

An aerial sketch of a town with various buildings, trees, and streets. The sketch is rendered in a dark, muted color palette, primarily greens and greys, with some brown and red tones for buildings. The buildings are of varying heights and styles, some with flat roofs and others with gabled roofs. There are trees scattered throughout the town, and some streets with cars and pedestrians are visible. The overall style is a loose, artistic line drawing.

TOWN OF CLAY **LAND USE PLAN**

**LEVERAGING TRANSFORMATIVE ECONOMIC DEVELOPMENT TO
CREATE A COMMUNITY OF PLACE IN CLAY, NY**

April 20, 2026

AGENDA

- I. Welcome & Introductions
- II. Background & Context
- III. Community Profile & Engagement
- IV. Micron Technology Impact
- V. Future Land Use & Development
- VI. Creating Centers for Placemaking & Identity
- VII. Questions

An aerial architectural sketch of a city block. The drawing shows several multi-story buildings with large windows and flat roofs. There are trees scattered throughout the block, and a street with a few cars is visible. The entire sketch is rendered in a dark, muted color palette, primarily greens and greys, with some brown tones for the buildings. The text 'WELCOME AND INTRODUCTIONS' is overlaid in the center in a bold, white, sans-serif font.

WELCOME AND INTRODUCTIONS

WHO IS HERE TODAY?



Edward Flynn, AICP
Director of Planning, VP
LaBella Associates



**Brian Bender, ICMA-CM, AICP,
CEP, CFM**
Commissioner of Planning
Town of Clay

CLAY LAND USE PLAN

- Preparing for growth – Micron Technology project
 - Population
 - Employment
 - Development
 - Land Use
- Growth management & land use strategies
- Leverage growth for placemaking & community benefits



WHO IS HERE TODAY- AUDIENCE?

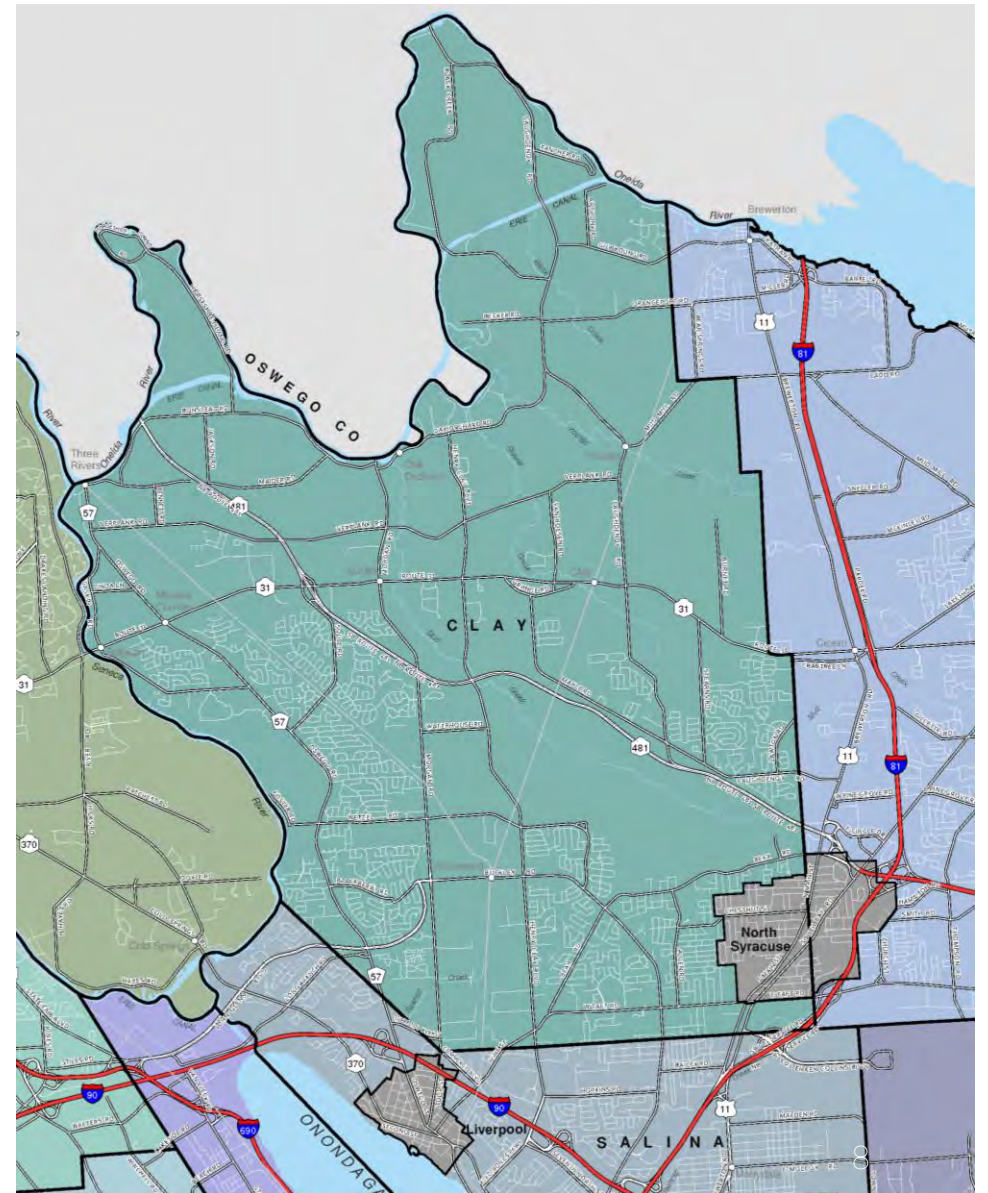
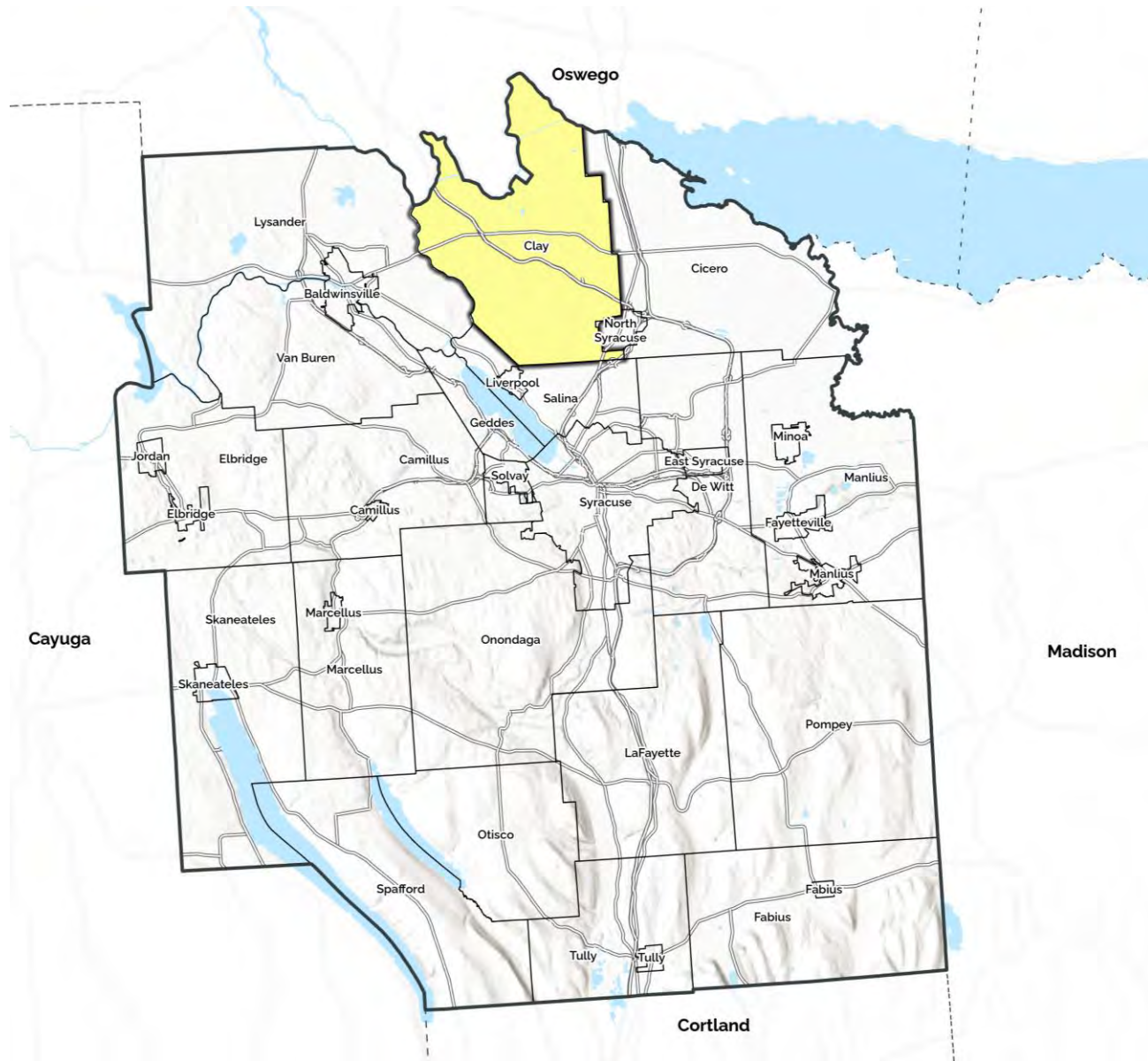
- What regions of Tug Hill?
 - CHTC
 - NOCCOG
 - NorCOG
 - RACOG
 - SRCG
 - Other



An aerial architectural sketch of a city block. The drawing shows several multi-story buildings with flat roofs and large windows. The buildings are arranged in a grid pattern, with streets and sidewalks visible. There are trees and greenery scattered throughout the scene, particularly along the streets and in the foreground. The overall style is a detailed line drawing with some color shading, giving it a sense of depth and perspective. The text "BACKGROUND & CONTEXT" is overlaid in the center of the image.

BACKGROUND & CONTEXT

WHERE IS THE TOWN OF CLAY?



HISTORY

- Three Rivers (NW corner of Town)
 - Seneca
 - Oneida
 - Oswego
- Erie and Oswego Canal
- Three hamlets: Belgium (@ Three Rivers), Euclid (Central) & Clay (East) along Route 31
- Post WWII growth and highway access
- Largest Town in Onondaga County - population



ASSETS

THREE RIVERS POINT



ASSETS

HISTORIC CLAY CENTER & CIGARVILLE



ASSETS

HAMLIN MARSH



ASSETS SCHOOLS



ASSETS

INFRASTRUCTURE & INDUSTRY



PRE-MICRON ANNOUNCEMENT - LAND USE ISSUES

- Northern Land Use Plan (2013) – North of Route 31
 - Preserve rural character, protect open space
 - Develop Three Rivers; Develop *Clay Industrial Park*
- LWRP – Mixed use / Three Rivers along waterways
- BOA – Waterfront access

Summer 2013

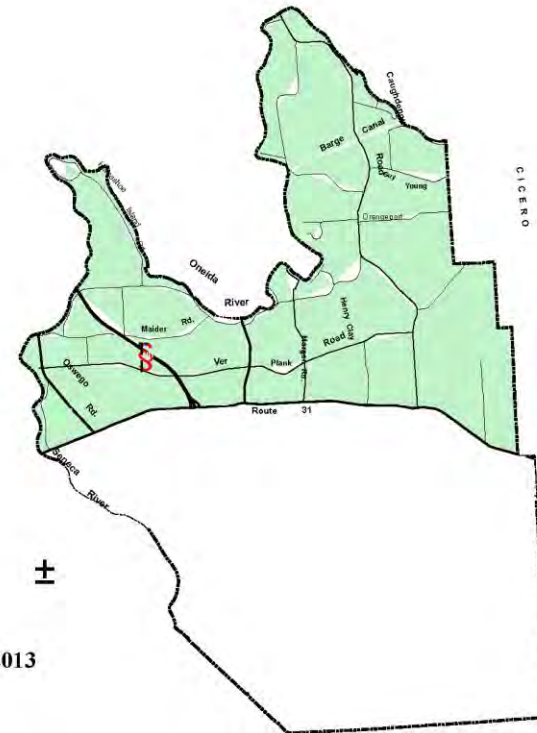
Town of Clay
Northern Land Use Study
2013

Draft 5-18-13



Town of Clay NORTHERN LAND USE STUDY 2013

Prepared by Town of Clay
Department of Planning and Development



May 2013

ALIGNED WITH MICRON ANNOUNCEMENT – PLAN ONONDAGA

- Strong Centers
- Housing & Neighborhoods
- Community Mobility
- Greenways & Blueways
- Agriculture



MICRON LOCATION SELECTION

- Electrical infrastructure
- OCWA (Water)
- WEP (Wastewater)
- Universities – workforce
- Grant funding – federal & state



POST MICRON ANNOUNCEMENT – LAND USE PLAN!!

- Development Pressures on the rise:
 - Properties For Sale signs
 - Great Northern Mall Redevelopment
 - Landowner, real estate, & developer inquiries



POST MICRON ANNOUNCEMENT - LAND USE PLAN!!

- Focus on Managed Growth
- Reconsider Northern Land Use Plan
- Growth = Benefits to Town
- Proactive vs. Reactive
- Opportunity to Create Identity & Sense of Place



POST MICRON ANNOUNCEMENT - LAND USE PLAN EXAMPLES

- New York State examples limited
 - Address rapid growth
 - Need for managed growth
 - High-tech company growth
 - Developing new centers
- Global Foundries differences
- Look to south for examples
(Research Triangle Park, NC)



Southern Village,
Chapel Hill, NC

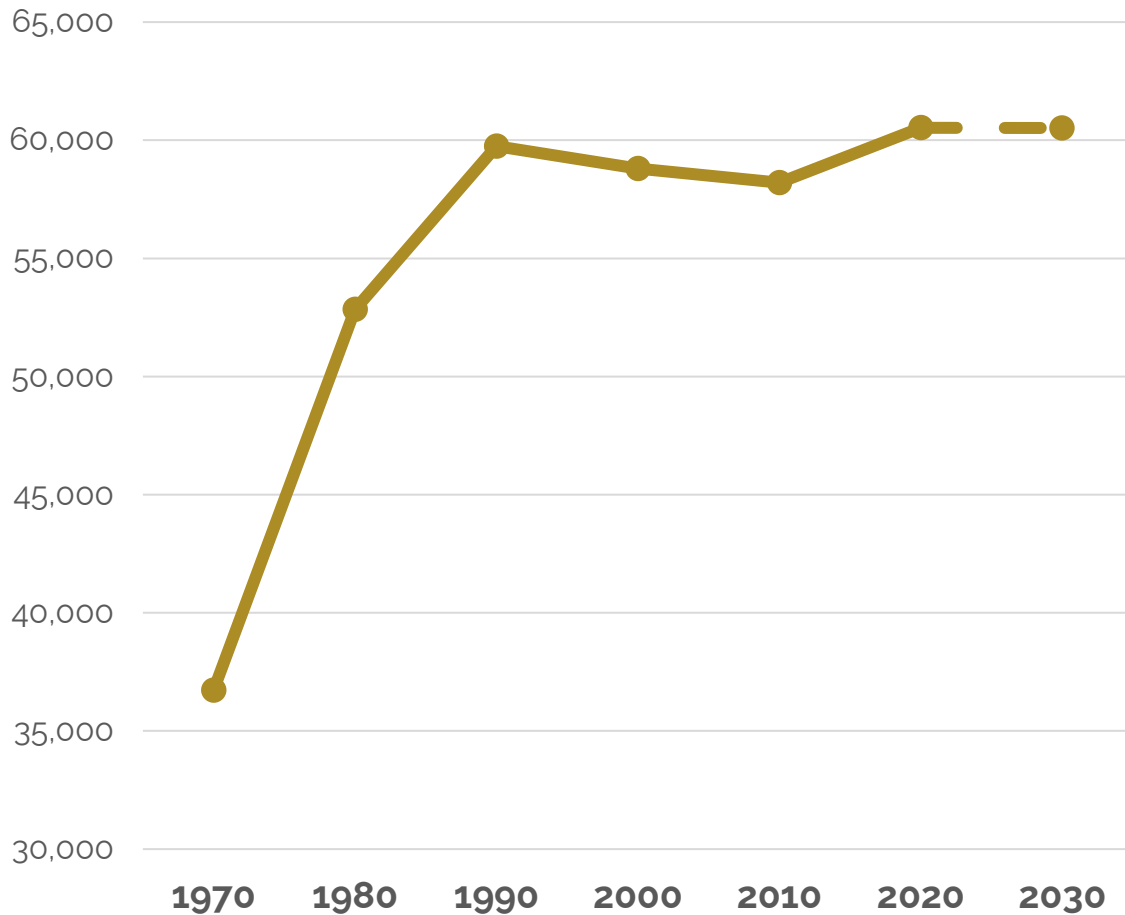
An aerial architectural sketch of a city block. The drawing shows several multi-story buildings with flat roofs and large windows. The buildings are arranged in a grid pattern, with streets and sidewalks visible. There are trees and greenery interspersed among the buildings. The overall style is a detailed line drawing with some shading, giving it a sense of depth and perspective. The text "COMMUNITY PROFILE & ENGAGEMENT" is overlaid in the center of the image in a bold, white, sans-serif font.

COMMUNITY PROFILE & ENGAGEMENT

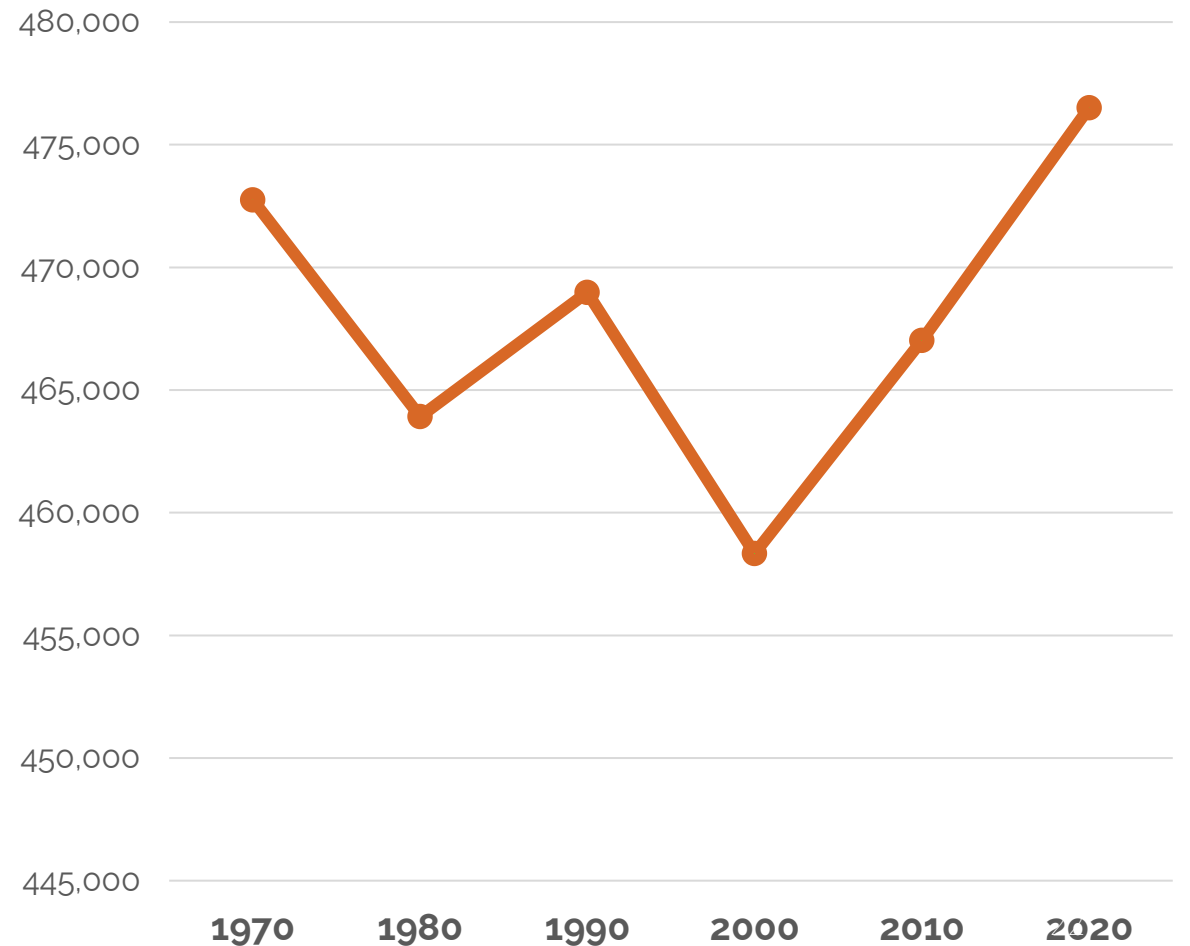
DEMOGRAPHICS

THE TOWN'S POPULATION HAS STABILIZED

Town of Clay Population 1970-2030



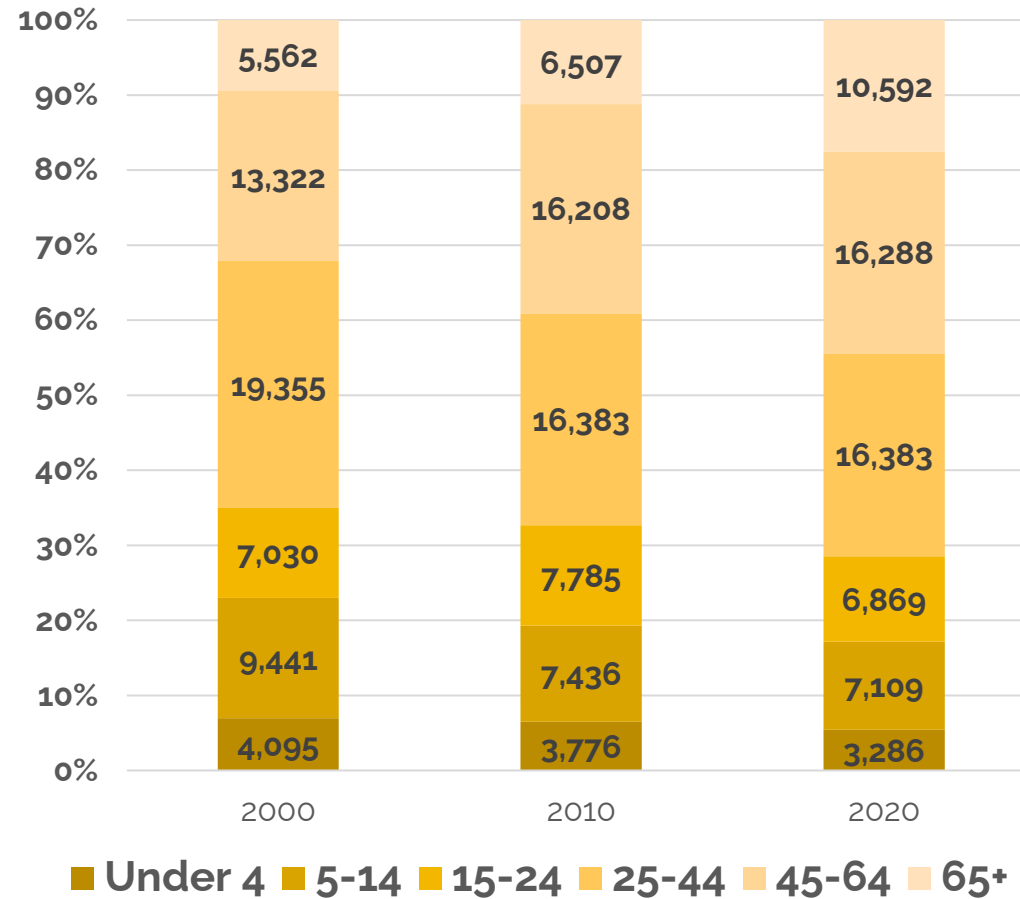
Onondaga County Population 1970-2020



DEMOGRAPHICS

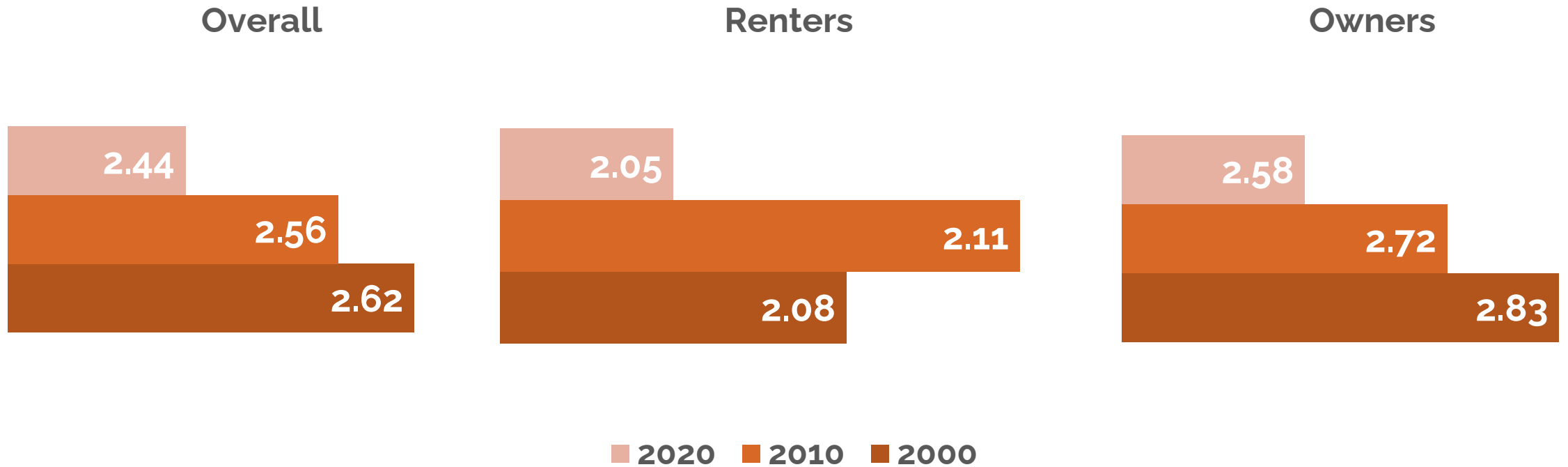
THE TOWN'S POPULATION IS AGING

Age Group Cohorts
Town of Clay
2000-2020



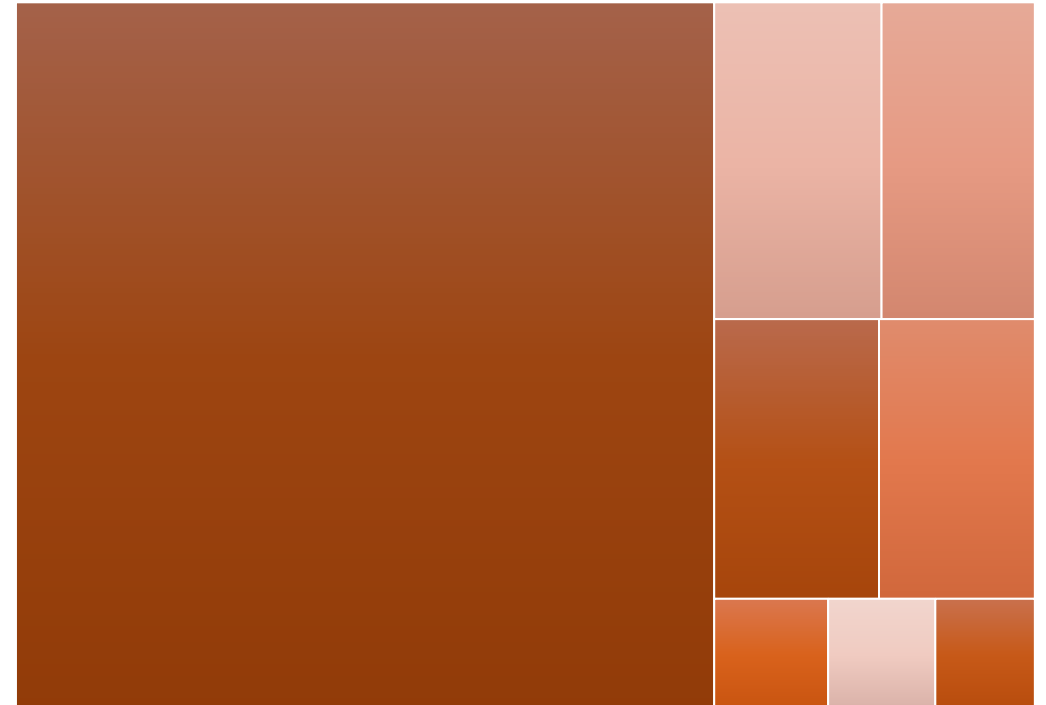
DEMOGRAPHICS

HOUSEHOLD SIZES ARE DECREASING (2020)



DEMOGRAPHICS
MOST HOUSEHOLDS
ARE SINGLE-FAMILY
DETACHED(2020)

Household Types (2020)



- Single-family, detached
- Single-family, attached
- 2 units
- 3-4 units
- 5-9 units
- 10-19 units
- 20 or more units
- Mobile Home

COMMUTING
COMMUTING INTO
AND OUT OF CLAY
FOR JOBS IS
SIGNIFICANT

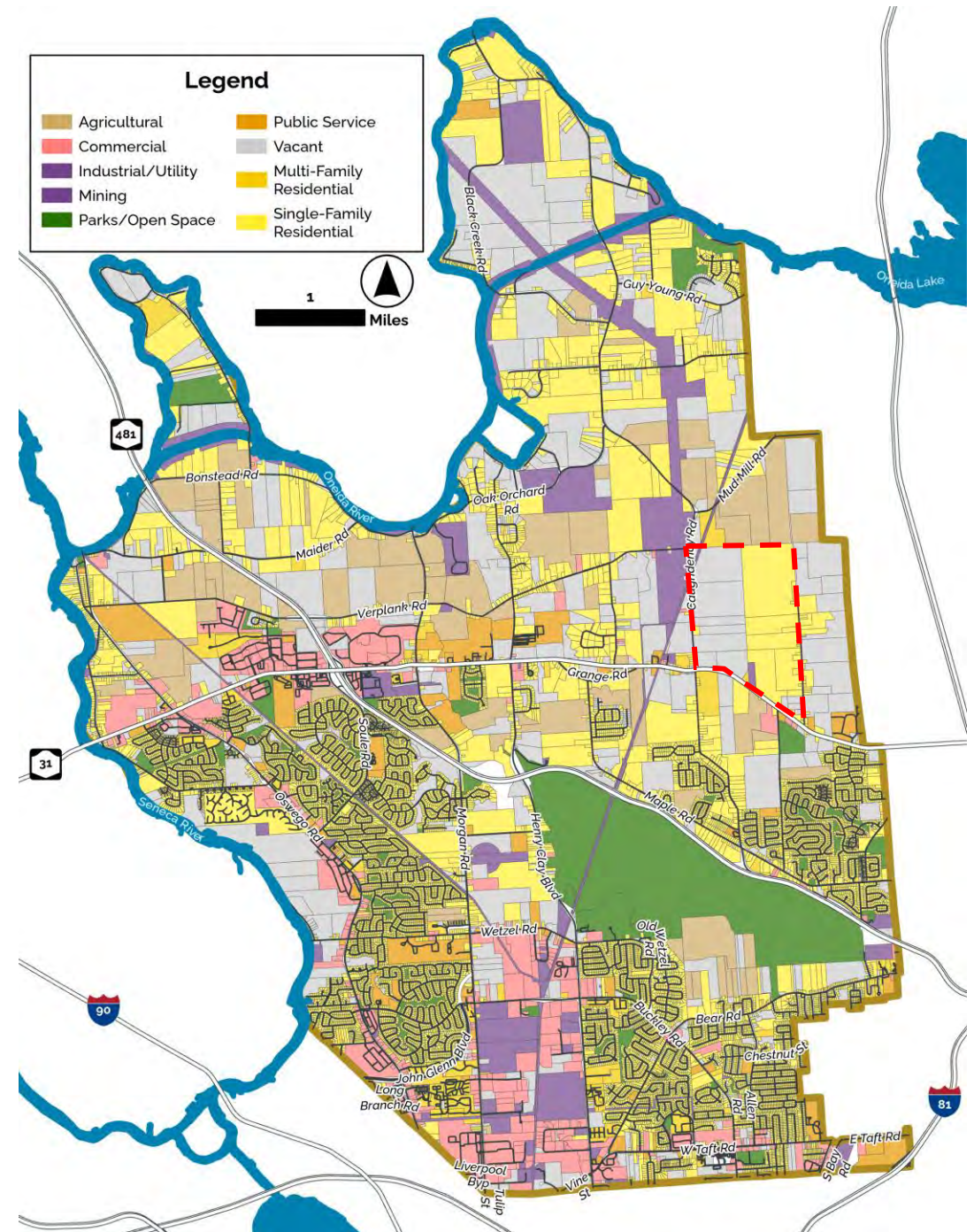
15,375 people
work in Clay but
live outside of
town



25,101 people
live in Clay
but work
outside of
Town

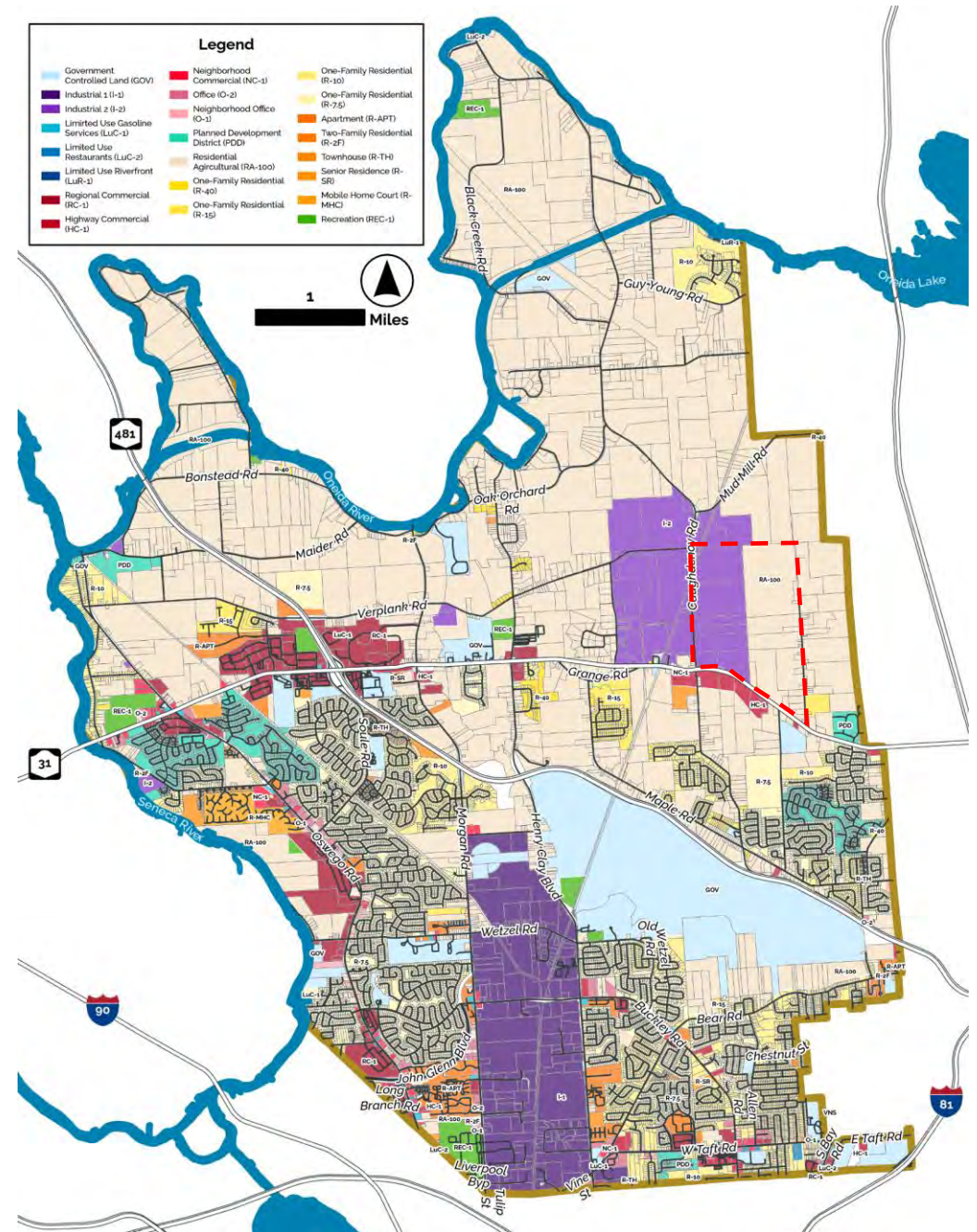
EXISTING LAND USE

- Agricultural: 2,654 acres (9.3%)
- Commercial: 2,217 acres (7.8%)
- **Residential: 11,099 acres (39.1%)**
- Industrial/Utility: 2,593 acres (9.1%)
- Parks/Open Space: 2,232 acres (7.8%)
- Public Service: 1,031 acres (3.6%)
- **Vacant: 6,556 acres (23.3%)**



EXISTING ZONING

- 22 Zoning Districts
- 1 PUD
- Three overlay districts
- **North of 31 mostly zoned Residential-Agricultural (RA-100)**
 - Single-family
 - 100K sq. ft. min area (2.3 acres)
 - **NEED TO CHANGE**



COMPREHENSIVE ENGAGEMENT

- ✓ Community Survey
- ✓ Open Houses
- ✓ Stakeholder Interviews
- ✓ Community Preference Survey
- ✓ Interactive map exercise: traffic & transportation
- ✓ Steering Committee



COMPREHENSIVE ENGAGEMENT

CONSENSUS TAKEAWAYS

**MANAGED GROWTH:
development & infrastructure**

**VARIETY OF HOUSING:
Gentle density & heights in
walkable neighborhoods**

**TRANSPORTATION &
ALTERNATIVE
TRANSPORTATION
improvements**

**TOWN CENTER W/ MIX OF
USES
& focus commercial uses in
Centers**

DESIGN STANDARDS

**PROTECTION OF HISTORIC &
NATURAL ASSETS**

COMPREHENSIVE ENGAGEMENT

COMMUNITY PREFERENCES

WHICH IMAGE RECEIVED THE HIGHEST # VOTES?

A



B



C



**HIGHEST RATED IMAGE &
HIGHEST RATED
COMMERCIAL IMAGE**





**2ND HIGHEST RATED IMAGE
& HIGHEST RATED STREET
IMAGE**

**TIED FOR HIGHEST RATED
SINGLE-FAMILY
RESIDENTIAL IMAGE**



An aerial sketch of a city street scene, rendered in a dark blue-green color palette. The sketch depicts several multi-story buildings with large windows and flat roofs, interspersed with trees and parking areas. The overall style is architectural and illustrative. The text "MICRON TECHNOLOGY IMPACT" is overlaid in white, bold, sans-serif font across the center of the image.

MICRON TECHNOLOGY IMPACT

MICRON TECHNOLOGY



AUDIENCE QUESTIONS

1. How many jobs will Micron create?
2. How many spin-off jobs will Micron generate?
3. What kind of population growth will the project generate?

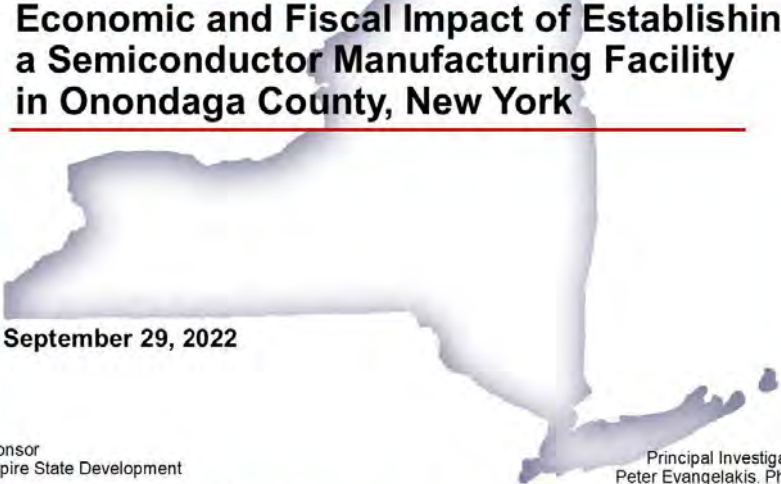


MICRON TECHNOLOGY JOBS

- Two phases:
 - Phase 1: 2025-2034 – Two fabs
 - Phase 2: 2034-2044 – Two additional fabs
- By 2045:
 - **9,000** direct Micron jobs
 - **42,000** indirect (suppliers) & induced jobs (retail, restaurants, etc.)
 - + Construction jobs



Economic and Fiscal Impact of Establishing a Semiconductor Manufacturing Facility in Onondaga County, New York





September 29, 2022

Sponsor
Empire State Development

Principal Investigator
Peter Evangelakis, Ph.D.

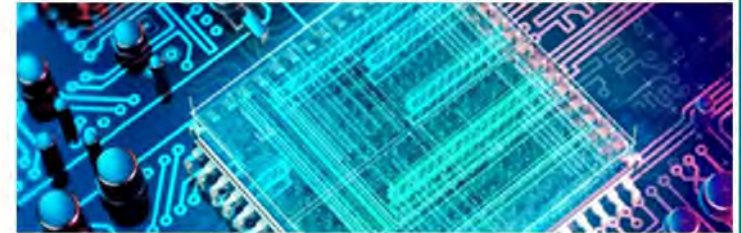
Project Manager
Chris Judson

Economic Analysts
Haozheyi Guan
Zhuysin (May) Lin



MICRON TECHNOLOGY POPULATION & INCOME

- **54,000 population increase** in Central New York
- **\$5.8 billion increase** in aggregate **income**
- Annual average salaries: \$100K
- **\$200 million out-of-state contractor spending** on food, transportation, lodging



Economic and Fiscal Impact of Establishing a Semiconductor Manufacturing Facility in Onondaga County, New York

September 29, 2022

Sponsor
Empire State Development



Empire State
Development

Principal Investigator
Peter Evangelakis, Ph.D.

Project Manager
Chris Judson

Economic Analysts
Haozheyi Guan
Zhuyin (May) Lin

MICRON TECHNOLOGY TYPICAL MICRON WORKER

- **Age:** 25-45 years old
- **Education:** Bachelor's/Master's in engineering, computer science & related fields
- **Income:** \$70K - \$120K
- **Lifestyle** needs & preferences:
 - **Housing:** Modern, high-quality
 - **Amenities:** Dining, entertainment, outdoor activities, quality education
 - **Transportation:** efficient commuting, public transit



MICRON TECHNOLOGY

POTENTIAL TOWN OF CLAY IMPACT

- **18,000 population increase** & correlated need for an estimated **7,500 housing units**
- **\$1.5 billion increase in aggregate income**, which will generate the need for
 - New **supermarkets, household goods, auto related goods**
 - New/expanded **medical facilities & health practitioners**



MICRON TECHNOLOGY

POTENTIAL TOWN OF CLAY IMPACT

- New/expanded **Parks & Recreational opportunities**
- New/Expanded **Transportation options**
 - **Traffic/Corridor management**
 - **Public Transit**
 - **Active Transportation (walking/biking)**
- New/Expanded **Schools & workforce Training**



An aerial architectural sketch of a city block. The drawing shows several multi-story buildings with large windows and flat roofs. There are trees scattered throughout the block, and a few cars are visible on the streets. The overall style is a light, sketchy line drawing with some color washes in shades of green and brown. The text "FUTURE LAND USE & DEVELOPMENT" is overlaid in the center in a bold, white, sans-serif font.

FUTURE LAND USE & DEVELOPMENT

IMPORTANCE OF PLANNING

PRO-ACTIVE VS. REACTIVE PLANNING

- Avoiding risks of not planning ahead
- Preserving and protecting community character

CREATING THE VISION

- Allowing mixed-use development & centers
- Promoting active transportation and transit
- Listening to residents
- Protecting residential neighborhoods

ENSURING LONG-TERM SUSTAINABLE GROWTH

- Smart Growth policies
- Protecting the environment & parks
- Multi-modal transportation
- Planning for utilities, parks & schools

VISION & GOALS

VISION STATEMENT

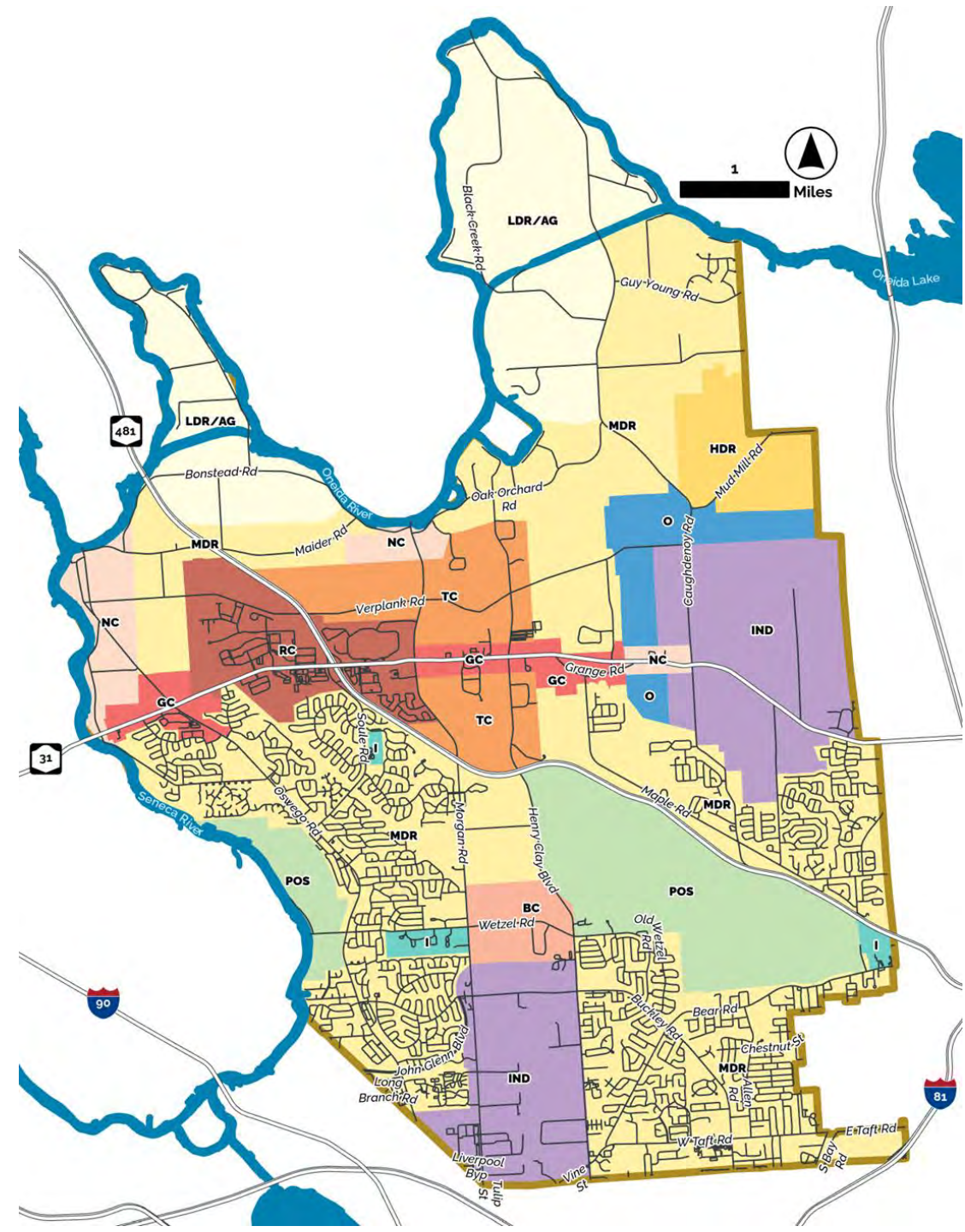
The Town of Clay will continue to be a **community of choice** in Central New York, with a high quality of life, by leveraging **and managing future growth** to benefit both existing and new residents and businesses while maintaining high-quality public services. **Appropriately scaled residential development** will be complemented and integrated with **natural, cultural, and recreational resources** to maintain and enhance livable neighborhoods. **New mixed-use centers** will provide opportunities for **compact & walkable community destinations** complemented by well-designed buildings to create a **sense of place and identity** for the Town.

- A. **Preserve the Town's quality of life** by leveraging future growth to benefit existing and future residents and businesses
- B. **Preserve and enhance the Town as a community of choice** for low-to-medium scale residential neighborhoods and housing development.
- C. **Establish attractive pedestrian-oriented mixed-use centers**, including a Town Center, to create a sense of place and identity
- D. **Increase opportunities for alternative transportation** throughout the Town, including sidewalks, trails, bike lanes, and public transportation.
- E. **Limit the sprawl** of general commercial and industrial development throughout the Town.
- F. **Enhance and protect** the Town's natural, cultural, and recreational amenities.
- G. **Promote managed growth** and development that is fiscally responsible.

FUTURE LAND USE

- Low Density Residential (LDR)**
 Neighborhoods of single-family detached homes, roughly 1 or less dwelling units per acre. Neighborhoods include large lots and the lowest residential density.
- Medium Density Residential (MDR)**
 Neighborhoods of single-family attached and detached homes, around 3 and 4 dwelling units per acre. Medium-sized lots and a moderate development density distinguish these neighborhoods.
- High Density Residential (HDR)**
 Neighborhoods with a mix of single-family attached and detached homes, and multi-family developments, with 6 or more dwelling units per acre. This area would be the highest density residential area with smaller lots.
- Neighborhood Center (NC)**
 Neighborhoods with mix of uses that provide compact, walkable options for adjacent neighborhoods. Compatible commercial, residential, office and entertainment/cultural uses could be in this area.
- Business Center (BC)**
 Includes a mix of uses providing compact, walkable retail and service options for adjacent offices and employment centers compatible with the character and intensity of adjacent areas.
- Regional Center (RC)**
 This area would provide a high-density, walkable center, characterized by taller buildings for a mix of regional employers, retailers, offices, residential, healthcare, and institutional uses. The center would be serviced by regional transportation corridors.

- General Commercial (GC)**
 Districts would provide a diverse mix of goods and services to serve both local and regional needs with good transportation access.
- Town Center (TC)**
 Includes a mix of uses in a central location to create a sense of place and destination for the community. This includes a mix of denser mixed-uses, including residential, commercial, office, entertainment, cultural, and institutional uses.
- Office (O)**
 Includes local and regional employment centers complemented by high quality site design and surrounding areas.
- Industrial (IND)**
 Includes light- and heavy-industrial uses that provide employment opportunities.
- Institutional (I)**
 Includes public and semi-public activities such as government buildings, schools, and places of worship.
- Parks & Open Space (POS)**
 Includes all parcels of land exclusively used for active and passive recreational and environmentally sensitive areas.



FUTURE LAND USE

Town Center

Creation of a Town Center was a high priority for participants that attended the Open House, and an image of a Town Center received the highest score for the Community Preference Survey. The Town Center is intended to be a dense, mixed-use, walkable destination near the center of the Town. While the development will be dense, heights of buildings would not exceed four stories.

Preferred Uses:

- » Retail, service & restaurants
- » Entertainment & cultural
- » Offices
- » Single-family attached and apartments
- » Institutional and civic

Other Considerations:

- » Focus entertainment, cultural, attractive public spaces, and restaurants in the Town Center to create a vibrant area.
- » Require sidewalks.
- » Require parking behind or to the side of buildings; do not permit parking in front of buildings.
- » Encourage street-scape elements such as decorative pavement, pedestrian-scaled decorative lighting, benches, street art, and street trees.
- » Require architectural review of commercial & mixed-use buildings and ensure a variety of building types similar to a "Main Street."
- » On the "Main Street" only allow multi-family residential on the upper floors.
- » Incorporate the current Town Hall and the Town Park, while allowing for expansion and improvements to both.



Town Center Shops



Town Center Aerial
Credit: Google Earth

Medium Density Residential

The Medium Density Residential (MDR) designation is currently the most common residential density in the Town and would incorporate and grandfather uses within the R-15 & R-10 zoning districts primarily located south of route 481. New MDR land use designations would accommodate similar new single-family development at comparable densities of between three to four units per acre north of 481 and would accommodate the anticipated population growth in the Town.

Preferred Uses: Single-family detached homes

Other Considerations:

- » Sidewalks would be required in new subdivisions to encourage walkability and connections to the Town Center, trails, and other alternative transportation options.
- » Preservation and protection of trees either within each lot of a subdivision or in common areas should be considered.
- » Consider placing near existing or new open space areas, parks, and schools.
- » Incorporate storm water retention areas into common open spaces and implement green infrastructure practices (bio-retention, etc.) when feasible.
- » Encourage street trees when feasible and generous lot landscaping for subdivisions.



Medium Density Home



Medium Density Residential Aerial
Credit: Google Earth

OTHER LAND USE & PLACEMAKING RECOMMENDATIONS

- **Update the Zoning Ordinance & Development Regulations!!**
- **Parking** – behind/side of buildings, shared parking, parking minimums
- **Design Review** – commercial/mixed-use districts
- **Connectivity & Sidewalks** – no cul-de-sacs, require sidewalks
- **Incorporate Environmental Features:** Preserve trees, require street trees, landscape buffers, park/open space set asides

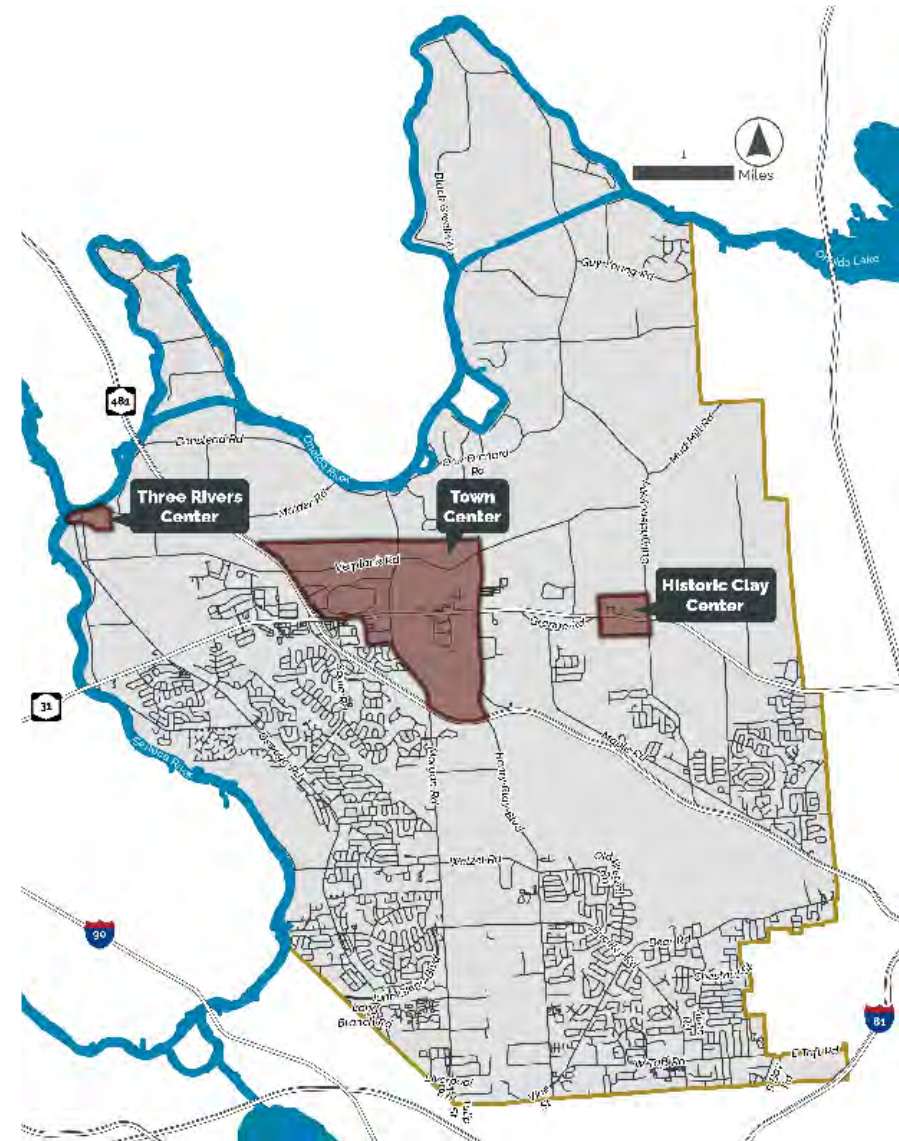


An aerial sketch of a city street scene. The drawing shows several multi-story buildings with large windows and awnings, interspersed with trees and a river or canal. The style is a loose, hand-drawn architectural sketch. The text is overlaid in the center of the image.

CREATING CENTERS FOR PLACEMAKING & IDENTITY

CONCEPTUAL PLANS FOR CENTERS

- **Town Center:** The Town Center would be located near the intersection of Route 31 and Morgan Road. A mixed use “Main Street” would be the feature of the area.
- **Three Rivers:** A neighborhood center is proposed at the historic Three Rivers site at the confluence of the Oneida, Seneca, and Oneida Rivers. Historic
- **Clay Center:** A neighborhood center would be located on Route 31 just west of Caughdenoy Road, which is where the original hamlet of Clay was located



TOWN CENTER



LEGEND

SITE USE

- TOWN INFRASTRUCTURE/ SOCIAL
 - A PROPOSED CIVIC BUILDING
 - B EXISTING TOWN HALL
 - C EXISTING FIRE STATION
 - D PROPOSED PUBLIC BUILDINGS
 - E AQUATIC CENTER
 - F ICE RINK
- TOWN RETAIL/ MAIN STREET
- NEIGHBORHOOD RETAIL
- RETAIL
 - G EXISTING RETAIL BUILDING
 - H REGIONAL RETAIL (TYP).
- RESIDENTIAL
 - I APARTMENT BUILDINGS
- LEISURE ACTIVITIES
 - J SOCCER FIELDS
 - K BASEBALL FIELDS
 - L CITY PARK
 - M FUTURE PARK
 - N TRAILS
 - O PEDESTRIAN BRIDGE
- PARKING
 - P SURFACE
 - Q GARAGE



TOWN CENTER



TOWN CENTER







CLAY CENTER



LEGEND

SITE USE

- TOWN CENTER/ MIXED USE
- NEIGHBORHOOD RETAIL/ MIXED USE
- RESIDENTIAL/ APARTMENTS

EXISTING BUILDING

- A CLAY HISTORIC PARK
- B IMMANUEL LUTHERAN CHURCH
- C FREIGHT YARD BREWING

LEISURE ACTIVITIES

- D TRAIL
- E HISTORIC PARK
- F CENTER PLAZA

0' 100' 400'





THREE RIVERS

LEGEND

RESIDENTIAL

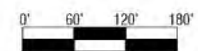
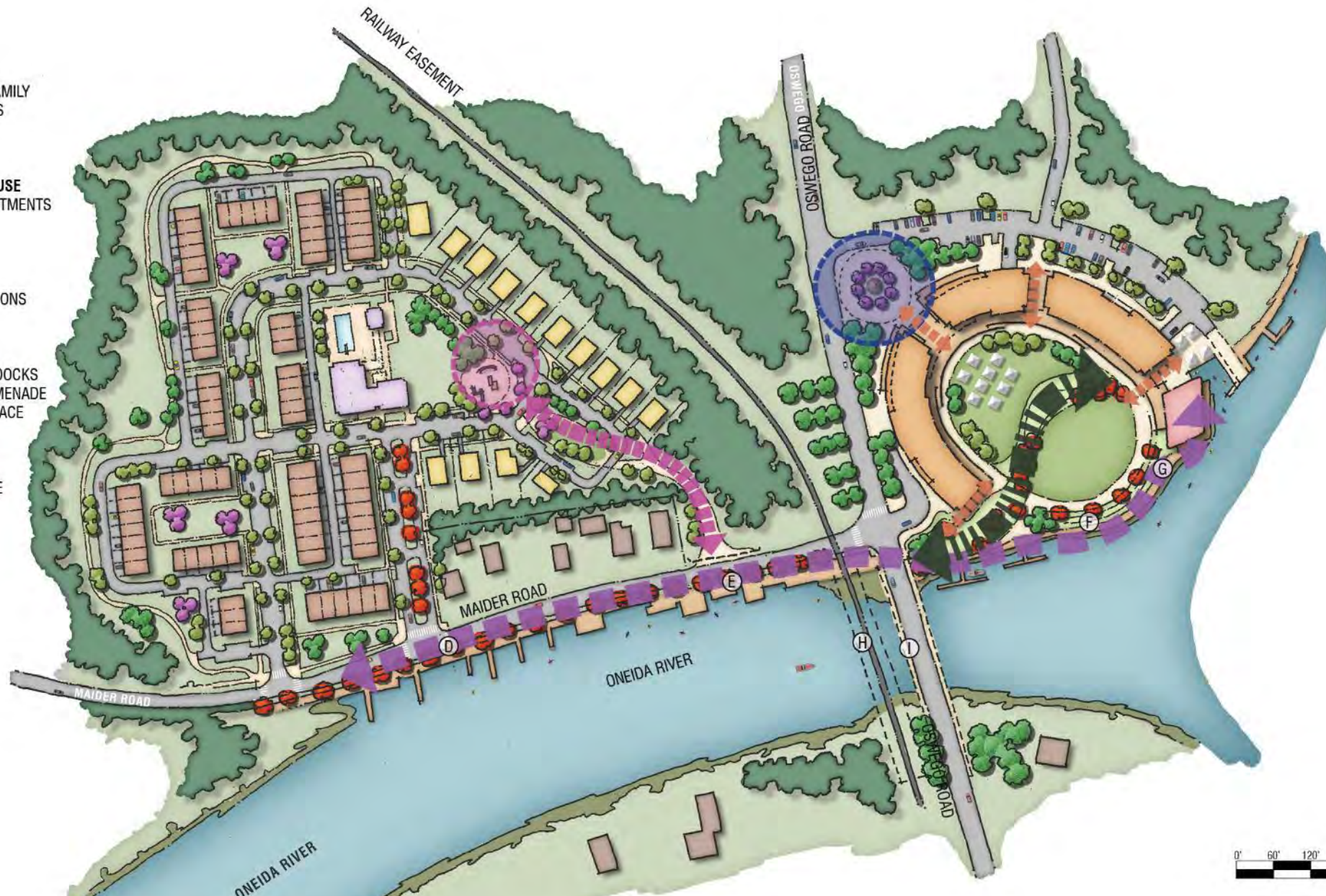
- TOWNHOMES
- SINGLE FAMILY
- EXISTING SINGLE FAMILY
- AMENITY BUILDINGS
- POOL
- PLAYGROUND

COMMERCIAL MIXED-USE

- MULTI-FAMILY APARTMENTS
- RETAIL
- RESTAURANT
- TERRACE
- ENTRY PLAZA
- COMMUNITY COMMONS

WATERFRONT

- BOARDWALK
- D EXISTING PRIVATE DOCKS
- E WATERFRONT PROMENADE
- F WATERFRONT TERRACE
- G BOARDWALK
- H RAILWAY BRIDGE
- I VEHICULAR BRIDGE











An aerial architectural sketch of a city block. The drawing shows several multi-story buildings with varied facades, including brick and stone. There are trees scattered throughout the block, and some streets with cars and pedestrians are visible. The overall style is a loose, hand-drawn sketch with a muted color palette of greens, browns, and greys.

LESSONS LEARNED

LESSONS LEARNED

- **Residents want walkable, mixed-use places with a clear sense of identity** — including a true “Main Street” and sidewalks.
- **Clay can expect more from developers** — demand and market conditions support higher-quality development.
- **All development involves trade-offs** — tall buildings on islands with low density versus shorter buildings with density, walkability, and activity.
- **Transportation and development shape each other** — transportation infrastructure capacity, location, and design are influential.
- **Plans set the vision** — implementation and codification make it real.



An aerial architectural sketch of a city block, rendered in a light blue and green color palette. The sketch shows several multi-story buildings with flat roofs, large windows, and some awnings. There are trees scattered throughout the block, and a few cars are visible on the streets. The word "QUESTIONS" is overlaid in the center in a bold, white, sans-serif font.

QUESTIONS