

# Community Survey Summary

Potential Future Uses of the Park Hill  
Golf Course Property

June 22, 2017

# Stakeholder & Public Outreach

- More than 1,000 flyers left with residents in Clayton, Elyria / Swansea and Northeast Park Hill
- Survey highlighted on project website and social media
- Emails to stakeholders
- Printed surveys provided to Cross Purpose / Upstream Impact & Northeast Park Hill Coalition

**Your Opinion Matters**

Clayton Early Learning is interested in your opinion about options for potential different uses of the property on which the Park Hill Golf Course sits.

Since the late 1800s, the property has been an asset of the Clayton Trust and managed by Clayton Early Learning - a nonprofit benefiting over 20,000 children annually, many of whom live in this community and have limited opportunity.

As a nonprofit, we rely on revenue generated from the property as a major source of funding for our educational programs, but demand for golf has been dropping and the property is losing money every year.

We need your input on how best to use the property to serve the needs of the community, while identifying ways to generate income to pay for our educational programs.

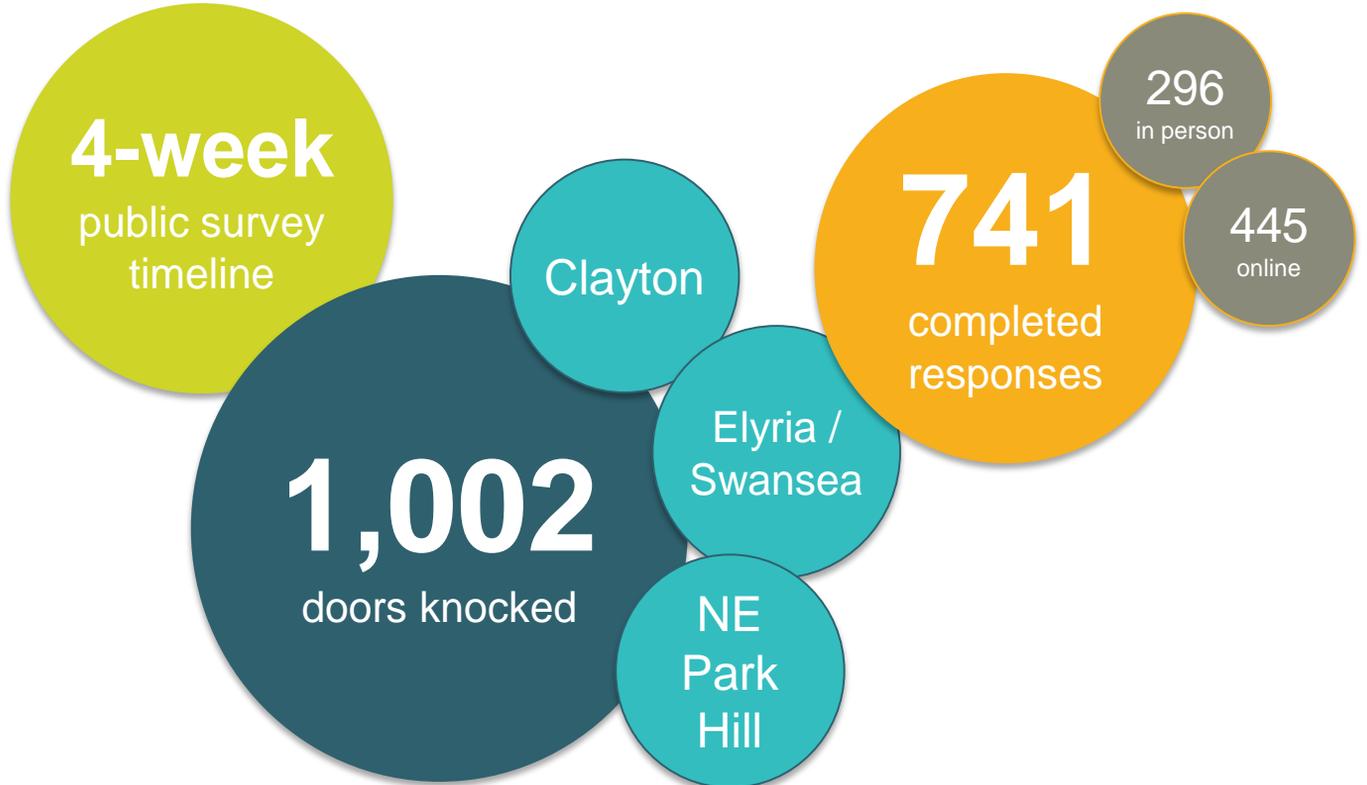
Please take our 5-minute online survey.

[FutureOfParkHillGolfCourse.com](http://FutureOfParkHillGolfCourse.com)

Survey sponsored by:

 Clayton  
EARLY LEARNING

# Stakeholder & Public Outreach Results



# Survey Results

# Q1 & Q2:

## Name/Address and Neighborhood

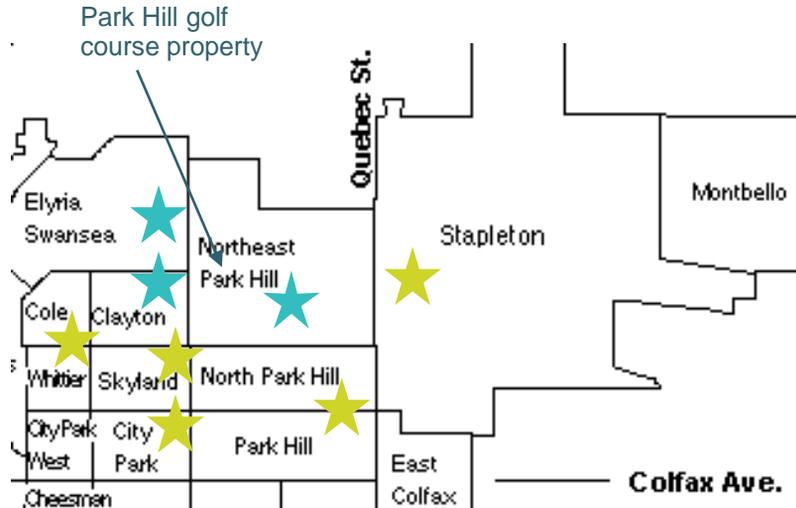
(not shared publicly)

# Survey Respondents' Proximity to Property

★ 55%

★ 29%

81%\*

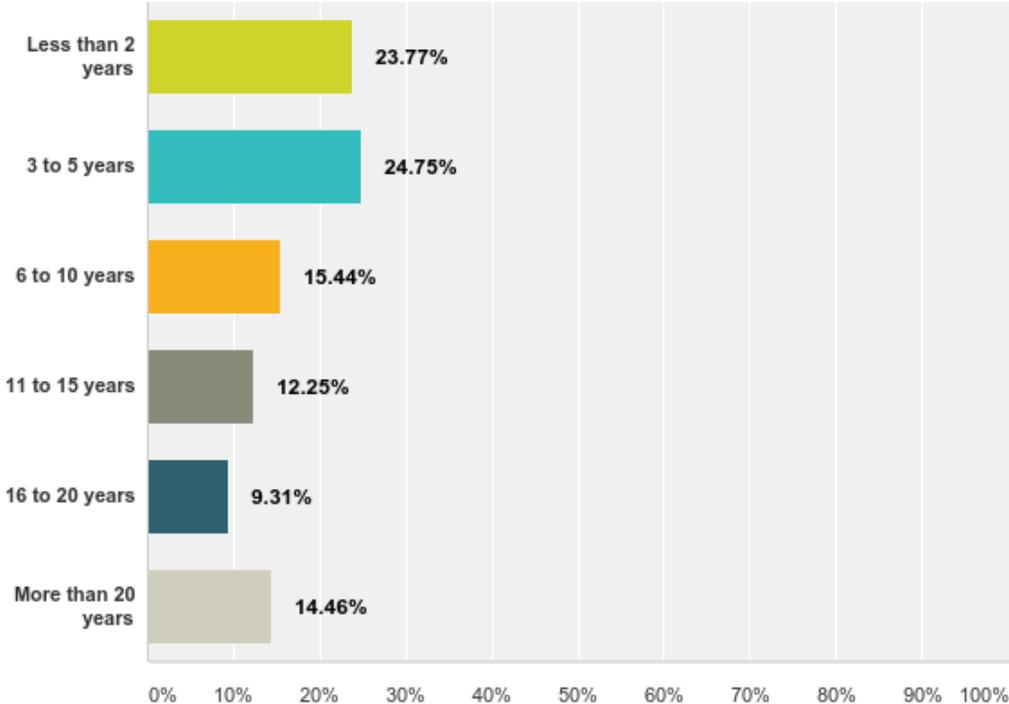


\*remaining 19% of respondents are far-removed from property

## Q3:

Of those who live in Clayton, Elyria/Swansea or NE Park Hill, how long have you lived in your current neighborhood?

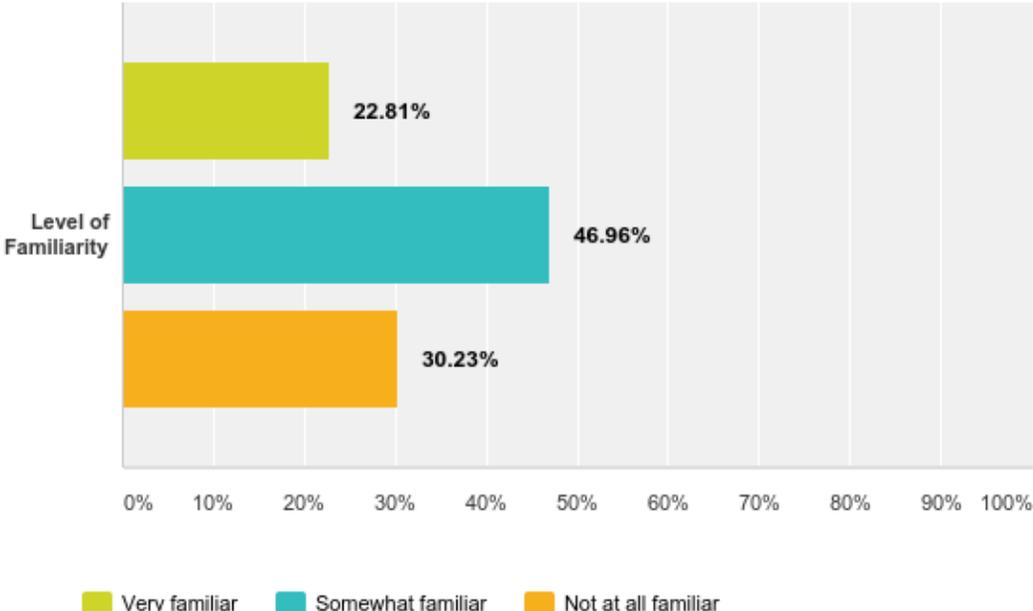
# Time in Current Neighborhood, Among Respondents Closest to the Property



## Q4:

How familiar are you with Clayton Early Learning and its educational, training and research programs that benefit over 20,000 children annually, many of whom live in this community and may have limited opportunity?

# Level of Familiarity Among All Respondents



## Q5:

In the past two years, how often have you used the following amenities available on the property on which the Park Hill Golf Course sits?

## Use of Amenities Key Takeaway

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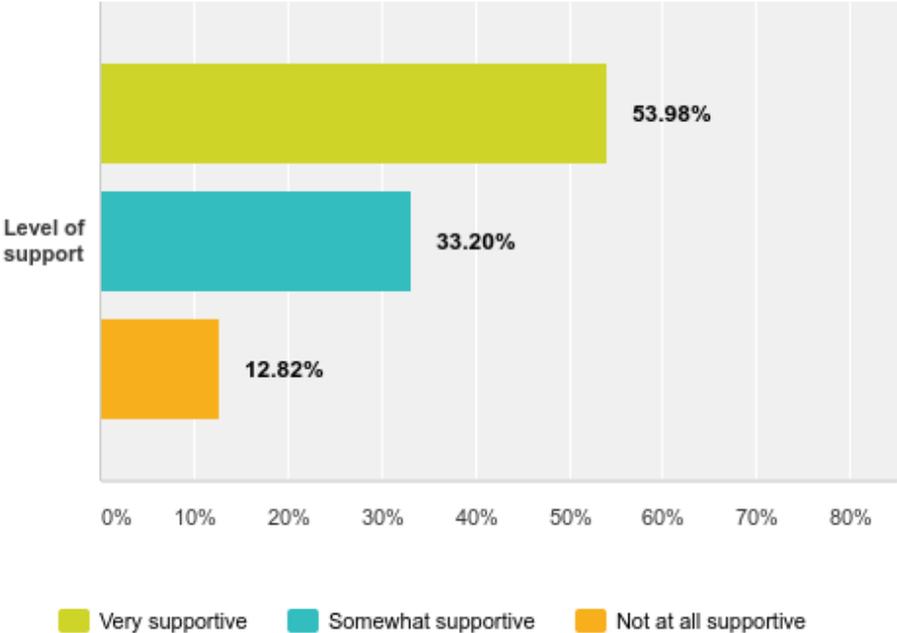
2/3

Two-thirds of total survey respondents have not used any of the four amenities / activities currently available on the property in the past two years

## Q6:

Clayton Early Learning relies on revenue generated from the property on which the Park Hill Golf Course sits as a major source of funding for its educational programs benefiting children. However, demand for golf has been dropping nationwide and the property is losing money every year. Knowing this, how supportive are you of finding different uses for some or all of the property in the future so that the continuing early educational needs of the community can be met?

# Level of Support for Different Uses for Some or All of the Property

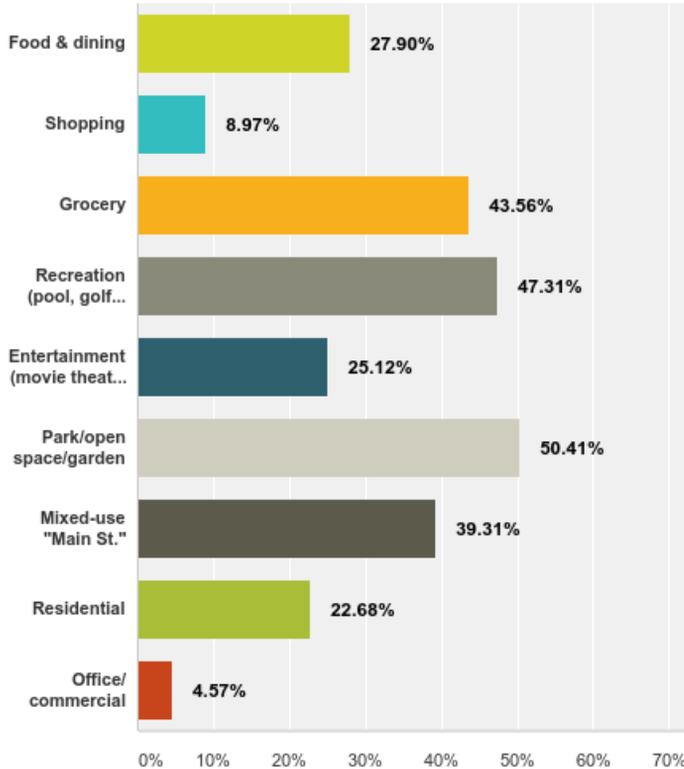


NOTE: Lack of familiarity with Clayton Early Learning had no significant impact on survey respondents' level of support for entertaining different uses for some or all of the property

## Q7:

There are many ways this 155-acre property could be used in the future. Keeping in mind that the property must generate sufficient income to allow Clayton Early Learning to continue serving the early educational needs of children in this community, please review the list of potential uses below and choose your TOP 3 preferences.

# Preferred Uses Among Respondents Supportive of Different Uses for Some Portion of the Property



- Respondents were also allowed to choose 'other' and leave a comment: About **13%** of respondents noted a preference for affordable housing via this method

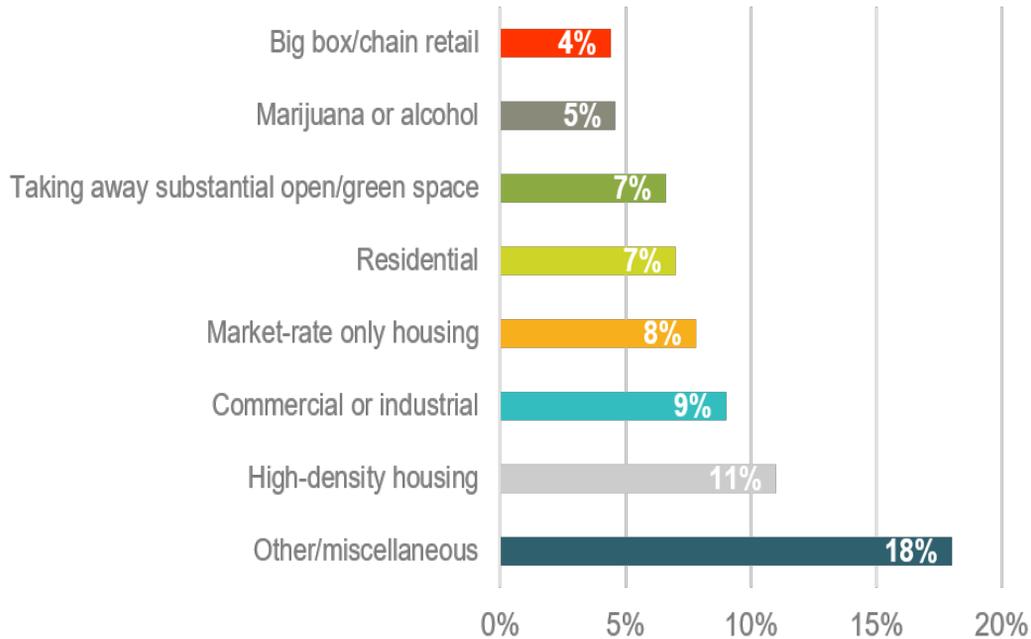
## Q8:

Regarding the future of the property, are there any potential uses that you would consider a deal breaker? Please describe below.

# Deal Breakers (open ended) Among Those Supportive of Different Uses for Some Portion of the Property

40% of respondents did not consider any potential use a deal breaker

60% noted potential deal breakers and the following uses were identified



# Conclusions

## Conclusions

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The vast majority, two-thirds, of respondents have not used any of the amenities at the Park Hill Golf Course in the past 2 years

87% of respondents were supportive or somewhat supportive of finding different uses for some or all of the property

## Conclusions Continued

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When asked about future uses on the site:

- About 50% of respondents selected open space and/or recreation as one of their top 3 preferred uses on the site
- Other popular potential uses on the site: grocery, mixed use main street, retail and entertainment
- 13% of respondents wrote in affordable housing as one of their top 3 preferred uses

## Conclusions Continued

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When respondents were asked an open-ended question about potential 'deal breaker' uses on the site, the responses were scattered

- 40% of respondents noted no deal breakers at all
- 60% of respondents noted deal breakers, however none of the potential deal breakers exceeded 10%, except high density residential housing at 11%

## Next Steps

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Clayton continues to seek to balance the need for \$1M per year to support their mission of early childhood education, with finding ways for the site to also benefit the community

To that end this information will be used as follows:

- To assist in our visioning process with RNL
- Will be shared with the Clayton Board of Trustees