



CLAYTON TOMORROW 2040

EXECUTIVE SUMMARY

City of Clayton Comprehensive Plan

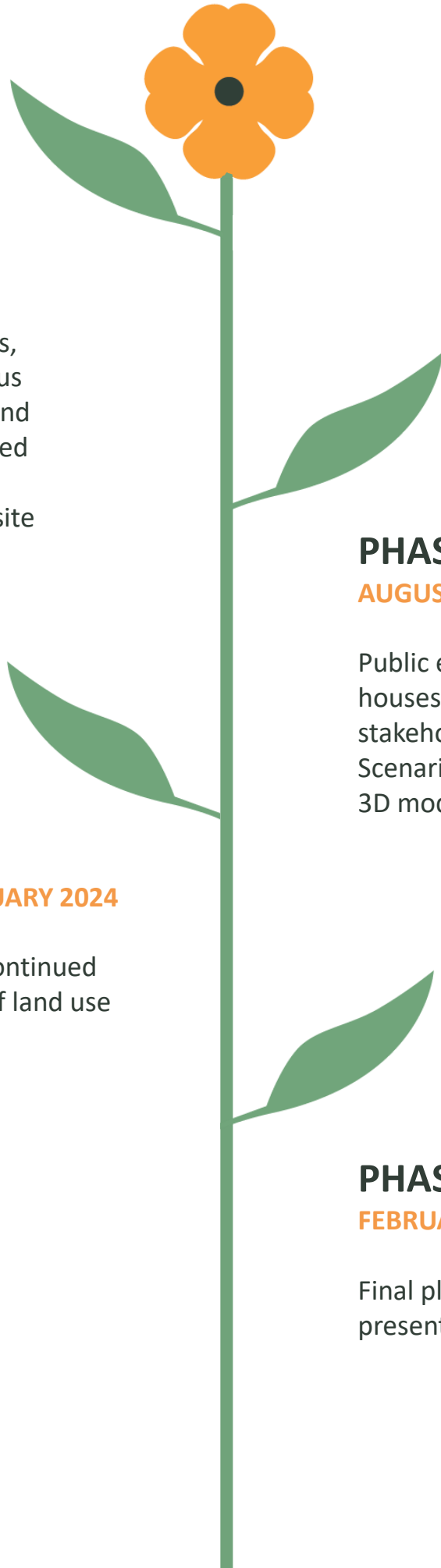


CLAYTON TOMORROW 2040



INTRODUCTION

Comprehensive planning creates a vision for the future of a city by laying out a roadmap based on community input. It can guide how land is used, what buildings look like, how people get around the city, and how city resources are managed. Clayton spent just over a year completing a comprehensive plan process to establish the first city-wide plan since 1975. Clayton Tomorrow 2040 outlines a vision for our community in 2040 with a guide for implementation.



PHASE ONE

APRIL – JULY 2023

Existing conditions analysis, including review of previous plans, economic market, and land use studies. Established working relationships and launched the project website and data dashboard.

PHASE THREE

NOVEMBER 2023 – FEBRUARY 2024

Draft plan creation with continued engagement and review of land use scenarios.

PHASE TWO

AUGUST – NOVEMBER 2023

Public engagement with open houses, online surveys, and stakeholder interactions. Scenario analysis began with 3D models.

PHASE FOUR

FEBRUARY – MAY 2024

Final plan review and presentation for adoption.

The first step of comprehensive planning was to understand the existing conditions of Clayton.

Existing conditions review included a dive into demographics, land use dynamics, visitor and travel patterns, and much more.

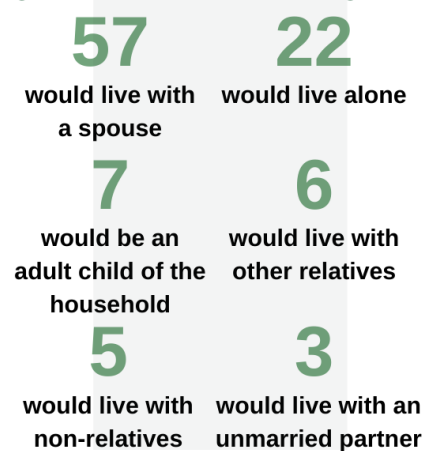
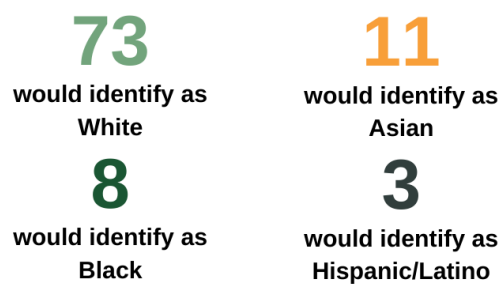
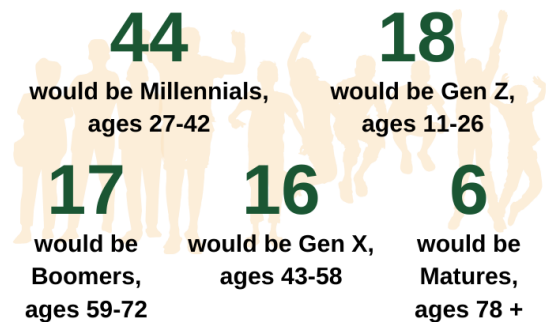
17,355 residents (2020 Census)

Clayton's population grew 7.7% increase since 2010, with much of this growth concentrated in the Downtown area.

34,300 people worked in Clayton in 2020, serving as a major job center

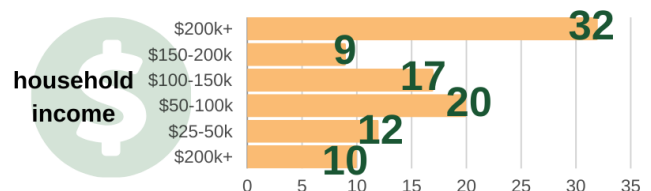
Approximately 98% of workers commute to Clayton.

If Clayton had a population of 100 people...



12 would have been born outside of the United States

2.2% of 5-county region population is foreign born



The next step was to collect input from the community using a variety of sources.

Steering Committee: Guided the process with 10 members and 10 meetings.

Engagement Tools: Website with 2,776 visits, 766 online and paper survey responses, statistically valid survey with 309 responses, and an interactive data dashboard.

Public Events: 3 open houses, 3 ward meetings, and 11 pop-up events reached over 700 participants.

Youth Engagement: Surveys targeted youth via schools and a coloring contest to capture visions from younger residents.

Stakeholder Outreach: Interviews and meetings with local stakeholders (businesses, education, nonprofits) for focused insights.



Through the process of community engagement, participants shared their vision for the future of Clayton.

In 2040...

We are a vibrant, safe, and welcoming community where everyone feels they belong.

Our economic environment allows for a reliable provision of high-quality city services and benefits.

We prioritize a pedestrian-friendly infrastructure connecting neighborhoods, downtown, schools, and parks.

We take pride in our neighborhoods, schools, business, and shared spaces.

We are stewards of a sustainable future for a healthy environment.

Our public events and community spaces reflect a rich diversity of culture and character.





CLAYTON TOMORROW 2040



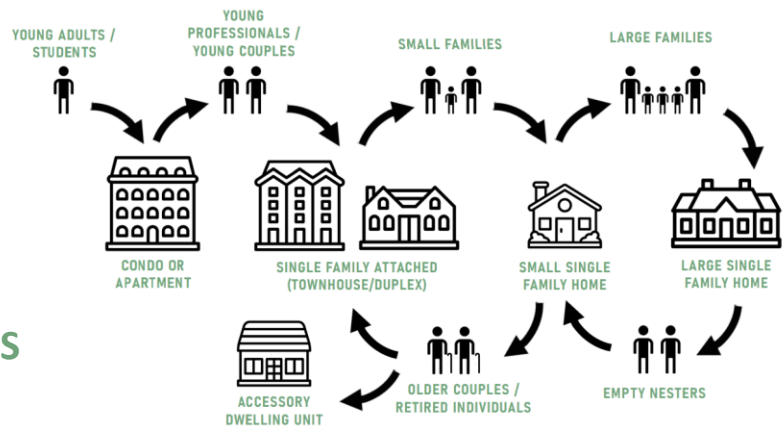
FINDINGS

Based on community engagement and the vision for the future of the community, key objectives were identified in the following areas: Housing, Commercial Development and the Economy, Transportation and Connectivity, and Community Character. Under each objective, the report outlines key results or tasks that establish the plan for implementation.

HOUSING

OBJECTIVES

- Clayton contains a diverse housing stock, providing attainable and quality housing options for a range of ages, income levels, and life stages.
- Clayton preserves and enhances the unique identity of each neighborhood with relevant and compatible standards.
- Our neighborhood development patterns embody sustainable principles and seek to minimize impacts on the natural environment and plan for future resilience.
- People choose to live in Clayton because it is safe and provides convenient access to first-rate schools, services, shopping, dining, parks, and community amenities.



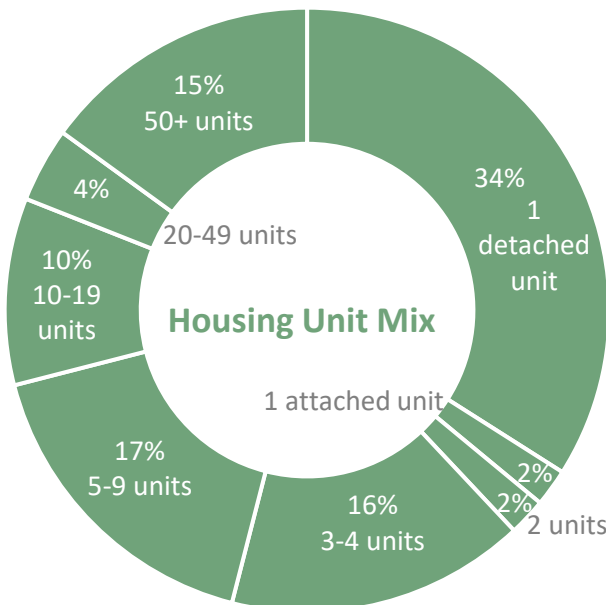
EXISTING CONDITIONS

\$117,593 median household income

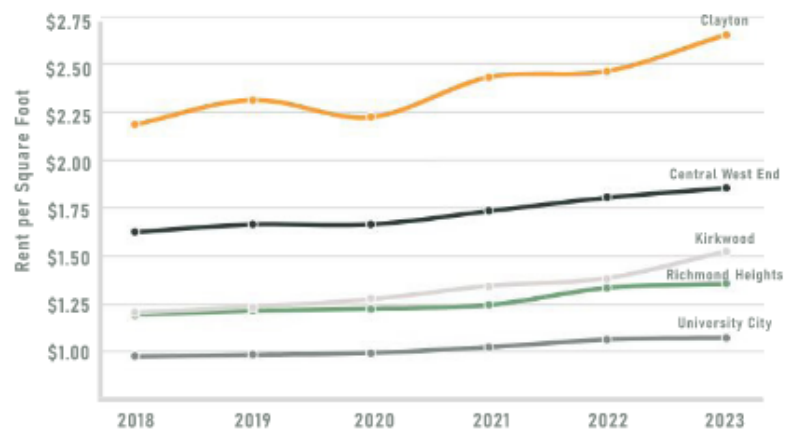
The median household income of the surrounding 5-county region is \$60,168.

\$683,400 median home value with a mix of housing types

The median home value for the surrounding 5-county region is \$222,843.



Average Multi-Family Rent per Square Foot
Comparison with Nearby Communities

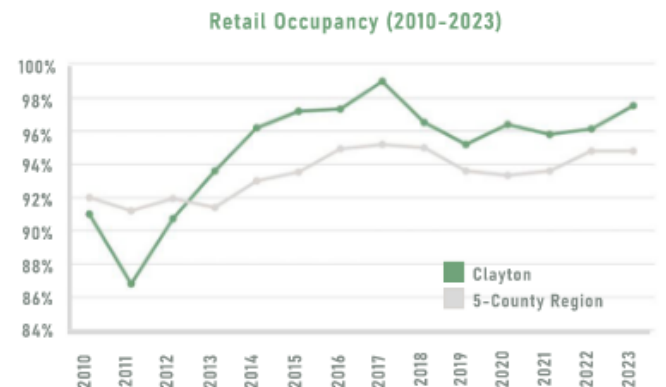
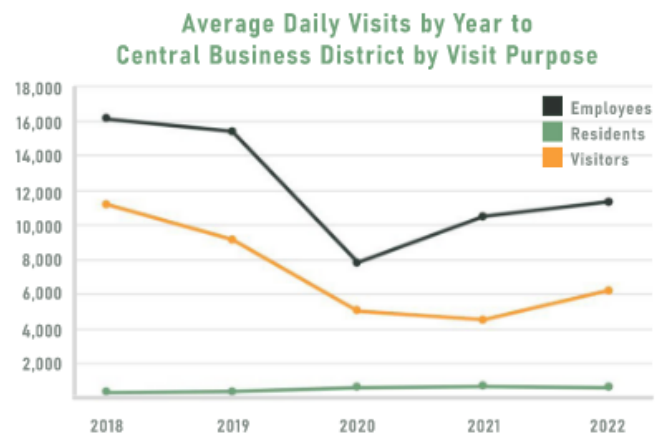
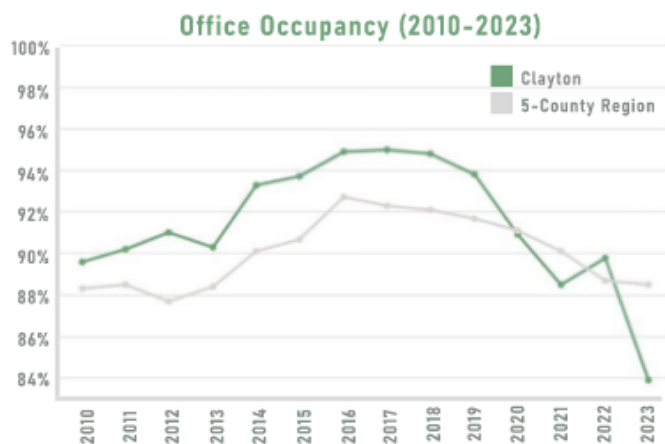


COMMERCIAL DEVELOPMENT & THE ECONOMY

OBJECTIVES

- The City maintains a strong economic base by supporting commercial development at a variety of scales.
- Clayton promotes vibrant and attractive commercial nodes with creative enhancements to existing corridors.
- The City builds economic resilience by valuing and fostering a diversified revenue base.
- There is intentional development of areas between residential and commercial uses that ensures thoughtful transitions.
- Downtown Clayton is an active and inclusive place that provides opportunities to live, work, and play.
- Clayton facilitates development opportunities with a clear regulatory process.

EXISTING CONDITIONS

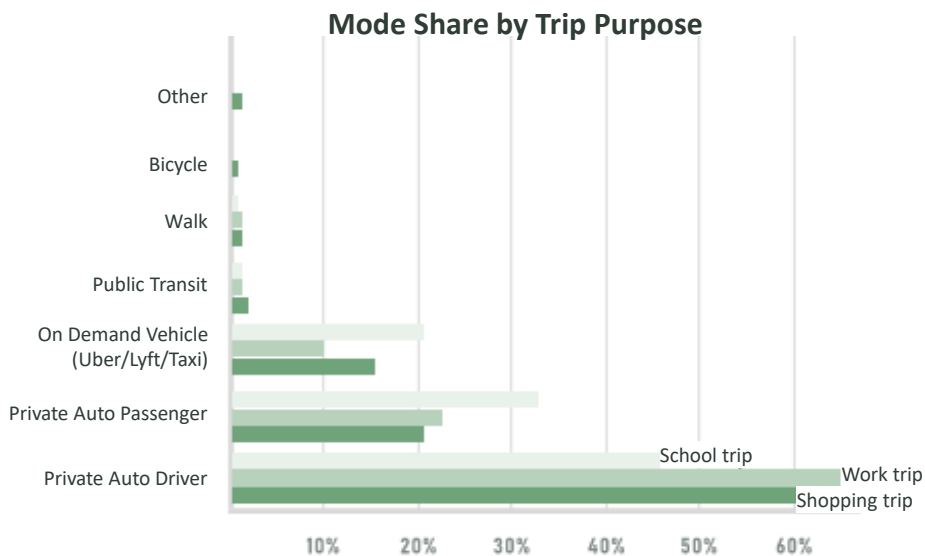


TRANSPORTATION & CONNECTIVITY

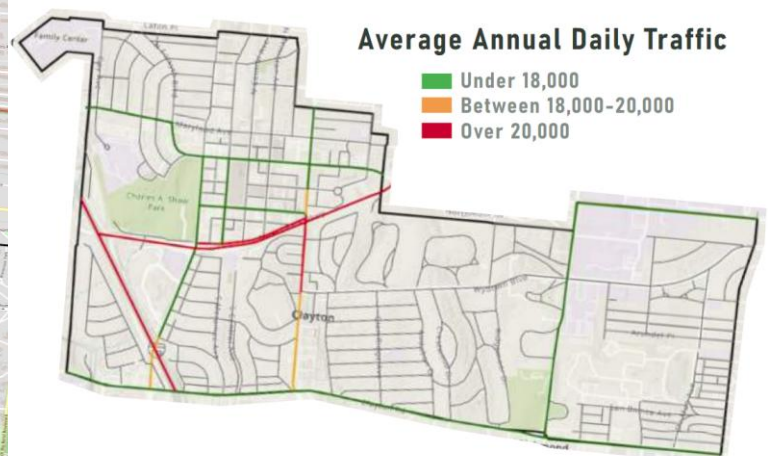
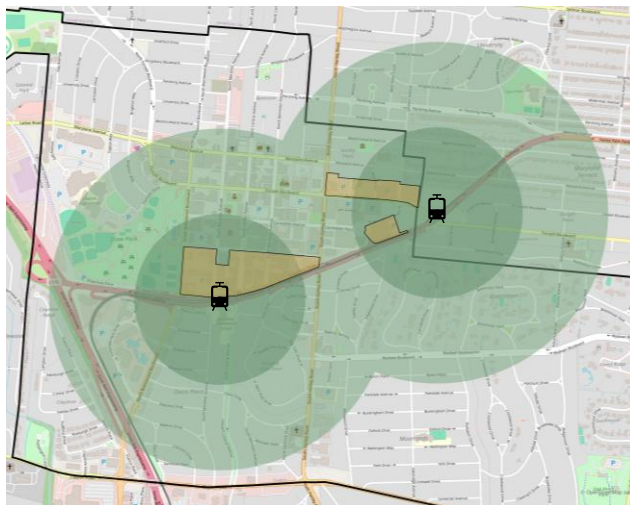
OBJECTIVES

- Development adjacent to MetroLink stations is designed using TOD principles to increase density and capitalize on transit access.
- Clayton fosters a vibrant public environment that encourages community connections.
- Clayton is a multi-modal city with networks that provide safe, comfortable, and convenient transportation.

EXISTING CONDITIONS



Typical weekday trips:
44% traveling to Clayton from elsewhere
44% traveling from Clayton to another community
12% traveling within Clayton



Community Character

OBJECTIVES

- Clayton government is a regional leader with mutually beneficial partnerships with adjacent governments and institutions.
- Clayton is a dynamic center of economic and cultural activity for residents, businesses, and visitors.
- Our colleges, universities, schools, and institutions play a leading role in the cultural, social, and economic fabric of the Clayton community.
- Clayton is on the forefront of planning for a sustainable future.

SUMMARY

\$117,593 median household income

The median household income of the surrounding 5-county region is \$60,168.

\$683,400 median home value with a mix of housing types

The median home value for the surrounding 5-county region is \$222,843.



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FUTURE LAND USE

Part of the planning process included identifying how land is used now and how land may be used in the future. The Clayton Future Land Use Map is designed to guide development patterns and zoning updates to better reflect community goals. It envisions a more mixed residential environment, expanded mixed-use areas, and preservation of institutional and recreational spaces. The strategy seeks to balance future growth with the preservation of Clayton's character, ensuring a thoughtful transition to a vibrant, mixed-use environment.

EXISTING LAND USE

- **Fully built out:** Clayton has little vacant land, with most development occurring through the replacement of older buildings.
- **Residential:** 46% of land is used for residential purposes, including both single-family homes and multi-unit residential buildings.
- **Commercial:** 8% of land is devoted to commercial uses, spread across various districts.
- **Mixed-Use:** Just 1% of land is mixed-use, with residential units above commercial spaces, primarily located Downtown.
- **Institutional:** 15% of land is occupied by institutions including universities, places of worship and schools.
- **Parks and Recreation:** 6% of the City consists of parks, trails, and greenspaces.



FUTURE LAND USE

RESIDENTIAL GOALS: Feedback gathered during engagement reflected a desire for a variety of housing types, although there was some hesitancy for new development patterns in established neighborhoods. Introduction of a two-family category protects a scale of development where it exists and provides opportunities for additional density in transitional areas. The single-family and multi-family designations cover many existing neighborhoods, with an understanding that appropriate density should be reflected in zoning regulations.

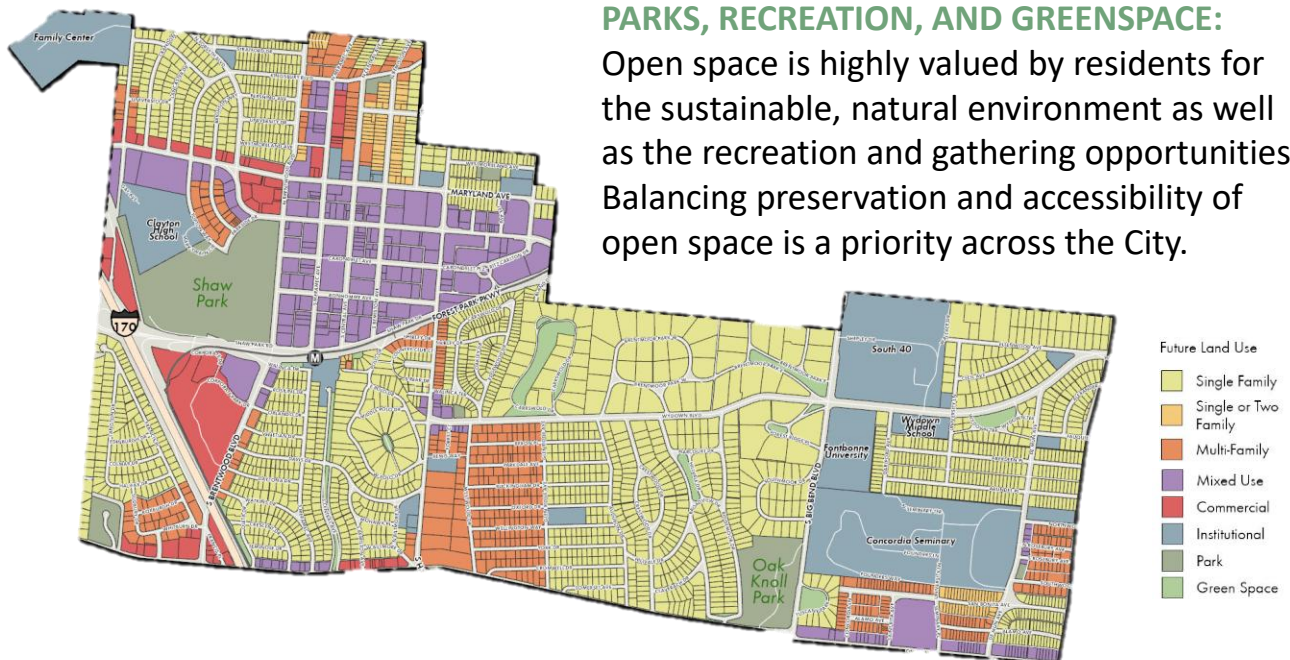
COMMERCIAL GOALS: With a desire to diversify the City's revenue base and support additional destination or entertainment commercial uses, 4.8% of land is set aside for commercial purposes and distributed across the City. These areas focus primarily on commerce or pockets of traditional office retention.

MIXED-USE GOALS: Clayton Tomorrow 2040 outlines a path for increased mixed-use development, especially in Downtown. A major goal of the plan is to create vibrancy and activity allowing Downtown to serve as a destination with a neighborhood feel. Mixed-use could feature multiple commercial uses or some commercial and some residential components. A mixed-use area should incorporate visitors and residents, contributing to a more dynamic urban environment.

INSTITUTIONAL GOALS: Existing institutions include large campuses like Washington University, Concordia Seminary, and Clayton High School, along with smaller religious and educational institutions. A goal of the comprehensive plan is to encourage compatible and transparent future development of institutional uses.

PARKS, RECREATION, AND GREENSPACE:

Open space is highly valued by residents for the sustainable, natural environment as well as the recreation and gathering opportunities. Balancing preservation and accessibility of open space is a priority across the City.



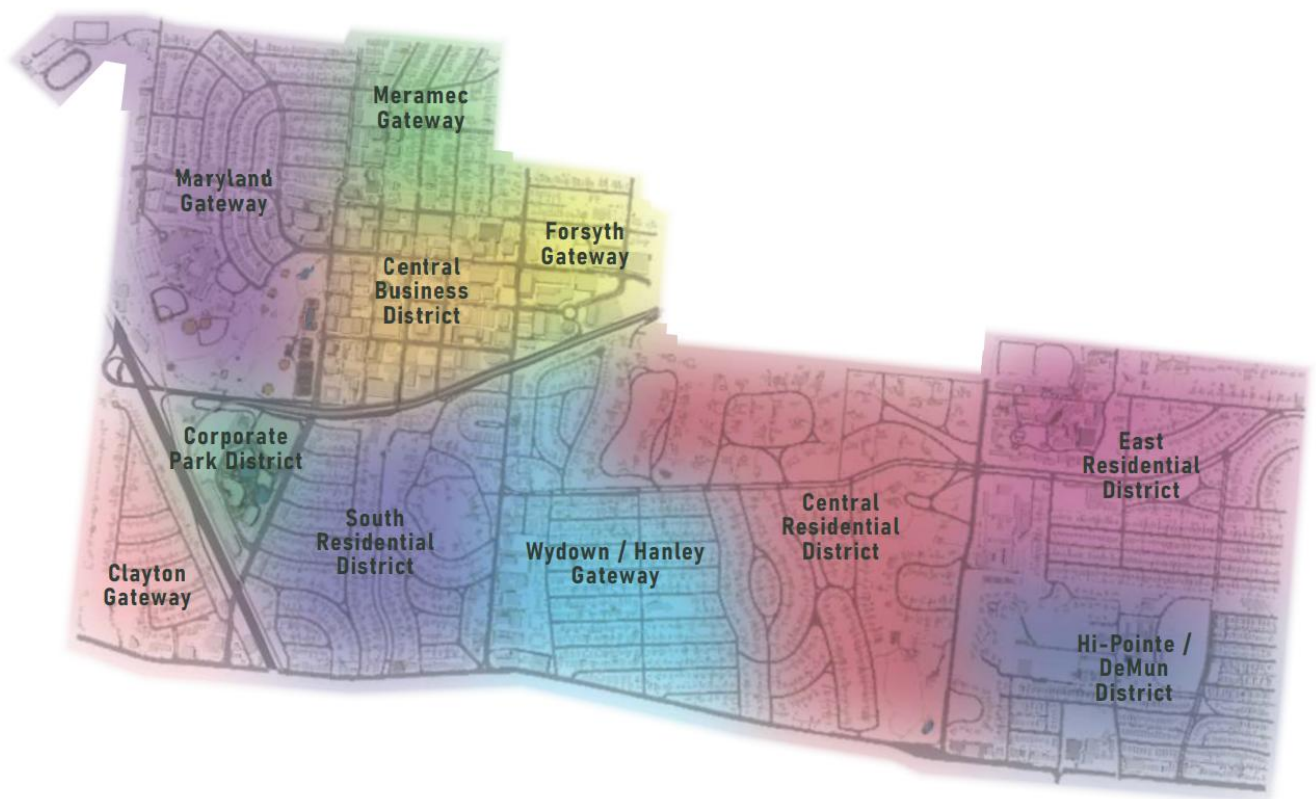


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CHARACTER

Community engagement showed that residents take pride in Clayton's unique areas, each with specific needs. The comprehensive plan addresses this through Character Areas, distinct parts of the City with their own look and feel. These areas guide how different neighborhoods and business districts should grow, ensuring new development aligns with the character and community values while planning for future needs. Eleven character areas were identified in the City with a vision statement outlined for each



MARYLAND GATEWAY

The vision for Maryland Gateway is a mixed-use district that provides an iconic gateway into Downtown Clayton while respecting Clayton Gardens to the north and the civic and educational uses to the south.

CLAYTON GARDENS

The vision for Clayton Gardens embodies a cohesive design characterized by lush streetscapes, specific architectural guidelines, and intentional development. The neighborhood features 1-2 story single family homes on small lots with a compact street network. Future development provides an opportunity for infill development consistent with existing homes and limited additional density on Gay Avenue.

MERAMEC GATEWAY

The vision for Meramec Gateway District is a lower density mixed-use district that provides a gateway into Downtown Clayton from the north while respecting the adjacent residential neighborhoods.

OLD TOWN

The vision for Old Town is to continue to be a dynamic, changing neighborhood with significant residential investment of high architectural quality and a mix of single family and low-density multifamily development. The area is characterized by one to three story residential buildings on compact lots with a mix of single family and low-density multi-family development with institutional users buffering the nearby commercial uses.

CENTRAL BUSINESS DISTRICT

The vision for the Central Business District is a walkable, high-density mixed-use neighborhood with a variety of multi-family residential options, a thriving entertainment and retail environment, new office development, access to greenspace, and an active street life.

FORSYTH GATEWAY

The vision for the Forsyth Gateway is a dense, walkable, mixed-use district that includes a significant new urban residential development oriented around the Forsyth MetroLink Station with appropriate connections to the existing development at Carondelet Plaza and the adjacent neighborhoods.

HANLEY PLACE

Hanley Place is a residential neighborhood just northeast of Downtown. The area includes a variety of historic residential properties and is also home to Hanley House, the oldest structure in the City of Clayton. Hanley House was built in 1855 and is listed on the National Register of Historic Places. This, along with Hanley Park, is an important historic location in the City and contribution to the surrounding neighborhood.

CORPORATE PARK DISTRICT

The vision for the Corporate Park District is a mix of medium-density job uses with expansive green spaces, capitalizing on a concentration of regional employers attracted to the convenient location.

CLAYTON GATEWAY

The vision for the Clayton Gateway is a medium-density commercial district that offers a regional audience access to a variety of businesses and entertainment options while respecting the Clayshire neighborhood to the north.

CLAYSHIRE

The vision for Clayshire includes a serene suburban atmosphere characterized by leafy streets, spacious lots, and a mix of single family and low-density multi-family homes. Traditional brick exteriors, quaint architectural details, and significant greenspace contribute to the area's character. The area includes 1-2 story residential homes with opportunity for increased density via two-family homes on single-lots. The area is automobile-oriented with slow-moving traffic and shared roadways.

SOUTH RESIDENTIAL DISTRICT

The vision for the South Residential District is a quiet neighborhood characterized by dense residential homes, ample green space, and safe, walkable connections to adjacent commercial corridors, Downtown, Shaw Park, and Meramec Elementary.

CLAYTON WEST

The vision for Clayton West between Hanley and Brentwood is to capitalize on its central location to offer convenient destination-businesses while respecting the residential uses in Davis Place to the north. Redevelopment is likely to require lot consolidation to encourage shared parking arrangements and more efficient use of lots. Development could include one to three story buildings with surface parking.

WYDOWN/HANLEY GATEWAY

The vision for the Wydown / Hanley Gateway is to create a thriving, walkable, mixed-use node that provides services and businesses for nearby residents while also attracting a regional audience.

THE MOORLANDS

The vision for the Moorlands is a mix of single family and multi-family with a dense, walkable urban fabric, connected sidewalks, and old growth trees, centered around Glenridge Elementary. This area is a target area for investment in existing building stock to preserve multi-family developments at an attainable price.

CENTRAL RESIDENTIAL DISTRICT

The vision for the Central Residential District is a mix of large lot single family homes and significant greenspace and trees, supporting the preservation of the historic neighborhood character.

EASTERN RESIDENTIAL DISTRICT

The vision for the East Residential District is a historic single family neighborhood living symbiotically with nearby institutions, while also providing residents with access to significant greenspace and neighborhood scale businesses.

HI-POINTE / DEMUN DISTRICT

The vision for the Hi-Pointe / DeMun area is to grow at a human scale with dense development, active streets, a variety of residential options, and a walkable commercial district while retaining the area's historic character.

CLAYTON EAST

The vision for Clayton East is to continue the existing development pattern for typical lots but create flexibility for certain areas to capitalize on opportunities for high volume national stores that leverage significant regional traffic and are compatible with, and serve as a transition to, the neighborhoods to the north. This will likely require redevelopment and parcel consolidation in key areas to facilitate the necessary buffering between Clayton Road and the residential uses to the north. Sustainable design principles should be considered as a way to off-set automobile-centric uses on Clayton Road. Where lots are large enough, new housing types should be considered in the interior of the neighborhood.



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IMPLEMENTATION

The final section of the plan is the Implementation Matrix, which will guide the plan's execution. This matrix is essential for translating the plan's vision into actionable steps.

Objectives and Key Results:
Summarizes goals and next steps for City Staff and leadership.

Responsible Party:
Designates who (departments, staff, or elected bodies) is responsible for facilitating each task.

Partners:
Identifies the public, private, or non-profit partners needed for successful implementation.

Housing & Neighborhoods

	We are a vibrant, safe and welcoming community where everyone feels they belong.	We prioritize a pedestrian-friendly infrastructure connecting neighborhoods, downtown, schools, and parks.	We are stewards of a sustainable future for a healthy environment.	We champion an inclusive, resilient and equitable economy.	Our economic environment allows for the reliable provision of high-quality city services and benefits.	We take pride in our neighborhoods, schools, businesses, and shared spaces.	Our public events and community spaces reflect a rich diversity of culture and character.	TIMELINE	RESPONSIBLE PARTY	PARTNERS
1. Clayton contains a diverse housing stock, providing attainable and quality housing options for a range of ages, income levels, and life stages.										
KR 1.1 - Modify unit size and ADU regulations to address modern design practices and historic development patterns.	●	●	○	●	○	●	○	●	Department of Planning & Development Services	Plan Commission
KR 1.2 - Develop an affordable housing program that utilizes parking reductions, density bonuses, or financial incentives to encourage mixed-income developments.	●	○	○	●	○	○	○	●	Department of Planning & Development Services, Economic Development Director	Board of Aldermen, Equity Commission
KR 1.3 - Review development barriers for zero-lot-line townhouse and villa developments and consider ways to update the Zoning Code to allow them in more parts of the community.	○	○	○	●	○	○	○	●	Department of Planning & Development Services	Plan Commission

● Primary Action with Maximum Impact
 ● Primary Action with Medium Impact
 ○ Secondary Action with Minimum Impact
 ○ No Action with Indirect Impacts

● Short Term (0-3 Years)
● Medium Term (4-10 Years)
● Long Term (10+ Years)

Alignment with Vision:
Rates how each Key Result supports the City's vision, prioritizing actions based on their impact.

Timeline:
Organizes implementation into short (0-3 years), medium (4-10 years), and long-term (10+ years) phases, with annual reviews to adjust priorities.