center, park, business/housing area on National Rd in the old KMart area. We would like to be updated on any talks pertaining to coming together of the cities.
57	The city must first make North Main Street attractive enough to attract growth. Such as sidewalks and curbs the whole length. Drive thru Union and Englewood and compare it to driving through the Clayton part of North Main. Like driving from a developed city to a very poorly run city that doesn't care about appearance of the cities infrastructure.
58	The economy is booming and nothing is happening here. What's the issue?
59	Office and retail will be a challenge without significant population growth. Land for development may be better suited for commercial/industrial vs. office/retail since we don't have the higher concentration of population here.
60	We greatly lack diverse retail businesses. We have duplication of the same businesses, ie. pharmacies and gas stations across the street from each other. There are too many auto supply stores. More restaurants would be nice.
61	We moved here from south of Dayton to avoid traffic. Now that all of these businesses are being built up while neighboring communities close down their businesses all of the traffic comes here. I would like to see more public places- the library would be a great asstt if the new one could be built in Clayton.
62	North Clayton project seems dead since we moved here 2008 as military retiree's. Need more options to keep money in Clayton along these designated areas.
63	I would like to see a couple "nice" restaurants--not fast food or "quick bite" places and a few "nice" retail establishments--not more dollar stores. Several years ago there was talk of a Kohl's being built by Hoke Road and I-70 intersection. That is the kind of retail store this city needs
64	Meadowbrook at Clayton would be a good site to build a "Clayton" rec center. Not sure why everything has to be in a growth mode - maybe people bought property their because it is a beautiful area, not so commercial, a nice balance between business and individual homes.
65	I believe that Clayton needs more Office and Retail or Light Industrial development to help generate income for Clayton. Development along North Main Street is very convenient to access.
66	We definitely do not need industrial development!!!!
67	Keeping Clayton a nice place to live is everything! Keep increasing the population with non vested residents will erode Claytons tax base in the long run.
68	Salem seems to be the least developed and has the most potential. North Main just need to keep clean and updated. Villages at North Clayton look great but out of place since there is nothing around it.
69	Meadowbrook is a great place and needs to be utilized more and run better. It could also be a great place for the government center?
70	I would like to see more small businesses
71	would like to see Meadowbrook utilized more. Possibly more of a city center structure?

ONLINE SURVEY QUESTION 4

What is your vision for Clayton in the next 10 to 20 years? You can select more than one answer.

Answer Options	Response Percent	Response Count
Stay like it is	8.5%	18
Industrial and commercial business growth	58.0%	122
Residential growth	37.6%	79
Identify and develop a city center	49.0%	103
More diverse population	10.4%	22
Other	8.0%	17
Answered Questions		210

What is your vision for Clayton in the next 10 to 20 years? You can select more than one answer.

Answer Options	Response Percent	Response Count
Stay like it is	17.5%	31
Industrial and commercial business growth	49.7%	88
Residential growth	28.2%	50
Identify and develop a city center	50.8%	90
More diverse population	8.4%	15
Other	5.0%	9
Answered Questions		177

Other Comments

Number	Other (please specify)
1	Decrease vandalism in parks.
2	A variety of businesses to reduce the need to travel for services
3	Retail growth
4	Make Clayton beautiful with road maintenance
5	More restaurants
6	Green space & cooperation
7	Crime
8	More of a residential community and not an area of industrial commerce.
9	Emergency Services
10	Retail growth that is more upscale
11	Merge with other communities
12	Meadowbrook development
13	consolidation of services
14	Better roads
15	Improved green spaces. I.e. Clayton park and Westbrook park
16	Independent Restaurants
17	Promote controlled and zoned industrial and commercial business growth to support the revenue stream. Planned development of residential areas to support an increasing workforce and use of Northmont Schools and the CTC.
18	Love for city to stay as is, but realize that tax \$'s are needed that we obtain through growth
19	Support and promote the greater Northmont community.
20	City center! Bring back the vision of the Clayton Village. Small and local shops, eateries, brewery, ice cream, pizza etc. etc.
21	See question 3
22	Retail! I am tired of having to drive to Huber, Beavercreek or Centerville to shop at something other than Kroger, Meijer or Walmart.
23	Put the city center in the village and develop a small village like yellow springs
24	1. Maintain rural green spaces. 2. Better cooperation between Northmont municipalities.
25	Cleaning up the drug and crime activity would be awesome.
26	We need more upscale retail and residential. A city center would be nice but is not where growth begins.
27	Retail stores and mall. Better recycling programs to pick up weekly
28	We often joke when answering the question "where do you live?", that we live in ClaytonDaytonEnglewood. Not sure why we can't pool more resources together with surrounding communities and just identify ourselves by the name we've given our school system, call it Northmont, OH. I'm on the fence about the whole process of gentrification in our community. While it would be nice to improve some neighborhoods, I also don't want to make it so that I can no longer afford my own home.

29	Too crowded already
30	I see Clayton becoming an Industrial and commercial area with pockets of residential areas. No growth for community. Just monetary concerns for income.
31	I have been a resident of Union previous to buying a home in the Clayton area! I moved from Union due to the increased limitations put on home owners in Union by the city's government! My house, my property I pay taxes on, as long as I pay my taxes and am not doing something to annoy my neighbors let me be.
32	Only if adding the right type of businesses and houses. We don't expect to be Oakwood, but it would be nice to not become Trotwood. Houses need to be well built homes, not cheap prefab types with all siding. No more trucking companies. Give us some places with character and some class. Millions were spent trying to get the North Clayton area going, Try finishing up on that area making it the city center area. Add some unique homes, and a few nicer places to eat. If you build it they will come.
33	Hopefully if we see one or two restaurants come to north clayton village we will see additional business and residential growth in that area.
34	Stop working separately and apart from Englewood and Union and work cooperatively.
35	Make it a safer place to live. Close down the bar at SR 49 and Union.
36	Encourage retail growth that is more upscale and similar to what is happening south of Dayton, especially with grocery stores like Whole Foods, Trader Joe's, etc., this type of shopping would bring in people from surrounding communities. Maybe this would be good the Villages at north Clayton development. Residential development that is friendly to young families and also safe, functional housing for older, retired adults (independent living communities, NOT nursing homes)
37	Merged with other communities around the Northmont School district to eliminate economic competition with these communities. It will also allow for a stronger Public Safety team, while saving taxpayers.
38	To be able to own & raise my own chickens
39	Need more high-tech jobs and higher education population.
40	I see it going downhill because Trotwood and Harrison township are encroaching.
41	potential for the three communities of Clayton, Englewood and Union becoming one community government.
42	There are four stops that need to be traffic lights, but are not because the intersection is shared with Englewood. I would like to see the cities get along better.
43	I like that Clayton is developing and that the new developments are in existing areas. It is a good idea to concentrate and centralize the new developments. Clayton is attracting positive new businesses, like Starbucks, that attract positive clientele. I don't want Clayton to turn into a large suburban city like Huber Heights. I like the size of Clayton - it's large and has amenities, but feels like a small town.
44	More industry along Salem and I-70. Also aggressive development of a city center to give the area a destination and central identity. Widen Hoke Road as the central gateway. Practically, Hoke road is a country road creating a bottleneck, especially when school buses travel that road to their parking garages at the beginning and end of the school day. Make this a jewel of an entryway instead of a barrier!
45	Use the laws on the books to enforce property upkeep
46	I'd like to see it stay a nice mix of suburban and rural living. Concentrate business, and industrial development in the cluster where it already has located. Do not encourage or seek sell off of farmland as it will destroy rural character.
47	Just keep Clayton simple. Just because you can build something on empty land does not mean that you need to.
48	Fix our roads! Our parks are also a mess. Most times this is the only impression people have of Clayton.
49	I currently like it the way that it is. I like that there are higher-end homes being built. But I'm afraid that it may 'downgrade' the value of the older homes in the older neighborhoods. I don't think that a city center is worthwhile. There are so many other choices nearby that I don't think the extra competition will be worth the time or money. I like the residential growth that I see, but I'm afraid that we are taking up too much farm land as well.
50	office and commercial growth
51	Controlled developpement
52	Cleaner streets and fixed sidewalks
53	Nurture community center(s)
54	create welcome package for all residents with all info to keep updated
55	partner/merge with Englewood
56	Improve inffrastructure
57	Dine in / chain restaurants
58	just providing more retail, restaurants and jobs for residents
59	Keep all residents informed via all methods to include possible creation of "one call now system" to call/email/text alerts, build that communication trust factor from city hall to we the people.
60	People move to Clayton for the Country Living in the City atmosphere...do not ruin it! A city center is needed as a central gather place.

61	Pd love to see a growth in retail and food in the area. Chains such as Chick-fil-a, Target, Fresh Thyme, etc.. Have a great chance of thriving here. Also chain restaurants would do well in the area but may hurt local small businesses
62	I don't care as long as we vote the mayor out
63	St. RT 49 potential for restaurants / retail - direct interstate access from I-70 is there. We currently have Wendy's and Shell located Eastbound exit. More at Westbound exit, but on Hoke Rd. and believe that is Englewood territory.
64	With vision for increased income for the city, a controlled commercial growth could take place, without disturbing the wishes of the population for tranquillity, increased traffic, keeping all green space untouched.
65	Decrease vandalism in parks.
66	Better parks
67	See above. I believe our population is diverse now.
68	Increase walkability and bikeability.
69	Need to figure out how best to serve the islands or look to join with neighboring jurisdictions (Englewood / Union) to do this and provide quality amenities and deliver services more efficiently.
70	Personally, I think it was a mistake to become a separate city. I think Englewood and Clayton and possibly Union should merge into one city.
71	again, we do not need any additional new housing
72	The saying goes, build it and they will come. Keep all residents informed via all methods to include possible creation of the "one call now system" to call/email/chat alerts like the schools use to build that communication trust factor from city hall to we the people.
73	Neighborhoods that remain stable and safe with well-cared for houses/properties
74	Bury the hatchet and combine efforts with Englewood.
75	I would like to see Clayton's infrastructure maintained and improved, including sidewalks, development of green and community spaces. I would also like to see Clayton attract and retain valuable employers in our City who offer a variety of jobs (entry and non-entry level).
76	Love the fact there are not endless car lots and bars!
77	walkability for almost everywhere city of clayton connecting to englewood, union
78	Ideally more nice parks and boutique stores/ a few nicer restaurants
79	Industrial and business growth my boost Claytons revenue in the short term but will chase long term residents away!
80	the RT 49 corridor especially from Union road to the interstate is ideal for commercial development.

ONLINE SURVEY QUESTION 5

What areas of development should Clayton immediately focus on and designate funding for? You can select more than one answer.

Answer Options	Response Percent	Response Count
Nothing	4.3%	9
Add more bike paths	27.5%	57
Main Street Upgrades	50.2%	104
Improve/add more parks and recreation sites	50.2%	104
Other	18.8%	39
Answered Questions		207

What areas of development should Clayton immediately focus on and designate funding for? You can select more than one answer.

Answer Options	Response Percent	Response Count
Nothing	5.2%	9
Add more bike paths	33.1%	57
Main Street Upgrades	48.8%	84
Improve/add more parks and recreation sites	60.4%	104
Other	11.0%	19
Answered Questions		172

Other Comments

Number	Other (please specify)
1	Improve roads and infrastructure
2	Postal Facility
3	Commercial and Industrial
4	Fill retail space
5	Attracting quality businesses.
6	Smart growth plans
7	Northview Park
8	Infrastructure
9	Destroy blight housing and obtain nuisance abatement
10	Road Maintenance
11	Improve streets and alleys in the old village.
12	Hoke Road
13	Trees
14	Surveillance cameras
15	Resurfacing roads
16	Sidewalks
17	North clayton HS area.
18	community events
19	Street Lights in Bayberry Trails/Sterling Woods Subdivisio
20	Residential Upgrades
21	Urban redevelopment
22	Elementary schools
23	Reduce City income tax!
24	Meadowbrook
25	Roads
26	Unsure
27	public utility infrastructure
28	more city transportation
29	Road improvement
30	community policing
31	Infrastructure improvements
32	Widen & Develop Hoke Road
33	infrastructure
34	Home Rd improvement

35	Neighborhoods
36	Roads
37	Independent restaurants or more upscale chain restaurants
38	North View park is not much, and could be a bigger center for community use
39	Concentrate on the Villages of North Clayton. There is disposable income with students and parents passing by the area with no convent place to eat or shop. Continue the development west to 49 and down toward 70 as the are plans underway to make the interchange better. Second to that area is do not ignore the Randolph Plaza area. It must remain strong and inviting. It must look substantially different than Dayton. Should have an appeal to young potential first time home owners.
40	Maintain and strengthen police force so that any potential business, hotels or restaurant districts are adequately patrolled. Police service to remain city needs to be maintained or better as well. We do not need another Miller lane /Butler Twp. fiasco on this side of town. Last time on Miller saw 5 different pan handlers, forbid my family from going to Miller, plus other reported problems they have had and slow police response times. Smart growth and planning with NO new taxes
41	Northview Park used to be a beautiful residential park until Clayton became a city. What happened? Kids need a place to play and families can utilize the park as well. The place has become an eyesore. Clean it up and restore the basketball courts, walking path as well as some picnic areas.
42	I think we should update our pipes and water system to remove all lead. Other cities have done this, like Madison, Wis. and I think this would improve our quality of life immensely. Being able to say that we are a lead free community would bring up property values and be a huge draw for families. I think this needs to be a priority for our future.
43	Would love to see beautiful signs that you are entering Clayton at main intersections like Westbrook and Salem, by 75 and others. The small welcome to Clayton wigs are cheap and unnoticeable.
44	Need to connect up to the other bike paths in the Dayton area - especially to downtown
45	Continue great projects such as the bike path.
46	Villages of North Clayton - get it moving!
47	Our roads are a disgrace!
48	Bring nice restaurants, shopping, and entertainment to our area.
49	We need a safe, large, level dog park. There is no place close to take our dogs to romp and run around. You'd be surprised how many people would use it. We have a place in the Florida Keys that has a double park. One side for the smaller dogs, and the other for the bigger dogs. I doubt it would be that expensive to run.
50	Hoke road!
51	There are a lot of old trees along roadways. Use some of the double tax money from removing the full credit residents had for city taxes and spend it to remove old dangerous trees along older neighborhood right of ways.
52	Surveillance cameras used like Englewood is using theirs would be ideal. They would act not only as a deterrent but as a force multiplier for our police.
53	Provide parking for Westbrook Park.
54	I live next to Northview park. Would love to know if there are plans to do a bit more with this space. Appreciate the attempt s to keep it safer with the cameras, and the addition of permanent benches and trash cans. My son misses the basketball hoops, but I understand there was trouble with the kids who came to play.
55	More Clayton residents use the route 40 area near the HS than Main Street. Focus on these residents, and not people off the highway travelling through.
56	More activities for the kids to do. Skating rink would be nice to have in the neighborhood.
57	Reinforcement of guidelines: Older homes need to follow city guidelines so deterioration is not so evident...home upkeep - Otherwise we turn into Trotwood...
58	Adding amenities that attract young professional families and also help to keep our retired older adults in the area.
59	Main St. Needs more traffic lights at some of the populated areas. Old Salem and 48 would cure two problems. One being on corner of Old Salem and 48 and also the traffic from getting in and out of the Randolph Plaza could use the Old Salem exit and do away with back ups on Main St.
60	Infrastructure...if you add something that can attract millennials and their families you can add to the growth which can add some dollars to help with the development of infrastructure.
61	Strengthen the Main Street area to attract urban millennials. Give it kind of a retro look. Focus on completing the Village of North Clayton to bring some upscale boutiques, restaurants, and a bicycling shop to promote the bike paths. Maybe even a bed and breakfast that caters to biking and outdoor activities.
62	I absolutely support more parks but with Englewood Metropark so close it seems to make more sense to focus on connecting Clayton to the parks we already have via bike paths.
63	Clean up Main St. Begin raising housing prices, to improve the overall income for the City.

64	Elementary schools need to be updated
65	Find other ways to generate revenues.
66	Stop raising our taxes. We can't afford it.
67	where possible, make areas designated for development or growth to be supported by public utilities and other needed amenities (fiber optics).
68	We can't even take care of what we have, how will we support more?
69	Parts of Clayton are inner suburbs. Government can not continue to remain distant. You don't see them much but the police are the only people you ever see.
70	Develop North Clayton with retail and restaurant
71	Swimming pool at meadowbrook
72	As a Senior (67) Who has lived in Englewood since 1971 walking is a major activity for me. Would love to see more available and safe walking/bike paths for all.
73	Main Street should be a priority. Code enforcement will help improve property appearance, especially on the southern end of Main Street. I also think that Clayton should focus on building an identity for itself. This doesn't mean you have to create a city center. There are other ways to create that feeling of one community. Signage, greenspace, streetscapes, etc.
74	Widening and developing Hoke Road, along with building the next Montgomery Co. Library in North Clayton Village Center and planning to move the Government Center from its current "Englewood" address to the new center at the Villages of North Clayton will spur residential and identity through an identified city center with a gateway to it.
75	Community happiness and sense of belonging starts with the park.
76	Any thing that will bring more business, industry and offices to areas where it has already clustered, i.e. North Main, near I-75 exchanges. Market Meadowbrook, and get the best price you can get for it, but sell it. Be in the government business not entertainment.
77	Improve the parks, the park at Westbrook and Old Clayton Park are getting run down
78	As a member of a local Scout Troop, I think improvements to the local parks and recreation would be a great benefit for many. And Main Street upgrades would be a nice 'welcome' to additional business using existing buildings and spaces. I think that it is important to avoid lots of empty retail space (like where KMart used to be). I think that is an eyesore and sends a 'dying' message to those seeking to do business in Clayton. Modernizing what exists would be preferred
79	City Center
80	Extension of National Rd. Bike/walk path
81	Community Center - Meadowbrook
82	Retail development
83	upgrading neighborhoods
84	Research and bring in more business
85	Close Meadowbrook
86	Residential sidewalk upgrade
87	pedestrian / bike friendly
88	create welcome package that outlines and shows options below
89	Restaurants
90	City Center
91	North Clayton
92	Increase police visibility
93	Actually start encouraging business to build here
94	More small business
95	Housing
96	Water and sewer
97	Industrial and develop north Clayton
79	upgrade parks to include following: a.walk/jog oaths with various workout stations that has clayton history facts b.basketball/tennis/pickle ball courts fenced in with proper lighting capability. have key card access entry to keep the 'riff-raff' down, charge all clayton residents a yearly \$20 card fee to help off-set cost/maintenance/security etc. additional cards are \$1 and non-transferable. this keeps risk of vandal down because logs could be used with camera and hourly police patrol check
80	A city center. Someplace for summer time concerts, movies in the park, festivals, community pot lucks, etc.

81	Sidewalks on Main Street, I don't know how many times I've walked them, constantly at the fear of being hit by a car because there's no sidewalks
82	I like seeing the buildings being torn down and the land being sold. Great job
83	Focus and invest in maintaining and improving green spaces to encourage more use of existing parks. Organize activities and volunteer groups to help with the maintenance of neighborhood parks, get local residents involved, which in turn will benefit us all and keep parks safer!
84	Finish Villages of Clayton
85	Improve aesthetic of current parks without compromising the amount of green space by building condos, bungalows, roads, or townhomes.
86	I am not sure we need MORE parks or recreational sites, but improving the ones we have would be best. Meadowbrook should be used for more than just golf, can we add walking/biking trails there? Also adding bike paths that are also used for walking and connect to the paths that are already in place in Englewood and the the Metro Park. Maybe Good Sam North could help fund this effort and include their property in some way to link the rest of Clayton. Maybe this just takes developing a map.
87	Get electric lines underground. Horrible looking!
88	a. walk/job paths with various workout stations that has Clayton History facts on them. b. basketball/tennis/pickle ball courts fenced in with proper lighting capability and key card access. Charge all residents a yearly 20 fee and extra cards a dollar as non transferable. The card keeps vandal down provides security logs of who used and when and hourly police patrol checks during rounds foster trust with community. c. increase playground options/swings. d. add dog poop clean up stations/bag
89	I think the city could do a lot more with Meadowbrook. Don't let that facility go to waste. It needs some upgrades and some marketing.
90	More restaurants using locally sourced foods. like Ray's.
91	Theater and non-membership outdoor pool.
92	We are already paying plenty for property taxes so we like to enjoy free family activities such as bike rides and walking to parks. We love being outside in nature. I love mature trees in people's yards, lots of grass, sidewalks, playground equipment, hiking trails, disc golf.
93	Not sure what Main St upgrades are being thought about. I think our Main St area is quite cute. Quick Marts, Medical, Gas station, office, food are all included in that area and it looks very nice. The parks just need a little cleaning. Maybe there could be a "make your park beautiful" day. The city could bring in equipment (truck, paint, supplies) and the residents of that neighborhood could volunteer to have a work day. A good chance to meet neighbors and spruce up the parks.
94	It would be nice to connect from diamond mill and Salem down Wenger to centennial and the YMCA.
95	Work with Englewood
96	Continue addressing abandoned properties so that they don't sit vacant.
97	We need side walks extended as promised years ago. Beautify Main st with more trees and lighting.
98	Business after business builds and moves into Englewood. Nothing builds or moves into Clayton, or hasn't a long time. Why? Clayton seems to actively DISCOURAGE business, or pushes the pig-in-a-poke Village of North Clayton, which except for Esther Price has seen no sustainable business ever. While Englewood seeks out developers and opportunities, Clayton does nothing.
99	Clean up the neighborhoods Inform residents the importance of property maintenance so that our city can again be a desirable place to live. Some of us try to keep our property looking decent but you look around and see most just don't care.
100	Nice parks like Englewood park with water features for summertime play or ice skating
101	Young kids need a place to meet and entertain themselves after school and during the summer, and I'm not talking about video games. I believe it should be a priority to keep the off the streets and out of trouble and away from drugs.
102	Work to increase desirability and make the neighborhood more like it was 20 years ago. I.E. reduce crime and vacancy in homes.
103	Keeping Main clean, fresh, and upgraded.
104	Water and sewer for the Original part of Clayton. Also clean up the mess in front of Hardscrabble park!
105	Fix and improve your damn roads!
106	Love the idea of more recreation--bike/walking paths, playgrounds, etc...

ONLINE SURVEY QUESTION 6

41% Which areas of Clayton should be the top priority to be developed first? Please rank in priority order, with one being the most important; you can add other areas in the comment section.

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.

	1	2	3
Salem Avenue (SR 49) corridor	51 26%	63 32%	84 42%
North Main Street (SR 48) corridor	97 49%	68 34%	33 17%
Village of North Clayton	50 25%	67 34%	81 41%

Which areas of Clayton should be the top priority to be developed first? Please rank in priority order, with one being the most important; you can add other areas in the comment section.

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.

	1	2	3
Salem Avenue (SR 49) corridor	34 20%	61 36%	75 44%
North Main Street (SR 48) corridor	95 56%	57 34%	18 11%
Village of North Clayton	41 24%	52 31%	77 45%

Other Comments

Number	Other (please specify)
1	Village of north clayton was ill conceived.
2	North Main Street is the side of Clayton that most people see first. Considering the condition of many of the structures that border Dayton, I feel it should be a clear priority. Most of those homes and businesses are dilapidated and a little frightening looking. It's a clear opportunity to invite some more upscale businesses into the Clayton family. We can create a bike path and really use this area to show off our strengths.
3	The village already has a decent start with 3 local shops. We should continue
4	You can't even take care of what we have now. We need road maintenance and four way stops that need to be traffic lights. Take care of what we have before creating more that can't be taken care of.
5	Villages of North Clayton!!!!!!!!!!!!
6	I could not make numbers appear above. 1. Village of N Clayton 2. Salem Ave 3. N Main
7	I say finish what was already started. The village is close to a majority of our new schools now. That may draw more people to the community in that would like to bike or walk to school, and save the school a bit of money on gas and buses.
8	3 should really be 0. Village of Clayton has followed the same journey as Newfield in Trotwood. Clayton should carefully look at the history of that development and have strong data to support the expansion of mixed commercial/residential in a concentrated space. My observation is that people say that is a good idea, but being in the suburbs, they expect more personal space.
9	Clayton relies on other community areas for shopping and services. There is no reason to move to Clayton other than the Northmont school system. We should be asking ourselves what needs to be done to make this an area people want to relocate to. Shopping and good neighborhoods are the key. Not industrial areas.
10	North Main seems to already be underway with Englewood. Let them have that area. Widen Hoke road for better access to North Clayton. That road is dangerous anyway. Another entrance into the North Clayton area would help and you could add some great things in that area. There is already the YMCA, Kleptz ELC, HS and other things that would automatically have a draw to the area with the amount of people in the area daily. Focus there please and finish what was started. Add some NICE places.
11	Main street seems the closest so it is 1. North clayton is a close 2 because the infrastructure has been there so long, any additional commercial structures would be welcomed. I also like Meadowbrook on this list since it is already established.
12	Other small towns around Dayton are more inviting to live because of the overall feel of the city...the newness is important... Springboro, Bellbrook, Beavercreek suburbs have a newness about them that is attracting the younger families...Englewood, Clayton are slowing falling into step with Trotwood...and Dayton view...people from the south hesitate to travel north of Dayton because of the drive through Salem Ave and Riverside Drive...

13	Money should not be spent on Salem Ave It is a dead area and not bringing in any type of business that pay taxes. Look at Trotwood.
14	Villages of North Clayton will not fly, until the rest of Clayton's housing is brought up to it's market. There are far more houses available with better yards, and it can not sustain businesses to hold the Town Center feel.
15	Keep development away from Trotwood
16	Village of North Clayton was a bad idea to begin with, stop wasting money on it! You have tax payers who have no sewer, storm sewer or sidewalks, try investing in them.
17	The Village of North Clayton was a poor financial decision from the start and does little to benefit the entire community.
18	Salem Avenue is finished, more green space. The Village of North Clayton is one of the worst ideas in history.
19	Salem Avenue is not a good/safe area due to drugs.. Main Street just runs into Englewood. We have a beautiful area in North Clayton which could be developed. It is unique and has a lot of possibilities.
20	Access from properties onto SR49 is a barrier to development. Village of North Clayton is great for new residential. Commercial/retail will be a challenge without city incentives.
21	Village of North Clayton is top, to gain a city center and a sense of pride and destination. Salem Avenue should be aggressively developed for industry, in particular for logistics and shipping through its I-70 access. North Main Street is Okay, yet it still lacks differentiation from Englewood, which has aggressively signed and developed the area. This area will never contribute to a central identity for Clayton, which still lacks a city center and gateway boulevard.
22	Loosing the Salem Mall retail was a huge mistake - easy access to the area from 3 directions beg for retail, hotel & most of all (since closing of Hara Arena) a "convention destination". The Dayton Convention Center is too inconvenient logistically for dealers/patrons because of it being so land locked. We have a great opportunity to draw from 3 major population centers (Columbus/Cincinnati/Indianapolis) along with the close access to air travel. We have the space but do we have the will?
23	#1. Salem Ave. #2 North Clayton...a good place for the City Center...#3. N. Main St.
24	I was forced by the program to rate Village of North Clayton, but if possible it would have had a 0 rating. It's a nonstarter.
25	Salem would be my first choice only because of the room for growth. However, I wouldn't mind changes/improvement/growth to any of the 3 areas listed. It's important for Clayton to grow. It could be more income taxes collected for the city.
26	I'm not sure how much good it would do to update the Salem Ave area. That area already seems so depressed. And if Trotwood doesn't try to do improvements on their end, it may not help that area too much.
27	SR 49 focus should be on the commercial and industrial.
28	#5continued comments: also, fosters trust with community/police during visits/use of parks. c.increase playground equipment/swings. d.add dog 'poop' clean up stations w/bags & trash for pick-up deposit, cardfees help offsetcost. e. require new homeowners 'check-in' to council city office to obtain card & then provide a tour/welcome 'sponsorship' type program visit, get that true 'welcome neighbor to the family/community' feeling. get all contact info to provide welcome packet to what clayton
29	Put establishments in at the Village of North Clayton that will draw people in.
30	Survey would not let me not rank Villages of North Clayton. This venture should be completed / enhanced by private entity - not the city.
31	This is based on where the best potential is for busineeses to grow and develop
32	Main Street should not be considered for our city center. It leads directly north into Englewood and would appear to be Englewood's grand entrance. Aesthetic upgrades to buildings and landscaping would be okay but there should be no roundabouts or 3 story buildings. A 'city center' should be placed in the center of the city not at the outer boundaries. The Villages of North Clayton should still be considered for this.
33	Develop the areas that bring synergy with adjoining communities. I don't see that with Trotwood yet, easier to do on Main St because of all the new development around Meijers, Good Sam North and I-70. Even Village of North Clayton would work if it were really more noticeable and more activity near Rt 40.
34	None of these seem to be ideal ... why hasn't village of north Clayton developed more? Do we have the population concentration to support its development?
35	falls in line with questions 7, 8 and 9 on where and how to build to bring in the jobs that people want and need and get revenue to stay in our community vice going to local communities.
36	Salem Ave should not be developed as it would make a significant property value decrease to current residents of Old Salem Road who own property adjacent to Salem Ave, many of whom live there (with estate homes) because there is not any commercial build up, myself included.
37	Forget North Clayton as a priority. It doesn't currently have a strategic value.
38	make near the middle/ high school as downtown which is the Village of North Clayton area

39	My opinion is that the Village of North Clayton doesn't have enough traffic like 48 and 49 to attract shoppers and citizens to that area.
40	Village of North Clayton should not even be on this list. This entire development has been a waste of city time and resources. No business wants to move into a locked location with little to no traffic. Yet an entire I-70 intersection sits practically empty and 1000 trucks a week with no effort by the city to encourage any new construction. The city has actually turned down business wanting to build in the area. What foolishness.
41	None. Stop trying to develop everything. Another example of poor leadership. Develop, develop, develop. Ridiculous!!!!
42	Finish village project. Clean up and revitalize exciting business areas that have become shabby
43	It's a real shame that area still is not growing. Someone really dropped the ball on that one. Don't really think anything can be done for Salem Ave. That has been in trouble since the 60s. Good luck there!!!
44	If I could pick 0 for village of N Clayton I would...failure!
45	The Salem Avenue has become a ghetto. Businesses have left and people do not feel safe in this lower income slum.
46	Salem seems to be the least developed and has the most potential. North Main just need to keep clean and updated. Villages at North Clayton look great but out of place since there is nothing around it.
47	Village of N Clayton was a mistake IMHO. Other housing should be encouraged for that area which might save the shops there.
48	Village of North Clayton makes the most sense for business and residential because of the areas around the YMCA, the school, etc. people would be drawn to the business if developed due to its central location.
49	Village of North Clayton

ONLINE SURVEY QUESTION 7

What types of restaurants would you like to see in Clayton? You can select more than one answer.

Answer Options	Response Percent	Response Count
None	<1%	2
Fast food (like McDonald's, Arby's, Chipotle, etc.)	9.0%	19
Chain restaurants (like TGI Fridays, Longhorn Steakhouse, etc.)	58.0%	122
Local chains (like Submarine House, La Fiesta, etc.)	45.7%	96
Independent restaurants (like Ray's)	66.1%	139
Independent cafes	49.5%	104
Sports bars	20.4%	43
Other	10.0%	21
Answered Questions		210

What types of restaurants would you like to see in Clayton? You can select more than one answer.

Answer Options	Response Percent	Response Count
None	6.0%	11
Fast food (like McDonald's, Arby's, Chipotle, etc.)	6.0%	11
Chain restaurants (like TGI Fridays, Longhorn Steakhouse, etc.)	50.2%	91
Local chains (like Submarine House, La Fiesta, etc.)	35.9%	65
Independent restaurants (like Ray's)	67.4%	122
Independent cafes	54.6%	99
Sports bars	19.8%	36
Other	6.0%	11
Answered Questions		181

Other Comments

Number	Other (please specify)
1	Attract a Raising Cane's Chicken/Appeal to young first time home owners
2	No more pizza. Quality, inexpensive family restaurants.
3	Local brewery
4	Archers, Bullwinkle's, Etc.
5	Chick-fil-a
6	Sushi and ethnic food
7	Texas Roadhouse!
8	ANYTHING BUT FAST FOOD
9	Home Cooking like the three in Brookville -- The Brookville Grille, Rob's, & K's
10	Like Rue Dumaine, Hawthorn Grill or Roost
11	Raising Canes, Piada, and entice Tony's Italian Kitchen to open in the VON Clayton
12	Nice RESTAURANTS like JAYS, THAI NINE
13	Need access to local fresh markets!
14	Subs, smoothies, ethnic foods
15	Diversify - Culver's, Noodles & Co, etc.
16	casual family dinning
17	Some international cuisine, like Thai, Indian, Middle Eastern or Ethiopian
18	More places were everything isn't fried.
19	Chic fil A
20	Chili's
21	Chick fil a, smash burger or five guys, piada
22	Coffee Shops
23	Privately/indipendently owned
24	Mikes Nashville Chicken would be a winner, currently they are only south of town
25	Nicer restaurants right now were overwhelmed with fast food
26	More diversity. There are too many fast food.
27	Nice sit down restaurants like Paragon, Montgomery Inn
28	Chick-fil-A
29	Something. Anything. Please.
30	Chick Fil a
31	We do not need more bars
32	Chick fil a

ONLINE SURVEY QUESTION 8

What type of commercial development would you like to see in Clayton? You can select more than one answer.		
Answer Options	Response Percent	Response Count
None	3.3%	7
Retail stores	75.7%	159
Medical centers/offices	27.6%	58
Other businesses/office venues	33.8%	71
Outlet mall	36.6%	77
Hotels/motels	8.5%	18
Specialty stores/boutiques	52.8%	111
Other	7.6%	16
Answered Questions		210

What types of commercial development would you like to see in Clayton? You can select more than one answer.		
Answer Options	Response Percent	Response Count
None	11.2%	20
Retail stores	69.6%	124
Medical centers/offices	16.8%	30
Other businesses/office venues	25.2%	45
Outlet mall	33.7%	60
Hotels/motels	7.8%	14
Specialty stores/boutiques	49.4%	88
Other	4.4%	8
Answered Questions		178

Other Comments

Number	Other (please specify)
1	Take advantage of our location along Rt. 70
2	Would love to have Target back.
3	Hockey arena / expo center as nucleus of new commercial district near I-70
4	Movie theater
5	similar to the Green
6	Movie Theater
7	Bed and Breakfast-work with Landis
8	Antique Shops
9	BJs or Costco
10	Restaurants
11	Lost battle to Huber Heights
12	Local Bakery, Coffee Shops in City Cente
13	Sports apparel/running shoe store - Up and Running/Runners Plus
14	use the 1st access 70 eastbound to the Dayton area for retail & hotel access
15	Some retail stores
16	We first need to get some of the office spaces filled that are currently sitting
17	A nice store like Kohls
18	manufacturing or distribution centers
19	Distribution, manufacturing and transportation
20	Grocery smaller like Aldis size
21	Bookstore!
22	Something. Anything. Please.
23	A BOOKSTORE
24	Kohls Sports store

ONLINE SURVEY QUESTION 9

What type of industrial development should happen in Clayton? You can select more than one answer.		
Answer Options	Response Percent	Response Count
None	21.8%	44
Transportation or shipping hubs	32.3%	65
Production/assembly	59.7%	120
Warehousing/storage	38.8%	78
Other	5.4%	11
Answered Questions		201

What type of industrial development should happen in Clayton? You can select more than one answer.		
Answer Options	Response Percent	Response Count
None	33.7%	58
Transportation or shipping hubs	27.9%	48
Production/assembly	50.0%	86
Warehousing/storage	30.8%	53
Other	4.0%	7
Answered Questions		172

Other Comments

Number	Other (please specify)
1	Tech companies
2	We need to develop a plan for each area and attract like businesses
3	Any of the above, just be smart with the land we have left
4	Technology industry to complement CTC
5	Amazon or other website distribution center
6	We have enough of this crap already ruining our area and damaging our roads.
7	Corp HQ's
8	High-Tech
9	But leave open spaces alone
10	light industry
11	Professional offices
12	those that bring in the most revenue
13	Not sure y
14	retail, medical, business, outlet mall, specialty stores
15	Manufacturing
16	Light Industrial Manufacturing
17	all of the above

ONLINE SURVEY QUESTION 10

Age (please select one)		
Answer Options	Response Percent	Response Count
18 - 24	7.8%	17
25-34	15.2%	33
35-44	22.2%	48
45-54	27.2%	60
55-64	14.8%	32
65-74	9.2%	20
75+	1.3%	3
No Responses	1.3%	3
Answered Questions		216

Age (please select one)		
Answer Options	Response Percent	Response Count
18 - 24	1.6%	3
25-34	12.6%	23
35-44	21.4%	39
45-54	20.3%	37
55-64	21.4%	39
65-74	19.4%	36
75+	2.7%	5
No Responses	0.0%	0
Answered Questions		182

ONLINE SURVEY QUESTION 11

Gender		
Answer Options	Response Percent	Response Count
Male	36.1%	78
Female	60.6%	131
Prefer not to answer	1.8%	4
No Responses	1.3%	3
Answered Questions		216

Gender		
Answer Options	Response Percent	Response Count
Male	36.4%	66
Female	60.9%	111
Prefer not to answer	2.1%	4
No Responses	<1%	1
Answered Questions		182

ONLINE SURVEY QUESTION 12

How long have you lived in Montgomery County?		
Answer Options	Response Percent	Response Count
0-5 years	10.6%	23
6-10 years	6.0%	13
11-15 years	6.4%	14
16-20 years	10.1%	22
20+ years	62.6%	136
Do not live in Montgomery County	2.3%	5
No Response	1.3%	3
Answered Questions		216

How long have you lived in Montgomery County?		
Answer Options	Response Percent	Response Count
0-5 years	10.9%	20
6-10 years	4.9%	9
11-15 years	8.7%	16
16-20 years	4.9%	9
20+ years	70.9%	128
Do not live in Montgomery County	0.0%	0
No Response	0.0%	0
Answered Questions		182

ONLINE SURVEY QUESTION 13

How many children live in your home?		
Answer Options	Response Percent	Response Count
0	37.5%	81
1	15.7%	34
2	25.4%	55
3	13.4%	29
4 or more	5.5%	12
No Responses	2.3%	5
Answered Questions		216

How many children live in your home?		
Answer Options	Response Percent	Response Count
0	53.4%	97
1	15.3%	28
2	20.3%	37
3	7.6%	14
4 or more	3.2%	6
No Responses	0.0%	0
Answered Questions		182

ONLINE SURVEY QUESTION 14

Do you currently rent or own your home?		
Answer Options	Response Percent	Response Count
Rent	5.0%	11
Own	84.2%	182
Live with parents	6.9%	15
Live with adult child	<1%	1
Other	<1%	1
No Responses	2.7%	6
Answered Questions		216

Do you currently rent or own your home?		
Answer Options	Response Percent	Response Count
Rent	2.1%	4
Own	96.1%	175
Live with parents	1.0%	2
Live with adult child	0.0%	0
Other	0.0%	0
No Responses	<1%	1
Answered Questions		182

ONLINE SURVEY QUESTION 15

Where do you currently live?		
Answer Options	Response Percent	Response Count
Southwest Clayton (south of Wenger Road, west of Hoke Road)	8.7%	19
Old Village of Clayton	5.0%	11
Swan Lake development	1.3%	3
Northwest Clayton (north of National Road/US 40)	5.5%	12
Villages of North Clayton development	2.3%	5
South Central Clayton (east of Hoke Road, south of I-70, west of Taywood Road)	16.6%	36
Southeast Clayton (east of Taywood Road, north of Westbrook Road)	33.3%	72
Savina Estates	6.4%	14
East of Main Street (SR 48)	3.7%	8
Do not live in Clayton (Please specify your interest or role in this Comprehensive Planning process)	12.0%	26
No Responses	4.6%	10
Answered Questions		216

Where do you currently live?		
Answer Options	Response Percent	Response Count
Southwest Clayton (south of Wenger Road, west of Hoke Road)	10.9%	20
Old Village of Clayton	8.2%	15
Swan Lake development	0.0%	0
Northwest Clayton (north of National Road/US 40)	4.9%	9
Villages of North Clayton development	0.0%	0
South Central Clayton (east of Hoke Road, south of I-70, west of Taywood Road)	17.0%	31
Southeast Clayton (east of Taywood Road, north of Westbrook Road)	40.6%	74
Savina Estates	7.6%	14
East of Main Street (SR 48)	2.7%	5
Do not live in Clayton (Please specify your interest or role in this Comprehensive Planning process)	3.8%	7
No Responses	3.8%	7
Answered Questions		182

ENGAGEMENT WHITE PAPER



City of Clayton Engagement Process Land Use Plan Update – May 15, 2017 The Urban Collaborative, LLC

Making decisions for city planning without engaging each member of the community is a common challenge for governments and planners alike. Using only one data gathering method or small sample group can result in biased information, not reflective of the community. For this reason, it is important to conduct data gathering and analysis through a variety of methods and sources in order to make informed decisions. Triangulation is a data validation technique that is used when attempting to reach consensus in results through crosschecking information from three or more sources or methods. The Urban Collaborative, along with the City of Clayton, used this technique in the comprehensive planning process – taking data from multiple different points, and using it to achieve a decision-making set of information. By combining multiple methods and materials, our team can hope to overcome the weakness or intrinsic biases and the problems that come from a single method.

Our methods included:

1. Analysis of existing plans and documents
2. Stakeholder interviews
3. Web surveys
4. Public on-site workshop
 - Focus Groups
 - Site analysis walks with residents
 - Strengths, Weaknesses, Opportunities, Threats (SWOT) exercise
 - Visual Preference Survey (VPS) analysis

For the Clayton Land Use Plan Update, The Urban Collaborative used the triangulation method to help stakeholders create a Vision Statement and three alternatives for future land use for the city.

1. Analysis of existing plans and documents

In order to create a comprehensive plan for the future, planners must review past research and documentation; ignoring the successes and mistakes in the past contributes to mistakes in the future. Prior to and during the workshop, The Urban Collaborative team and workshop participants reviewed many Clayton and Montgomery County documents, beginning with the Request for Qualifications, which included a succinct summary of Clayton's planning needs and goals. Other documents the team reviewed include the 1999 Land Use Plan, previous interviews with Clayton businesses conducted by City Planners, Clayton's Economic Development Plans and Five-Year Goals, Clayton's 2011 Parks and Recreation Master Plan, the Village of North Clayton Development Standards, the Miami Valley Regional Development Commission (MVRPC) Strategic Plan, and the MVRPC Transportation Plan.

2. Stakeholder Interviews

Between November 14th and December 10th of 2006, members of The Urban Collaborative conducted 36 interviews with various members of the Clayton Community, including the City Council and Board members, City Employees, members of the Northmont School Board, Clayton business owners, interested residents, the Miami Valley Regional Planning Commission, and the Dayton Development Commission. City Council, City employees, and other interviewees recommended interviewees. We asked all interviewees a series of questions relating to the city, their role in the community, and their aspirations for the City. We then compiled and analyzed these interviews (with names and titles removed from the notes).

3. Web Survey

From January 4th to February 10th, city residents had the opportunity to complete an online survey

advertised via the Plan Clayton page on the City website, emails to all members of the Northmont School Community, and emails to all people that The Urban Collaborative had been in contact with since the beginning of the project in November. We estimate that the survey was seen by between 1,500 and 2,000 people between our email list and visits to the City website. 216 people completed the survey, which is a response rate typical of external online surveys, between 10 to 15%. See survey results attached.

4. Onsite Charrette

From January 18th – 21st, Clayton sponsored a public workshop that included 12 public sessions over four days. A total of 55 separate stakeholders participated in the workshop.

Participation each day was as follows:

Day 1, Wednesday: 30

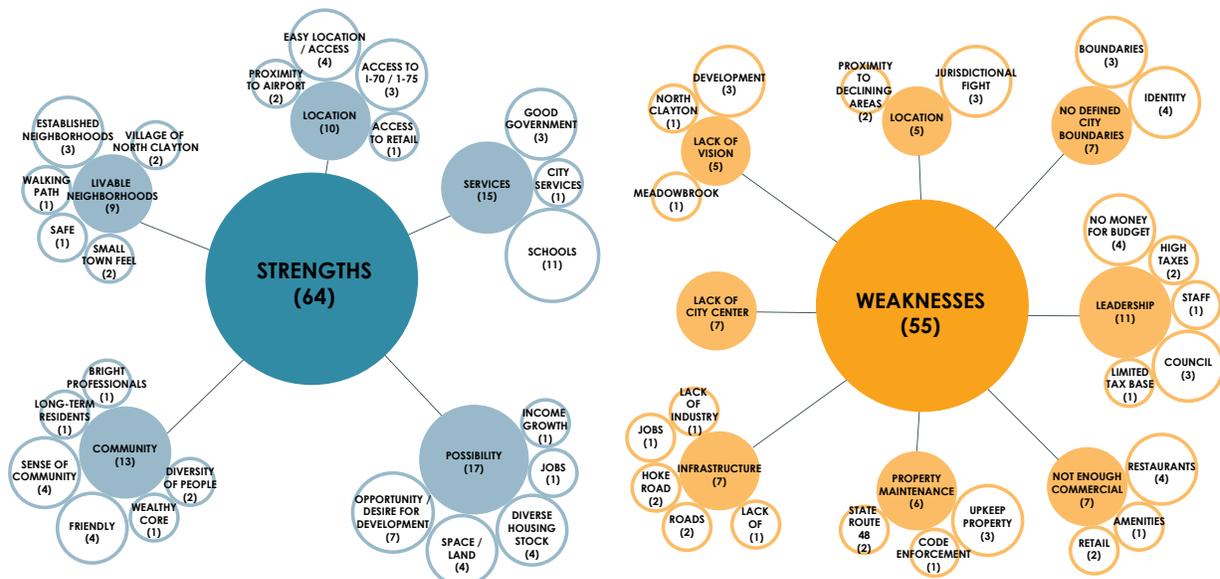
Day 2, Thursday: 43

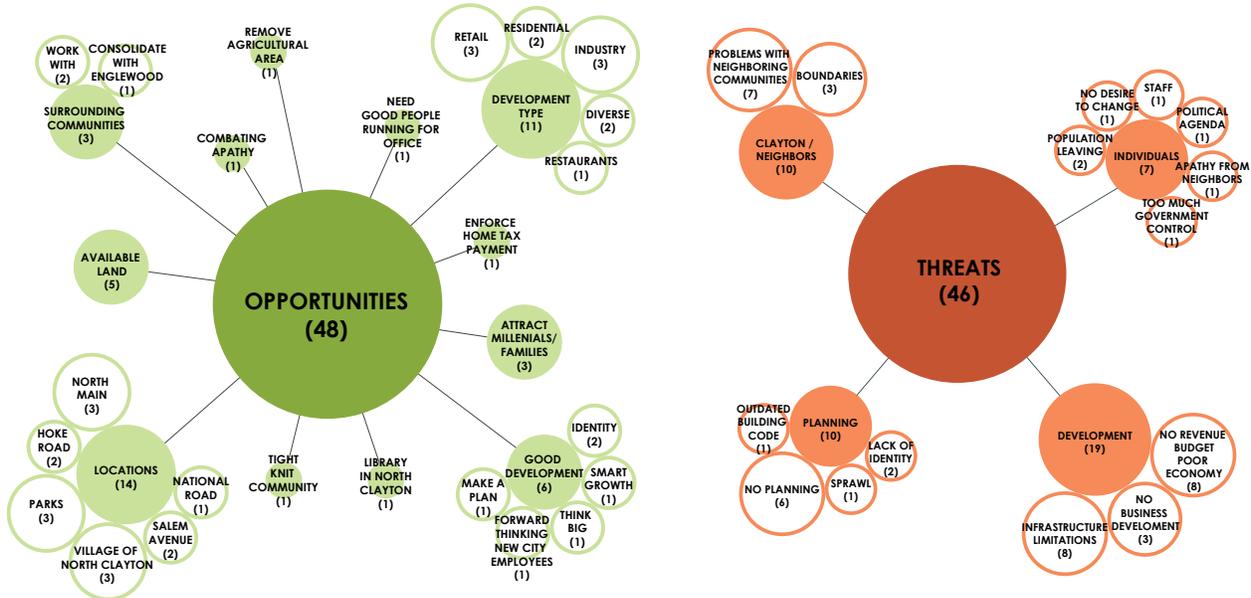
Day 3, Friday: 12

Day 4, Saturday: 16

During the workshop, stakeholders participated in several data gathering endeavors:

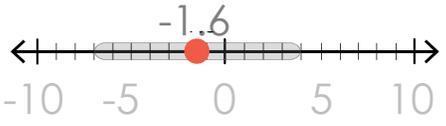
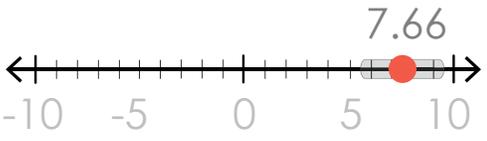
- Focus groups: Residents, City employees and City representatives participated in focus groups on Economic Development, Housing, Utilities and Public Facilities, Parks and Recreation, Land Use and Housing. From four to eight people participated in each focus group, which consisted of topic discussion, mapping, and education.
- Site Analysis: 15 stakeholders participated in walks around North Main Street, Salem Avenue, and the Village of North Clayton. The input generated included positive and negative aspects of each area, and goals for future development in Clayton for businesses, industrial, and residential.
- Strengths, Weaknesses, Opportunities, and Threats (SWOT) Exercise: During the kick-off and welcome session, attended by 12 people, we tasked stakeholders to provide as many responses as possible to those four categories as they apply to Clayton. We repeated the exercise several other times over the four days. There were 216 responses to the four categories. Workshop participants diagrammed the results and developed a summary of the ideas generated in the exercise.





- Visual Preference Survey (VPS): Stakeholders rated a series of 10 different images of types of city planning. The images were rated between -10 and +10. Our team looks at both the median score and standard deviation to assess the ratings. The participants then discussed the top five rated images and created Principles for future development in Clayton based on the positive aspects of the examples.

Examples of Image examples used during the VPS analysis, with rank results, and the Principles developed from them:



Principles

- Street Trees
- Transparency (Commercial)
- Awnings (50% min)
- Sign Standards
- Durable Materials
- Parking Behind or to Side
- Landscape Standards
- Town Square

This exercise helps lead to understand the type of development the community prefers. For example, every participant ranked images with street trees very high. This result would be used to create a principle to include street trees in new developments.

Conclusion

The workshop participants developed a vision statement, using results of the interviews, surveys, and workshop exercises (triangulation of the data) to inform their work. Critical to the process is using the totality of the evidence gathered, and focusing on the quality, rather than the quantity, of data. The Urban Collaborative staff, along with community stakeholders, used this information in addition to our analysis of previous planning documents and future trends to create three alternatives to future development, which were reviewed throughout the week and refined into a recommended alternative at the end of the workshop.