



Foreword to the Population & Housing Study Clayton, NY

The Clayton Local Development Corporation (“CLDC”) commissioned Asterhill Research to complete a population and housing study for the local community. The intent of the study was to define and quantify the housing challenges the community is facing. The CLDC board has the following observations based on the review of the completed study:

- The study is not user friendly, or easily understood.
- Definitions in the study should have been better clarified to include:
 - Vacant Property – Definition is broad which may include seasonal/recreation, for sale units and/or sold units not occupied and rental units.
 - Short term rental data may only represent a portion of the total short-term market.
 - Renter occupied housing data is limited based on definition criteria.
 - There may be additional short-term rentals that are not classified as vacant, and are instead classified as owner occupied.
- Data sources for the study were limited. Lack of data in some areas may skew interpretation.
- Limited supportive data obtained through the questionnaire process was due to limited responses.
- Permit information was not received or limited from our communities zoning and permit department.
- Although the CLDC reviewed and discussed the study with Asterhill in detail, there is no assurance that some of the data presented is complete or accurate.

In conclusion, while the interpretation of the data can be difficult, the study does support and confirm some of the initial perceived issues and assumptions about the population and housing markets for Clayton and the 1000 Island region.



Clayton, NY

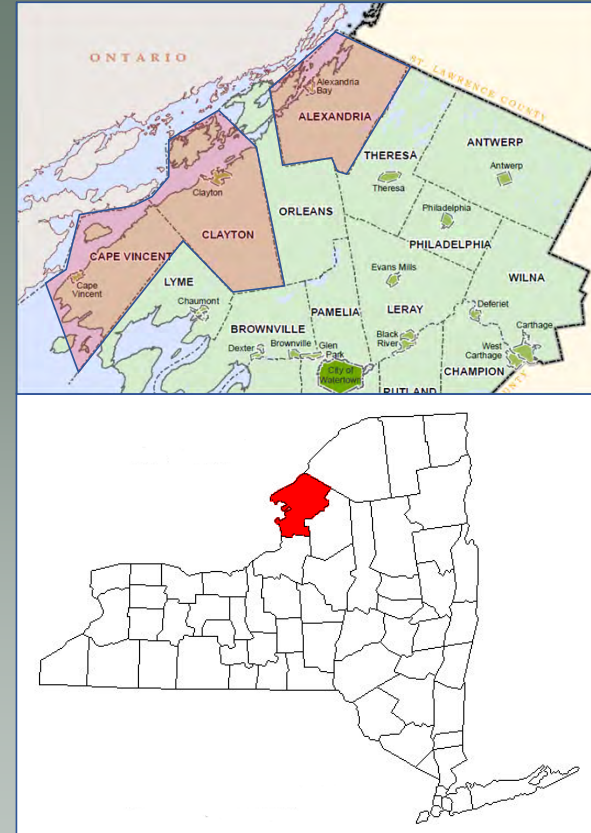
Demographic and Housing Study

October 31, 2023

ASTERHILL Research Company
Research, Planning & Healthy Communities Advocate

AGENDA

- Population
- Housing
- Questionnaire
- Comments
- Recommendations
- Questions and Answers



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Introduction



Asterhill Research Company

- Housing Market Analyst
- 25+ Years of Experience
- Working with NYSHCR, HUD, and other New England and the Mid-Atlantic States

"Healthy communities are grounded in knowledge."



Primary and Secondary Data Collection

- Surveys and Interviews
- Workshops
- Housing Inventory
- Census Data
- Third Party Reports
- The collection of real-time data and information to understand the community's needs



Year	Population	Population Density	Median Age	Median Income	Unemployment Rate	Home Ownership Rate	Population Change
2000	1,234	123	35	\$25,000	5%	65%	+10%
2005	1,345	134	34	\$26,000	6%	66%	+9%
2010	1,456	145	33	\$27,000	7%	67%	+8%
2015	1,567	156	32	\$28,000	8%	68%	+7%
2020	1,678	167	31	\$29,000	9%	69%	+6%



Analysis, Plan and Act

- Review Data
- Prioritize Needs
- Create Vision
- Develop Strategies
- Take Action



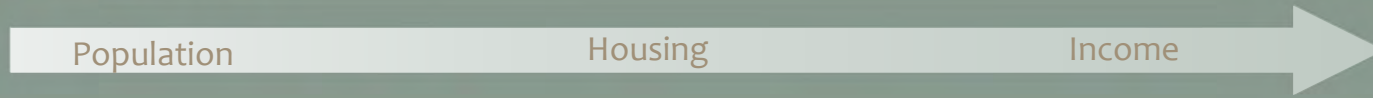
"Creative solutions and innovative strategies are derived from careful analysis of all objective data."

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Overview

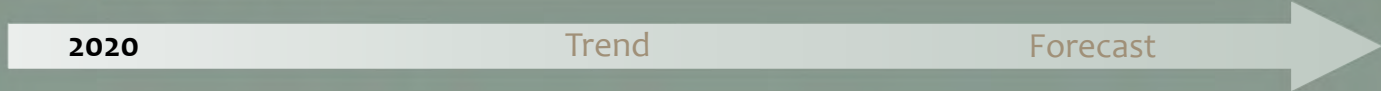


Overview

- *Populations have declined*
- *Renter-Occupied Housing has declined*
- *Vacancy rates have increased*
- *Seasonal /Recreational units growing*
- *Housing Costs rising faster than income*
- *Affordability is a growing problem*
- *Short Term Rentals are a significant part of the seasonal economy*
- *Loss of year-round residents is eroding the core community*

Summary of Changes in Subject Towns and Villages							
Summary	Alexandria, Town	Cape Vincent, Town	Clayton, Town	Alexandria Bay, Village	Cape Vincent, Village	Clayton, Village	Jefferson County
Population	-4.6%	-9.5%	-3.0%	0.1%	-20.2%	-16.7%	+2.2%
Median Age	+6.0%	+1.2%	+17.6%	+36.7%	+0.6%	+26.2%	+0.9%
Housing							
Owner	+4.7%	-5.2%	0.0%	+34.7%	-24.2%	+0.2%	+0.4%
Renters	-3.7%	-62.9%	+4.0%	-6.7%	-51.2%	-4.2%	+8.1%
Vacancy Rate	-9.8%	+100%	+102%	+24.1%	0.0%	+115%	+71%
Seasonal/Recreational	+21.5%	+17.6%	+18.6%	+13.8%	+69.6%	-17.1%	+21.5%
Median Household Income	+67.7%	+18.5%	+53.9%	+37.2%	+28.4%	+22.2%	+37.0%

Populations



Population Changes

- Jefferson County +2.2%
- Alexandria, Town, -4.6%
- Cape Vincent, Town -9.5%
- Clayton, Town, -3.0%
- Alexandria Bay Village, 0.0%
- Cape Vincent Village, -20.2%
- Clayton, Village -16.7%

Towns and Villages Population 2021														
	Alexandria, Town		Cape Vincent, Town		Clayton, Town		Alexandria Bay, Village		Cape Vincent, Village		Clayton, Village		Jefferson County	
Total	3,828		2,743		4,855		1,097		542		1,700		117,634	
Under 5 years	257	6.7%	98	3.6%	237	4.9%	29	2.6%	42	7.7%	56	3.3%	9,019	7.7%
5 to 9 years	193	5.0%	107	3.9%	119	2.5%	27	2.5%	38	7.0%	64	3.8%	8,254	7.0%
10 to 14 years	301	7.9%	110	4.0%	227	4.7%	41	3.7%	8	1.5%	69	4.1%	7,036	6.0%
15 to 19 years	271	7.1%	146	5.3%	311	6.4%	57	5.2%	47	8.7%	62	3.6%	7,107	6.0%
20 to 24 years	202	5.3%	165	6.0%	277	5.7%	42	3.8%	45	8.3%	85	5.0%	11,410	9.7%
25 to 34 years	341	8.9%	387	14.1%	617	12.7%	85	7.7%	43	7.9%	320	18.8%	19,465	16.5%
35 to 44 years	441	11.5%	405	14.8%	479	9.9%	108	9.8%	33	6.1%	166	9.8%	13,926	11.8%
45 to 54 years	458	12.0%	391	14.3%	590	12.2%	111	10.1%	90	16.6%	114	6.7%	12,086	10.3%
55 to 59 years	293	7.7%	193	7.0%	402	8.3%	102	9.3%	41	7.6%	201	11.8%	6,888	5.9%
60 to 64 years	298	7.8%	219	8.0%	506	10.4%	147	13.4%	47	8.7%	61	3.6%	6,276	5.3%
65 to 74 years	412	10.8%	333	12.1%	816	16.8%	172	15.7%	77	14.2%	354	20.8%	9,661	8.2%
75 to 84 years	238	6.2%	184	6.7%	231	4.8%	96	8.8%	30	5.5%	113	6.6%	4,749	4.0%
85 years +	123	3.2%	5	0.2%	43	0.9%	80	7.3%	1	0.2%	35	2.1%	1,757	1.5%
% Change from 2010-2021	-4.6%		-9.5%		-3.0%		0.0%		-20.2%		-16.7%		+2.2%	
Median Age	42.3		42.5		48.1		58.1		46.7		48.1		32.9	
% Change from 2010-2021	+6.0%		+1.2%		+17.6%		+36.7%		+0.6%		+26.2%		+0.9%	

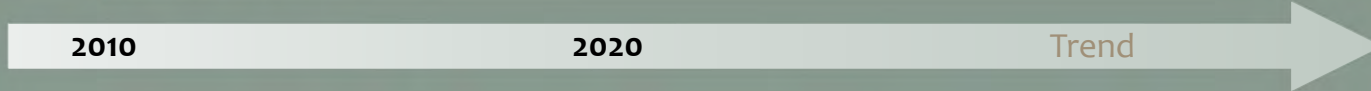
Source: U.S. Census

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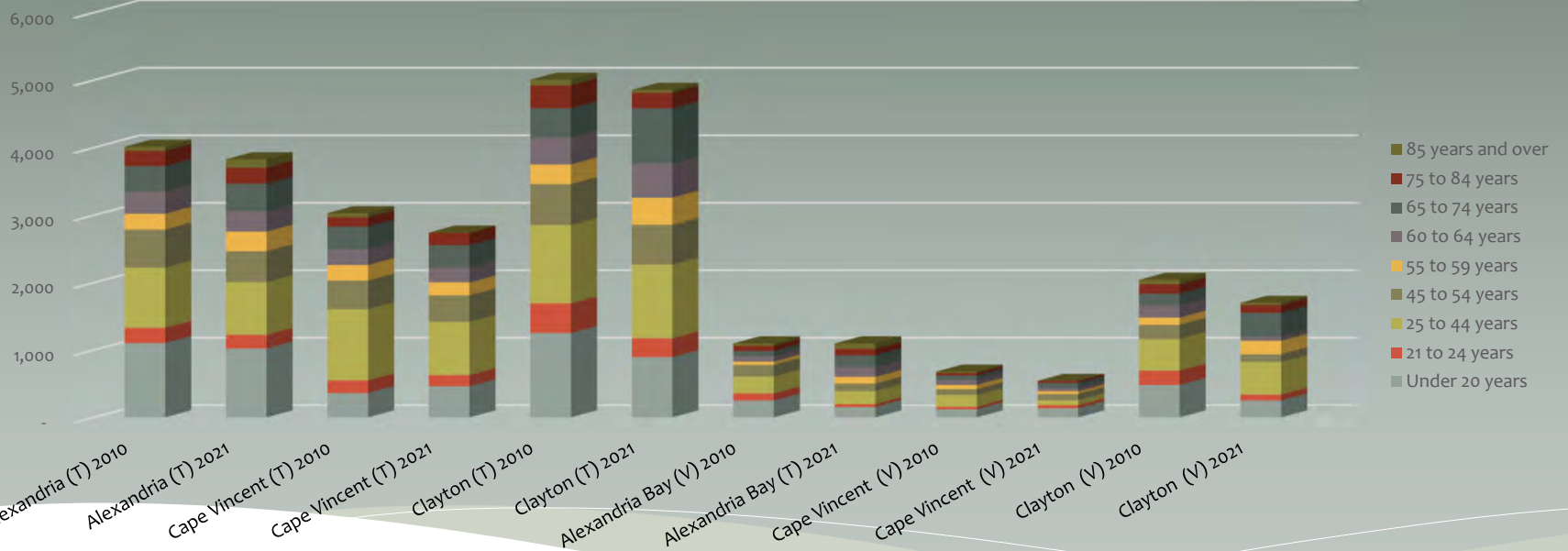
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Populations



Population 2010-2021



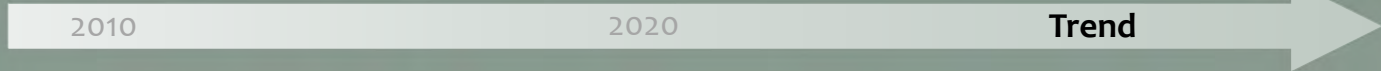
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Populations

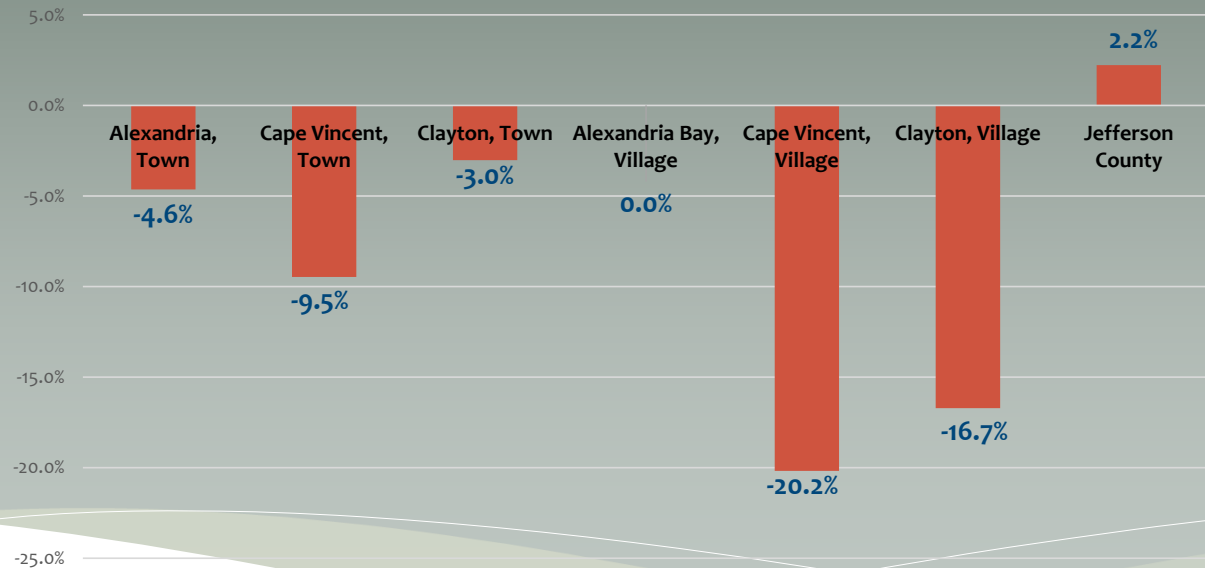


Population Changes

- **Jefferson County +2.2%**
 - 20-54 Yrs.: -3.4%
 - 55 Yrs.: +21.7%
- **Alexandria, Town, -4.6%**
 - 20-54 Yrs.: -14.3%
 - 55 Yrs.: +11%
- **Cape Vincent, Town -9.5%**
 - 20-54 Yrs.: -19.1%
 - 55 Yrs.: -6.7%
- **Clayton, Town, -3.0%**
 - 20-54 Yrs.: -11.1%
 - 55 Yrs.: +29.2%
- **Alexandria Bay Village, 0.0%**
 - 20-54 Yrs.: -35.5%
 - 55 Yrs.: +56.4%
- **Cape Vincent Village, -20.2%**
 - 20-54 Yrs.: -29%
 - 55 Yrs.: -25.2%
- **Clayton, Village -16.7%**
 - 20-54 Yrs.: -23%
 - 55 Yrs.: -14.2%

Source: U.S. Census

Population Change Between 2010-2021

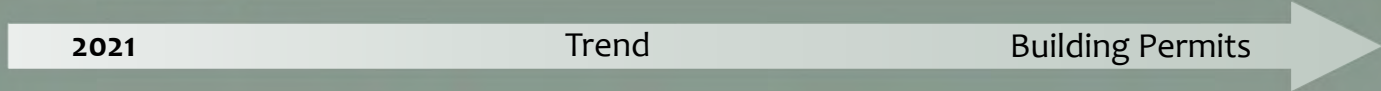


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Housing



Housing Unit Building Permits for Select Towns and Villages										
	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Town of Alexandria										
Total Units in Structures	0	0	0	0	0	0	0	0	0	0
Units in Single-Family	0	0	0	0	0	0	0	0	0	0
Units in All Multi-Family	0	0	0	0	0	0	0	0	0	0
Town of Cape Vincent										
Total Units in Structures	0	0	0	0	0	0	0	0	0	0
Units in Single-Family	0	0	0	0	0	0	0	0	0	0
Units in All Multi-Family	0	0	0	0	0	0	0	0	0	0
Town of Clayton										
Total Units in Structures	0	0	0	0	0	0	0	0	0	0
Units in Single-Family	0	0	0	0	0	0	0	0	0	0
Units in All Multi-Family	0	0	0	0	0	0	0	0	0	0
Village of Alexandria										
Total Units in Structures	0	0	0	0	0	0	0	0	0	0
Units in Single-Family	0	0	0	0	0	0	0	0	0	0
Units in All Multi-Family	0	0	0	0	0	0	0	0	0	0
Village of Cape Vincent										
Total Units in Structures	0	0	0	0	0	0	0	0	0	0
Units in Single-Family	0	0	0	0	0	0	0	0	0	0
Units in All Multi-Family	0	0	0	0	0	0	0	0	0	0
Village of Clayton										
Total Units in Structures	0	0	0	0	0	0	0	0	0	0
Units in Single-Family	0	0	0	0	0	0	0	0	0	0
Units in All Multi-Family	0	0	0	0	0	0	0	0	0	0

Source: HUD Building Permit Database

Housing Unit Building Permits for Jefferson County										
	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Total Units in Structures	518	519	137	105	141	138	138	129	161	179
Units in Single-Family	114	107	137	103	141	138	138	129	161	176
Units in All Multi-Family	404	412	0	2	0	0	0	0	0	3

Source: HUD Building Permit Database

Source: U.S. Census and HUD

Trend

Building Permits

Housing by Town, Village, and County 2021							
	Alexandria, Town	Cape Vincent, Town	Clayton, Town	Alexandria Bay, Village	Cape Vincent, Village	Clayton, Village	Jefferson County
Occupied housing units	1,536	815	2,110	607	220	874	45,517
Owner-occupied housing units	1,185	743	1,479	334	172	439	25,121
% Occupied housing units	77.1%	91.2%	70.1%	55.0%	78.2%	50.2%	55.2%
Ave household size owner unit	2.70	2.37	2.39	1.99	2.47	2.10	2.56
% Change in Owner-occupied Housing 2010-2021	+4.7%	-5.2%	0.0%	+34.7%	-24.2%	0.2%	0.4%
Renter-occupied housing units	351	72	631	273	48	435	20,396
% Occupied housing units	22.9%	8.8%	29.9%	45.0%	21.8%	49.8%	44.8%
Ave household size rent unit	1.72	2.61	2.06	1.51	2.44	1.75	2.30
% Change in Renter-occupied Housing 2010-2021	-36.7%	-62.9%	+4.0%	-6.7%	-51.2%	-4.2%	8.1%
Vacancy Rate Renter-Occupied Units	11.1%	6.5%	8.9%	13.9%	0.0%	12.5%	6.7%
Changes in Vacancy Rates 2010-2021	-9.8%	+100%	+102%	+24.1%	n/c	+115%	+71%
All Vacant Housing Units	1,863	1,813	1,542	213	162	305	15,822
Seasonal Recreational Units	1,690	1,705	1,300	99	134	126	7,549
% of occupied housing units	110%	209%	61.6%	16.3%	60.9%	14.4%	16.6%

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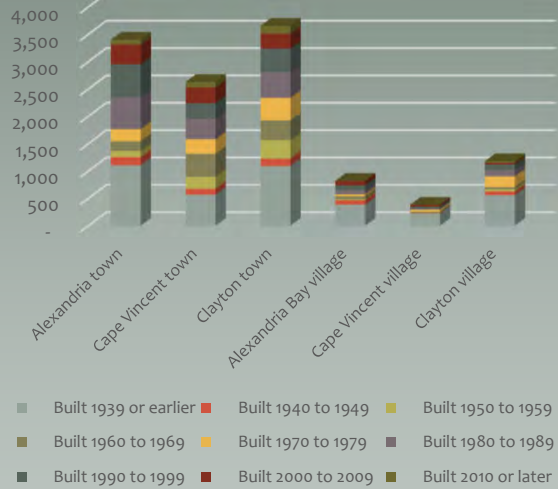
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Housing

Housing Structures Built

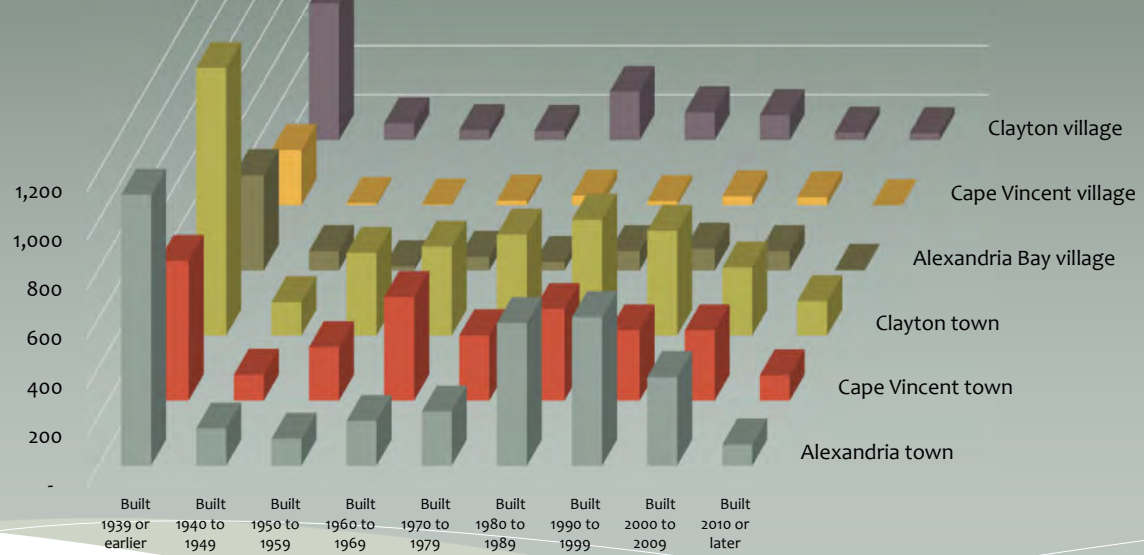
Trend

Structure Built 1939 or Earlier - 2010 or Later



Source: U.S. Census

Housing Structures Built 1939 or Earlier - 2010 or Later



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Housing

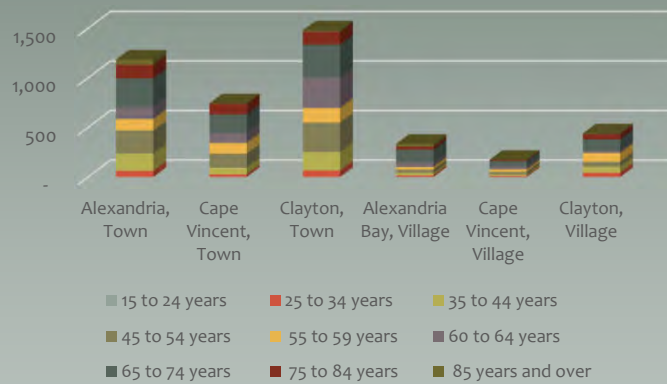
Owner-Occupied Bedroom

Changes

Trend



Age of Owner-Occupied Household



Source: U.S. Census

Owner-Occupied Bedroom by Town, Village, and County 2021														
	Alexandria, Town		Cape Vincent, Town		Clayton, Town		Alexandria Bay, Village		Cape Vincent, Village		Clayton, Village		Jefferson County	
Owner-Occupied Housing Units		% Chg 2010-2021		% Chg 2010-2021		% Chg 2010-2021		% Chg 2010-2021		% Chg 2010-2021		% Chg 2010-2021		% Chg 2010-2021
Studio	0	n/a	0	n/a	0	n/a	0	n/a	0	n/a	0	n/a	60	25.0%
1 bedroom	46	-4.2%	11	-38.9%	31	-31.1%	39	333.3%	0	-100.0%	4	n/a	629	-24.2%
2 bedrooms	168	-46.3%	224	-10.8%	309	26.1%	50	-5.7%	61	-22.8%	150	37.6%	4,625	-2.5%
3 bedrooms	549	4.0%	356	8.9%	736	-0.5%	150	24.0%	80	-12.1%	206	-4.6%	12,642	4.9%
4 bedrooms	254	17.6%	118	-23.9%	295	-3.0%	70	37.3%	24	-27.3%	72	-16.3%	5,022	-10.3%
5 or more bedrooms	168	522.2%	34	3.0%	108	-25.5%	25	78.6%	7	-66.7%	7	-58.8%	2,143	9.3%
Total	1,185		743		1,479		334		172		439		25,121	

Changes in Owner-Occupied Households

- **Owner-Occupied Units:**
 - Growth in Alexandria and Alexandria Bay
 - Decline in Cape Vincent Town and Village and Clayton Village
 - Average household size grows in Alexander, Cape Vincent Town and Village, and declines in Clayton Town and Village, and Alexandria Bay Village

Housing

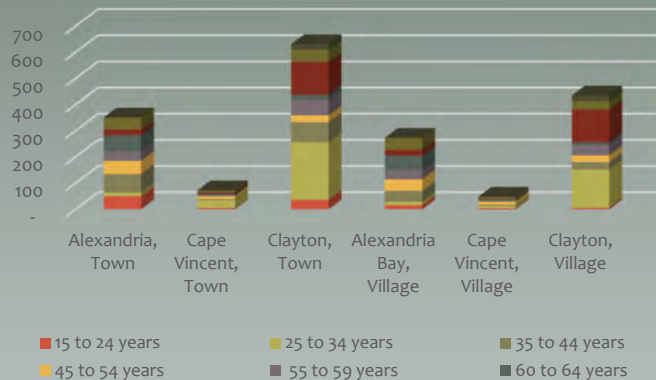
Renter-Occupied Bedroom

Changes

Trend



Age of Renter-Occupied Households



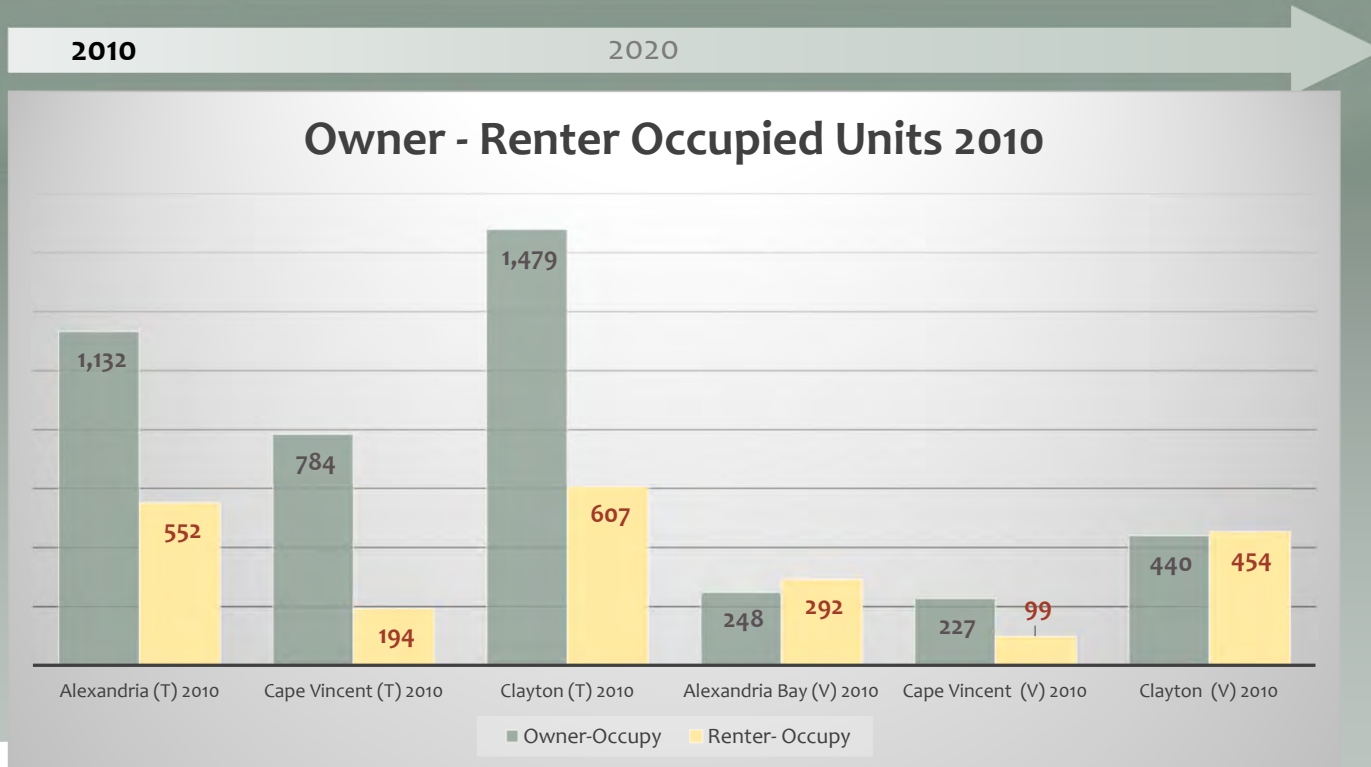
Renter-Occupied Bedroom by Town, Village, and County 2021														
	Alexandria, Town		Cape Vincent, Town		Clayton, Town		Alexandria Bay, Village		Cape Vincent, Village		Clayton, Village		Jefferson County	
		% Chg 2010-2021		% Chg 2010-2021		% Chg 2010-2021		% Chg 2010-2021		% Chg 2010-2021		% Chg 2010-2021		% Chg 2010-2021
Owner-Occupied Housing Units														
Studio	24	200.0%	0	n/a	6	-57.1%	24	n/a	0	n/a	6	n/a	743	118.5%
1 bedroom	91	-22.9%	25	-19.4%	132	0.8%	84	-16.8%	10	-67.7%	102	-7.3%	3,617	-8.1%
2 bedrooms	156	-16.6%	16	-81.6%	202	25.5%	126	21.2%	16	-68.6%	119	n/a	8,203	-4.3%
3 bedrooms	70	-57.6%	27	-22.9%	197	33.1%	35	-23.9%	21	n/a	143	5.9%	5,774	31.0%
4 bedrooms	10	-83.3%	4	-85.7%	76	n/a	4	-78.9%	1	-75.0%	47	-42.0%	1,561	17.3%
5 or more bedrooms	0	n/a	0	n/a	18	-5.3%	0	-100.0%	0	n/a	18	-5.3%	498	72.3%
Total	351		72		631		273		48		435		20,396	

Changes in Renter-Occupied Households

- **Renter-Occupied Units:**
 - Growth in Alexandria and Alexandria Bay
 - Decline in Cape Vincent Town and Village and Clayton Village
 - Average household size grows in Alexander, Cape Vincent Town and Village, and declines in Clayton Town and Village, and Alexandria Bay Village

Source: U.S. Census

Housing



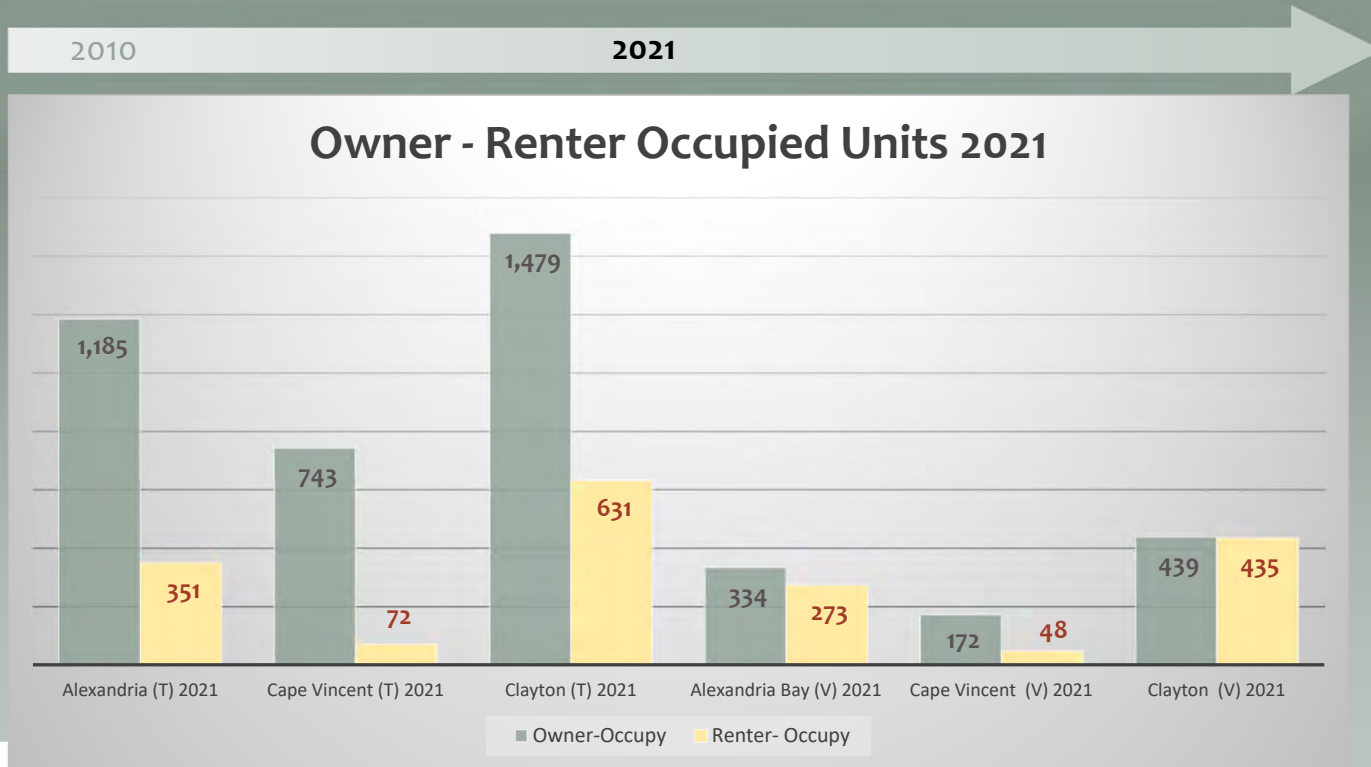
Source: U.S. Census

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Source: U.S. Census

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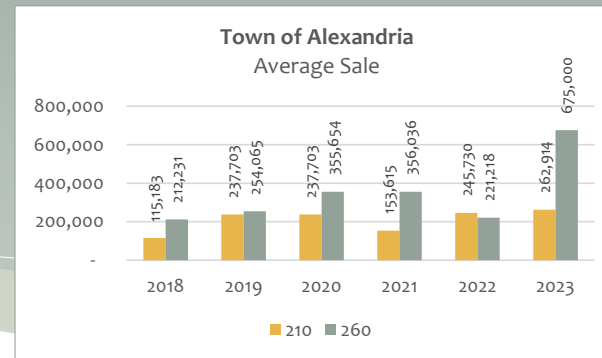
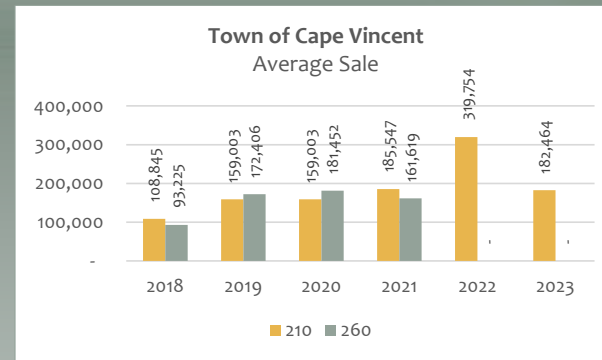
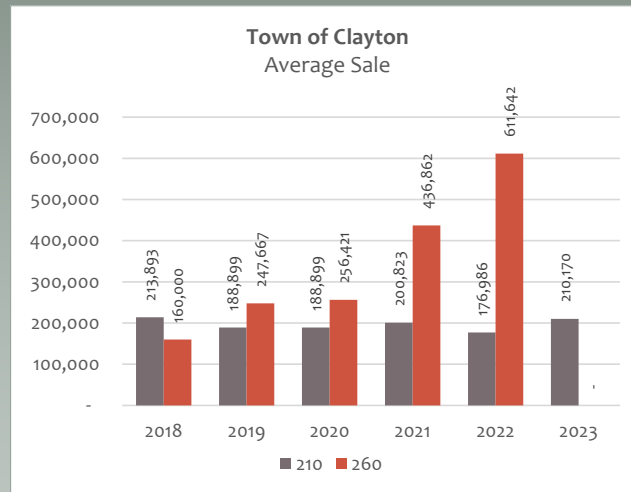
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Housing Sales

2018-2023 Towns 

Real Property Transactions

- **RE 210 Classification**- One family year-round residence
- **RE 260 Classification**- Seasonal residences



Source: Essex County

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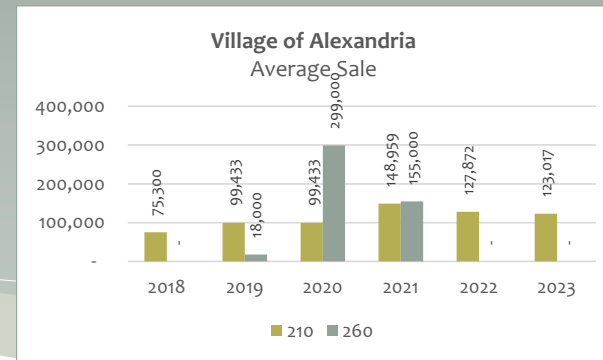
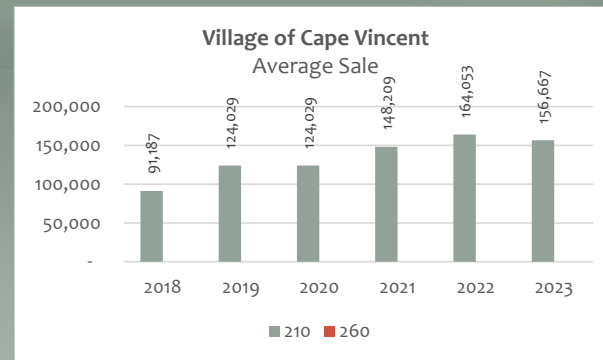
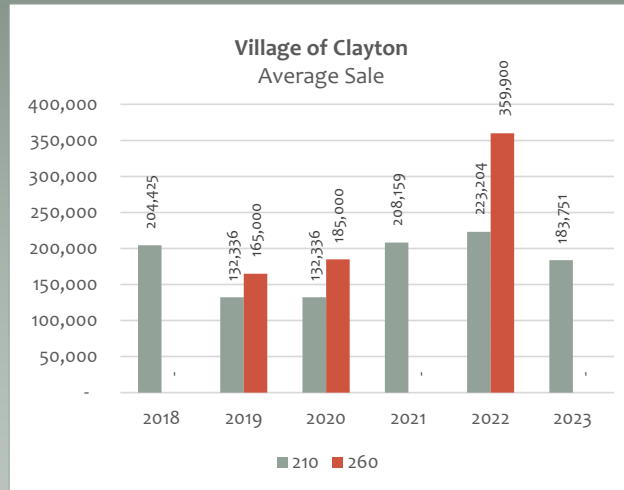
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Housing Sales

2018-2023 Villages 

Real Property Transactions

- **RE 210 Classification**- One family year-round residence
- **RE 260 Classification**- Seasonal residences



Source: Essex County

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Short Term Rentals



STR Performance Data

	Clayton-13624	Cape Vincent-13618	Alexandria-13607
• <u>Town/Zip Code</u>	48/100	56/100	58/100
• <u>Market Performance</u>	\$81.4K	\$57.9K	\$90.0K
• <u>Annual Revenues</u>	58%	56%	63%
• <u>Occupancy Rate</u>	\$383.20	\$283.0	\$388.5
• <u>Average Daily Revenue</u>	\$224.7	\$162.6	\$251.1
• <u>RevPar</u>			

STR Performance Data

- Based on Airbnb/Verbo Reported Data over the last 12 months (09/22-09/23)
- Data is from Zip Codes

STR Sampled in August 2023

- STR sampled in Clayton (T/V), Cape Vincent (T/V) and Alexander (T) and Alexandria Bay (V)

Source: Essex County

Clayton PMA Analysis of Short-term Rental Units Sampled												
Bedroom Data			Rents-Nights			Square Feet			Cost\$/SqFt			Sleeps
% Distribution	Bedrooms	Units	Ave	Low	High	Ave	Low	High	Ave	Low	High	Ave
0.0%	0	0	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
14.9%	1	7	207	120	400	564	350	1,000	12.98	4.50	30.00	3.3
34.0%	2	16	209	127	350	465	300	800	15.25	4.76	30.00	4.9
29.8%	3	14	338	249	499	736	450	1,400	15.04	8.25	28.47	6.8
21.3%	4+	10	398	250	779	1,400	800	1,800	8.61	5.00	13.00	10.9
Total Units		47										

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Interviews

Questions and Responses

Q. 1&2 Any new multi-family projects?

3 projects in planning stage Clayton

Q. 3 Abandoned/Condemned/Vacant homes?

Not sure, some but believe there are

Q. 4 Building permits issued?

Not Sure

Q. 5 Short-Term rentals?

Not sure how many, but there a lot

Q. 6 How many homes/rentals are converted to seasonal/recreational units?

Not sure; there is no mechanism to track, there are a lot.

Q. 7 Perception of the housing market: trends, changes, and future needs?

- Affordable and middle-income housing is needed. No inventory is available.
- Developers find the approval process difficult.
- Short term rental growth is replacing affordable single-family homes and rental properties.
- The lack of affordable housing is negatively impacting schools, services, and the community.

Q. 8 Should short-term rentals be regulated?

Yes and no. Some felt it would create more taxes, and others felt it would ensure fairness and raise safety standards.

Q. 9 What housing is most needed?

- Affordable housing (<80% AMI)
 - Workforce housing (80%-120% AMI)
 - Middle Income housing (121%-200% AMI)
- 2023 HUD Area Median Income: \$81,500

Q. 10 What are the greatest obstacles?

- Lack of homes and rentals
- High prices
- High cost of materials
- Available land
- Jobs with livable wages
- Zoning
- Developers and investors

Q. 11 What types of incentives are needed?

- Grants and funding
- 1st Time buyer program
- Tax credits and abatements
- Better zoning
- Deed restrictions to keep housing affordable
- Land banks and/or trusts

Q. 12 Is there a shortage of workers? Yes

Q. 13 Would dual-zone improve housing and ED? Yes, but it may already exist .

Q. 14 What is needed to improve the quality of life?

Affordable housing, better public access to amenities, more livable jobs.

Q. 15 Where would you locate new housing? Village of Clayton and Cape Vincent.

Q. 16 How do you feel about season/recreational housing? It has helped the economy, but it has cost us the families that have made up the community's core and made it strong.

Conclusion

Comments

Recommendations

Comments

Population Declining

- Projected to decline by 2030
- Seniors aging in place and retiring to the county

Housing is Not Affordable

- Seasonal, secondary, and recreational housing growing fast and consuming existing dwellings
- Housing is not affordable (owner and renter occupied)
- Lack of housing inventory

Income

- Median income not keeping pace with the cost of housing
- Affordability declining for both owner and renter-occupied units

Owners and Renters

Affordability driving them to other markets to meet their needs

Workforce Living in Other Counties

Willingness to drive greater distances

Overtourism?

- When is it too much?
- Depleting people and community resources
- De-growth

Negative Impacts

- Local school districts
- Losing volunteer base
- Increasing cost of public services, fire, and EMS

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Research, Planning & Healthy Communities Advocate

Clayton, NY

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Conclusion

Comments

Recommendations



Recommendations

Explore Pilot Programs

- Homestead programs
- Public/private housing programs
 - Housing and infrastructure

Review Zoning Options

- Consider cluster zoning
- Spot zonings
- Scattered site development

Create NOCRs

Create NORCS for the delivery of services to seniors

Develop Incentive Programs

- First-time home buyers
- Workforce housing for county residents
- Expand land banks/trusts
- Deed restriction programs

Tourism

- You are the stewards of these natural resources
- Use tourism to revitalize communities
- Create healthy communities
- Create long-term sustainable results



Clayton

Questions and Answers

Thank you!

ASTERHILL *Research Company*
Research, Planning & Healthy Communities Advocate

Clayton, NY

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