

UPTOWNNEXT

KICKOFF EVENT

October 19, 2021

clemsonNEXT.com/UPTOWN



DEVELOPMENTSTRATEGIES®



TIGER BLVD

COLLEGE AVE

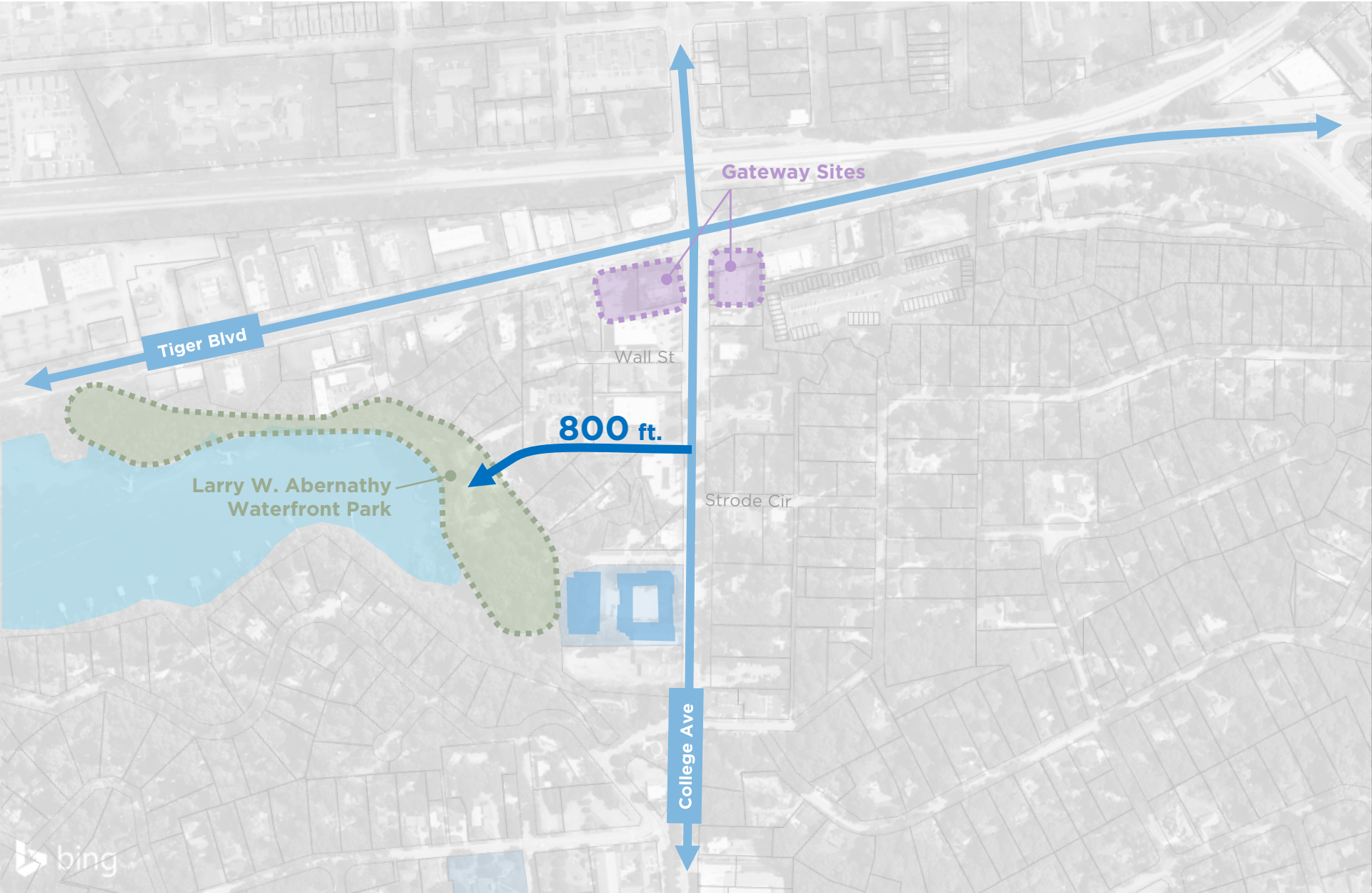




EARLY THOUGHTS MAKING CONNECTIONS



EARLY THOUGHTS MAKING CONNECTIONS



Tiger Blvd

Gateway Sites

Wall St

800 ft.

Larry W. Abernathy
Waterfront Park

Strode Cir

College Ave

UPTOWN TODAY

EXISTING CONDITIONS



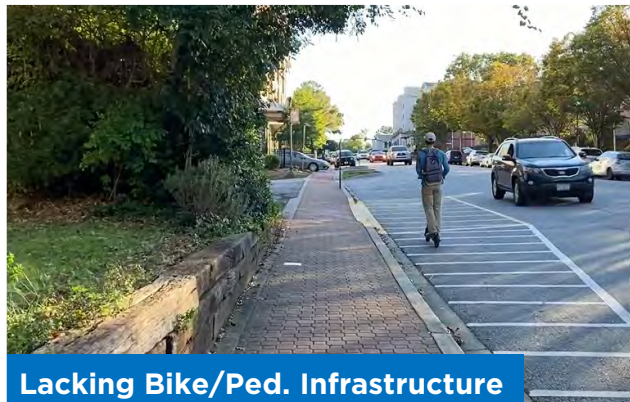
Narrow Sidewalk



Older Auto-Oriented Uses



Older Multifamily



Lacking Bike/Ped. Infrastructure



Gas Station



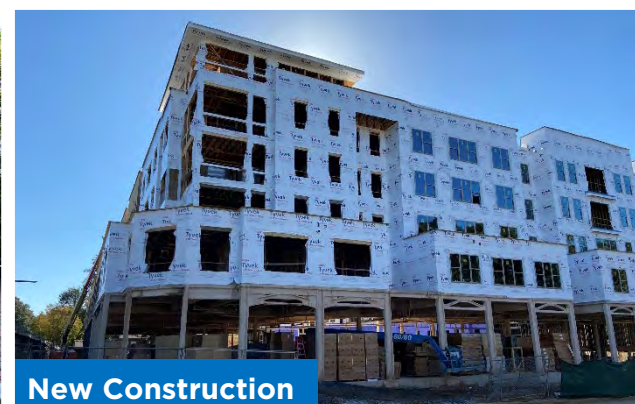
Converted Single-Family



College and Tiger Intersection



Newer Strip Centers



New Construction

EARLY THOUGHTS
MAKING CONNECTIONS



Tiger Blvd

Special
Opportunity

College Av

An aerial photograph of a suburban town, showing a mix of residential houses, commercial buildings, and green spaces. A prominent road runs diagonally across the center, intersecting with several other streets. The entire image is covered with a semi-transparent blue filter. The text "[Here's the thing...]" is centered in the lower half of the image in a white, bold, sans-serif font.

[Here's the thing...]

CATALYTIC DEVELOPMENT

BALANCING COMMUNITY NEEDS AND PRIVATE DEVELOPMENT



1 WHO ARE WE?

2 What is this process? How can we participate?

3 How did we get here?

4 Uptown Opportunities and Challenges

5 Inspiration: Thinking Big!

DEVELOPMENT STRATEGIES

EXPERIENCE

Real Estate

Market Strategy
Development Feasibility
Districts & Branding



Development and Economic Enhancement Strategy
Olivette, MO



City Foundry Mixed Use
St. Louis, MO



Mercantile Exchange Retail Development
St. Louis, MO

Economy

Jobs and Revenue
Entrepreneurship
Innovation



Comprehensive Economic Development Strategy
St. Louis, MO



Industrial Land Use Study
Louisville, KY



Strategic Plan
Quincy, IL

Urban Design

Placemaking
Concepts & Ideas
Vision & Story



Downtown Strategic Plan
Evansville, IN



Downtown Strategy
Blacksburg, VA



Strategic Plan
Clemson, SC

Community

Engagement
Public Policy
Advancing Equity



Comprehensive Master Plan Update
Ferguson, MO



Central City Housing and Equity Strategy
Tulsa, OK



Hilltop Housing Strategy
Columbus, OH

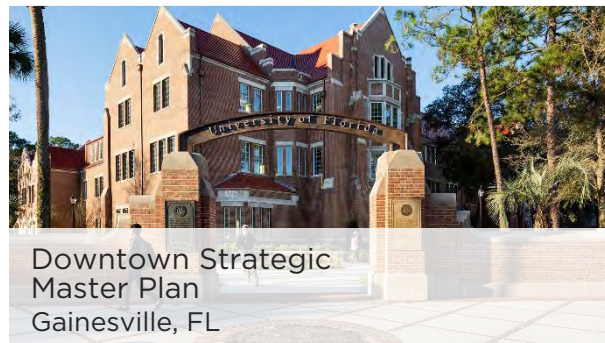
DEVELOPMENT STRATEGIES

OUR EXPERIENCE FOR THIS EFFORT

Real Estate & Urban Design



University Towns



Engagement



MEET THE TEAM

DEVELOPMENT STRATEGIES

Market Analysis

Urban Design

Community Engagement

Housing Policy

Development Scenario Planning

Geospatial Analysis

Development Proformas

Implementation Recommendations

Feasibility Testing

Economic Impacts

Outreach & Communication

Land Use Strategies

Fiscal Impacts

Incentive Analysis

Economic Development Strategy

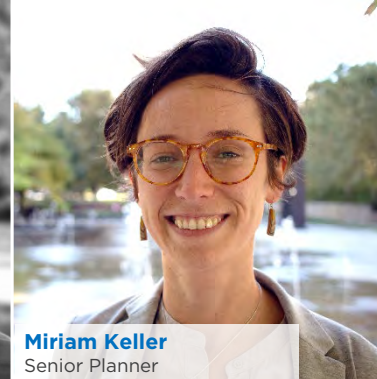
Process and Project Management



Matt Wetli, AICP
Principal



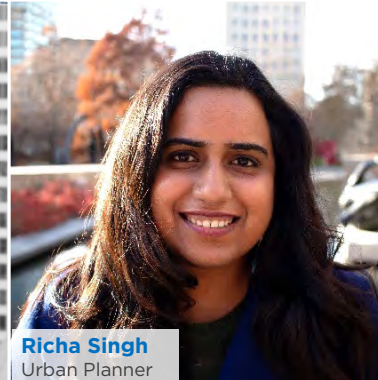
Justin Carney, AICP
Principal



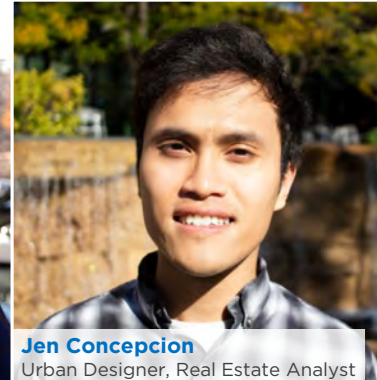
Miriam Keller
Senior Planner



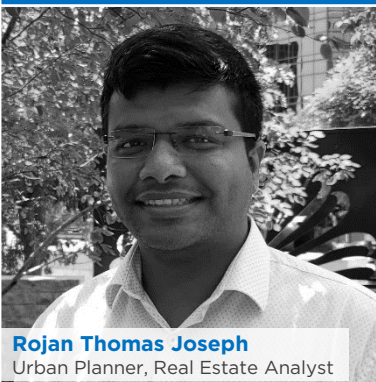
Katie Medlin
Development Strategist



Richa Singh
Urban Planner



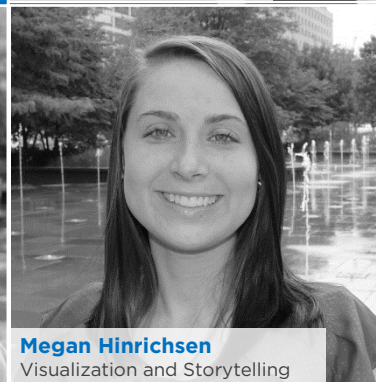
Jen Concepcion
Urban Designer, Real Estate Analyst



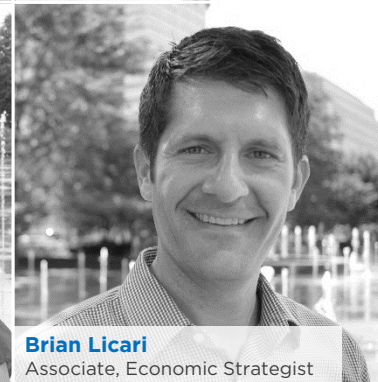
Rojan Thomas Joseph
Urban Planner, Real Estate Analyst



Brad Beggs
Valuation & Market Expert



Megan Hinrichsen
Visualization and Storytelling



Brian Licari
Associate, Economic Strategist



Andy Pfister, AICP
Senior Associate

1 Who are we?

2 **What is this process?**

3 How did we get here?

4 Uptown Opportunities and Challenges

5 Inspiration: Thinking Big!

The background is a blue-tinted photograph of a crowded event. In the foreground, large, three-dimensional white letters spell out 'MISO'. Below them, a banner reads 'AIR WEBSITE'. The background is filled with a dense crowd of people, some holding papers or signs, suggesting a public gathering or festival.

What is a
development framework?

REDEVELOPMENT FRAMEWORK

A MORE SPECIFIC PROCESS

How are they
different?

Identifying opportunities

Addressing challenges

Cooperation

Synthesis

**Strategic
Planning**

Dialogue

Prioritization

Adapting to Change

**Development
Framework**

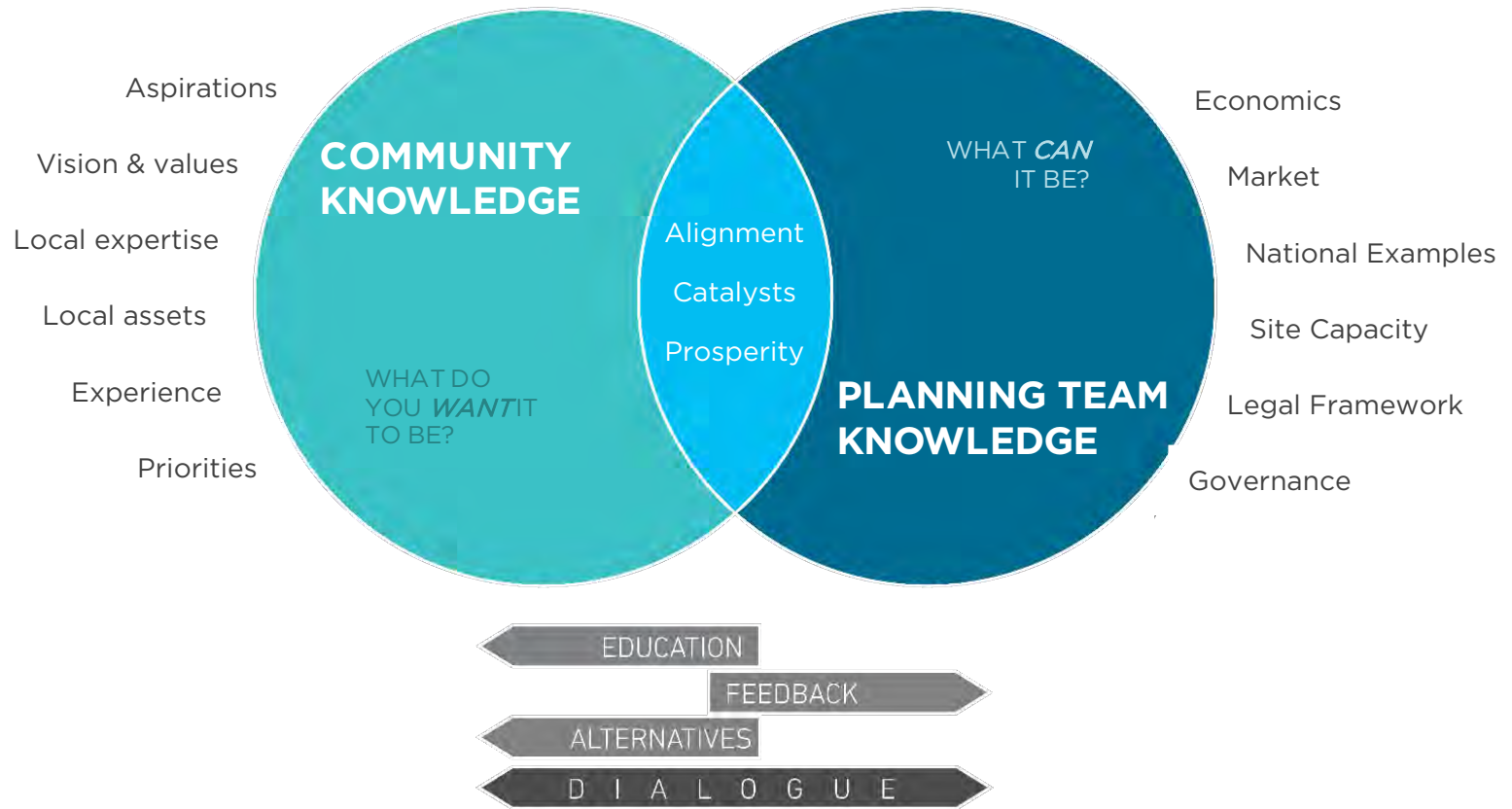
focuses on **physical development** of a defined area in a more detailed way

THINKING HOLISTICALLY
OUR TEAM'S APPROACH



APPROACH

OUR ENGAGEMENT PHILOSOPHY



What are our **guiding principles?**

Prioritize **education** &
knowledge-sharing

Honest analysis & conversation

Dialogue with **diverse interests**

Authentic opportunities
for input & choice



PROCESS & SCHEDULE

A FOUR- TO SIX-MONTH EFFORT



LISTEN

ENVISION

REFINE

FINALIZE

ACTIVITIES & PREPARATION

Field work
Market scan
Presentation-building
Workshop materials
Draft goal language
Land use diagnostic w/ staff

Refine goal language
3 land use & massing alternatives
Feasibility testing
Supporting strategies (place, inclusivity, resiliency)
Land use considerations

Refine preferred land use / massing scenario
Illustrations/renderings
Implementation steps
Land use regulations framework

Create plan document
Develop final renderings
Review draft land use regulations

PUBLIC WORKSHOP 1

Priorities & Ideas

PUBLIC WORKSHOP 2

Alternatives & Evaluation

STAFF WORKSHOP

Technical/Implementation

PUBLIC WORKSHOP 3

Final Open House

SUPPORTING ENGAGEMENT

Stakeholder interviews
Update ClemsonNEXT website
Architectural preference survey

Scenario survey

Follow-up interviews

Release plan

OCT

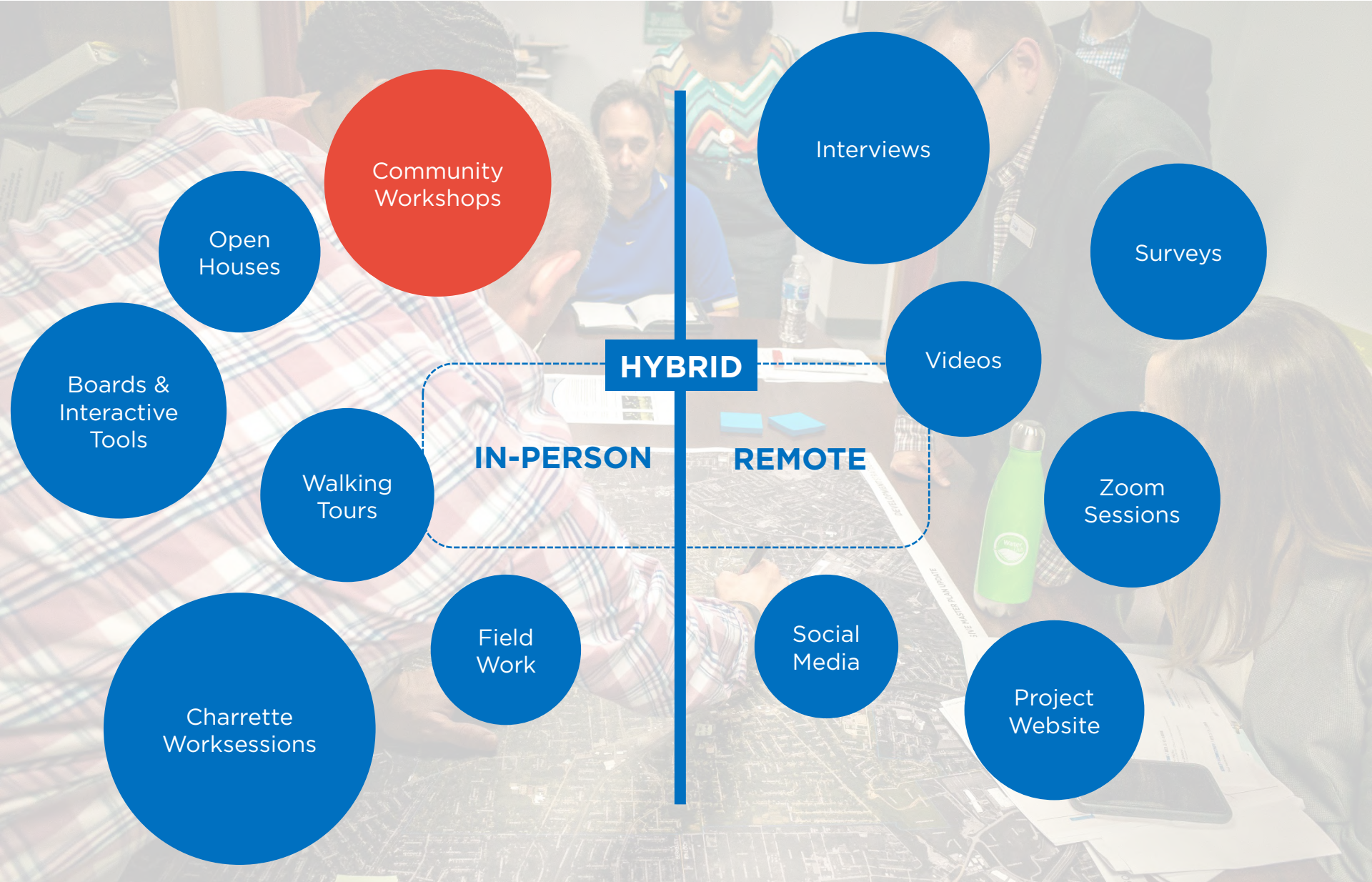
OCT - NOV

NOV - DEC

JAN

INCLUSIVE DIALOGUE

A HYBRID APPROACH



VIDEOS

DESCRIBE THE OPTIONS



clemsonNEXT.com/UPTOWN



SURVEY RESPONSE TO DATE
AS OF AUGUST 24, 2020

1

Starting the
Conversation

950

responses

launched
July 8, 2020

2

Growth

750

responses

launched
July 8, 2020

3

Housing &
Inclusivity

530

responses

launched
July 27, 2020

4

Resiliency

490

responses

launched
July 27, 2020

5

Place

470

responses

launched
August 3, 2020

at least **950 unique**
respondents

over **3,000 surveys**
completed

1

Who are we?

2

What is this process?

3

How did we get here?

4

Uptown Opportunities and Challenges

5

Inspiration: Thinking Big!

What is ClemsonNEXT?

ClemsonNEXT is the City of Clemson's effort to address growth and its impacts with a strategic plan for development.

[read the strategic plan white paper document](#)

clemsonnext.com



Growth

Do we have to grow?

Why are we growing?

How much are we growing?

Inclusivity

What are we growing into?

Place & Quality of Life

What do we want to grow into?

Resiliency

Land Use & Development

Where do we want to grow?

How do we want to do it?

Growth

Flagship Universities
Regional Economy

Student Enrollment
Resident Population

Inclusivity

Workforce
Affordability
Cost of Housing

Place & Quality of Life

Accessibility
Equity
History
Art & Culture
Character

Resiliency

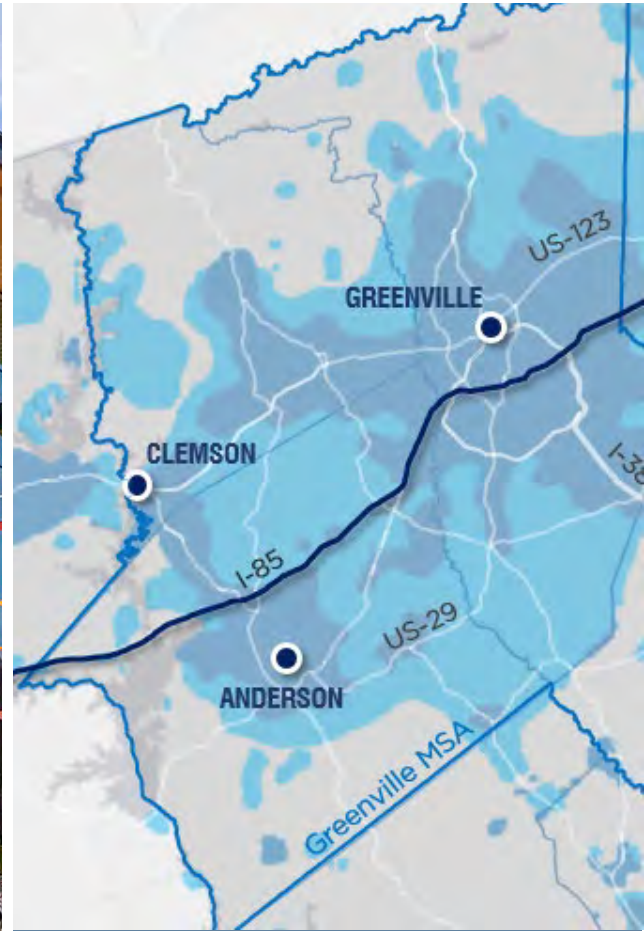
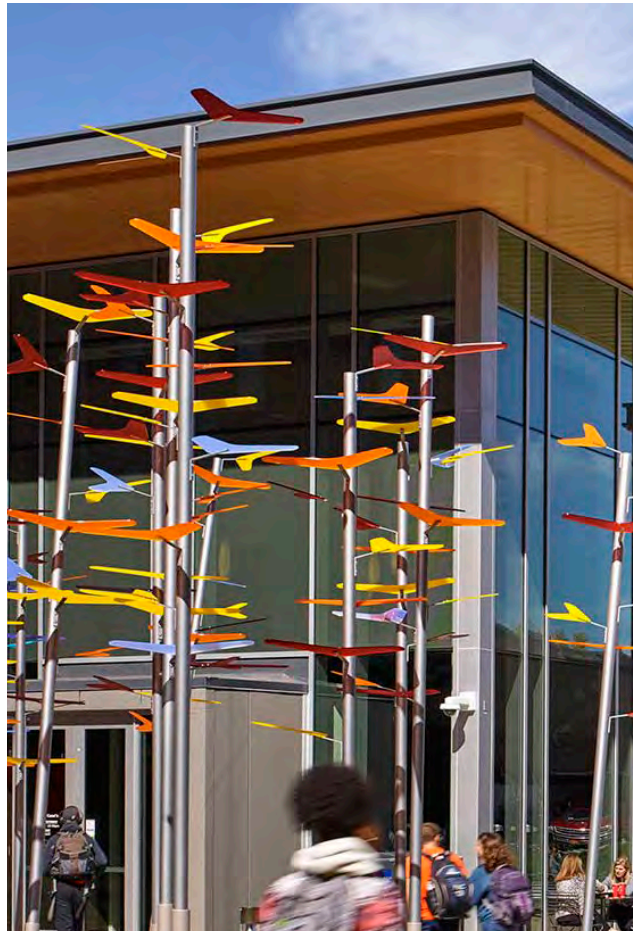
Economy
Diversification
Town & Gown
Jobs & Workforce

Land Use & Development

Typologies
Location
Density
Mix of Uses
Feasibility
Policy & Regulation

GROWTH

BROADER FORCES AT PLAY



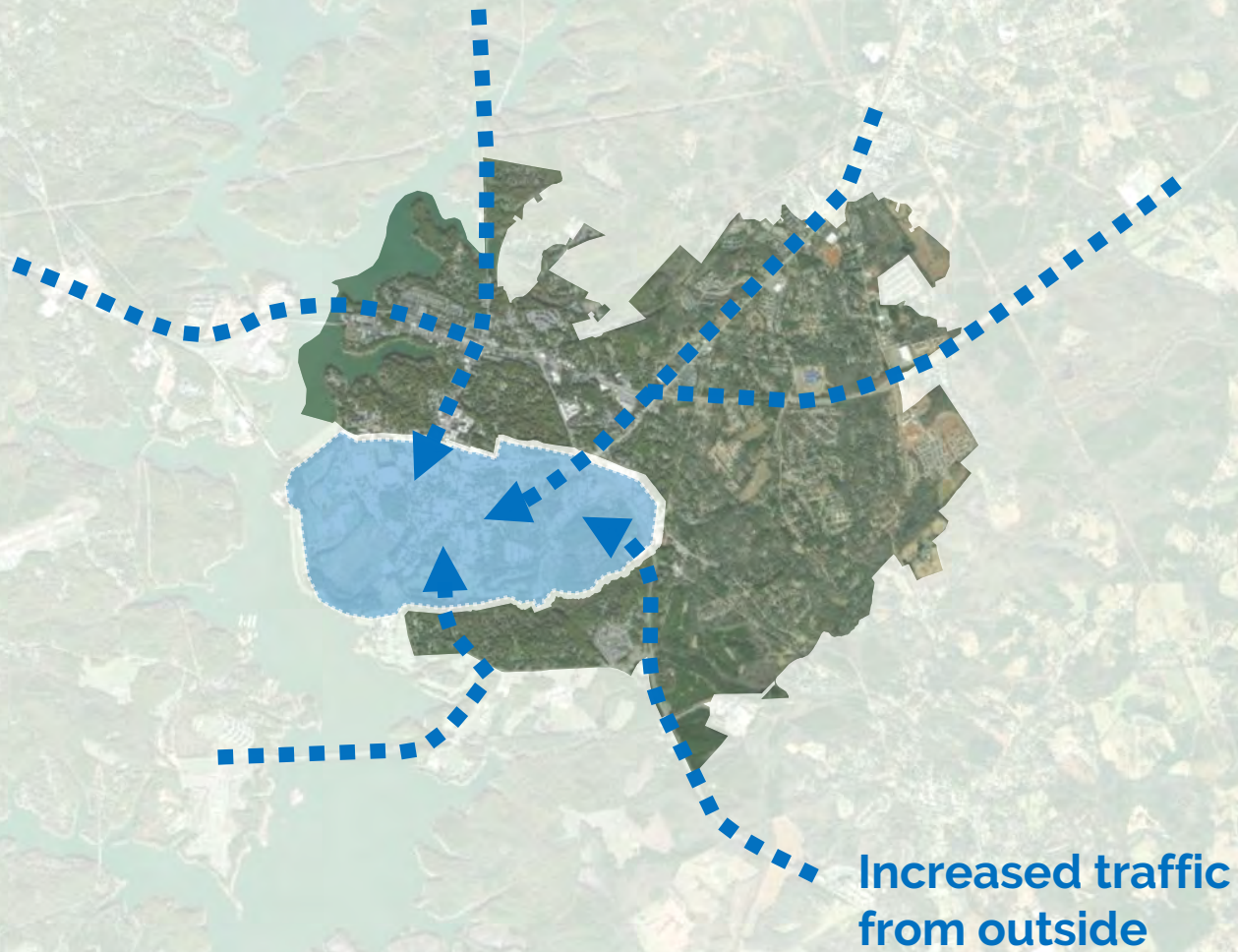
Charlanta

Flagship
University

Greenville and
Upstate

PLACE AND TRANSPORTATION

FAILED STRATEGIES



PLACE AND TRANSPORTATION

BEND THE TRAFFIC CURVE

Traffic growth
if **measures**
are not taken



Traffic growth if
measures are taken

INCLUSIVITY

HOUSEHOLDS AND HOME PRICES

Clemson **\$245k**

\$200k

MSA **\$178k**

Pickens County **\$160k**

\$130k

Median **25-34**
year-old HH

Nurse at a
starting salary

Public **school teacher**
at a starting salary

Median **African-**
American HH



INCLUSIVITY AND AFFORDABILITY


UPSCALE STUDENT HOUSING

\$3m

\$500k

upscale and luxury
STUDENT HOUSING
developer

**ANYBODY
ELSE**



**Maybe my property
is worth that much...**

**Maybe I should
hold out...**

**Could my property
be worth \$3 million?**

Of non-university jobs in Clemson ...

50%

are in **retail, food,
& accommodation**

Source: ESRI

6%

are in **blue
collar sectors**

Source: County Business Patterns

8%

are in **knowledge
sectors**

Source: County Business Patterns

RESILIENCY

RETAIL MARKET

- › Grocery Store
- › Fitness Facility
- › Hair Salon
- › Convenience Store
- › Sandwich Shop
- › Cafe

NEIGHBORHOOD
7K SF

- › Upscale Dining
- › Boutique Clothing
- › Home Décor
- › Wine Bar
- › Bistro
- › Bakery

PRIME RETAIL
8.5K SF

- › Art Gallery
- › Ethnic Restaurants
- › Small Music Venue
- › Boutique Retail
- › Maker Space
- › Art Classroom

FUNKY
17K SF

ECONOMY AND RESILIENCE
RETAIL AND DIVERSIFICATION

FOOT TRAFFIC | *ATTRACT MORE*

WORKERS

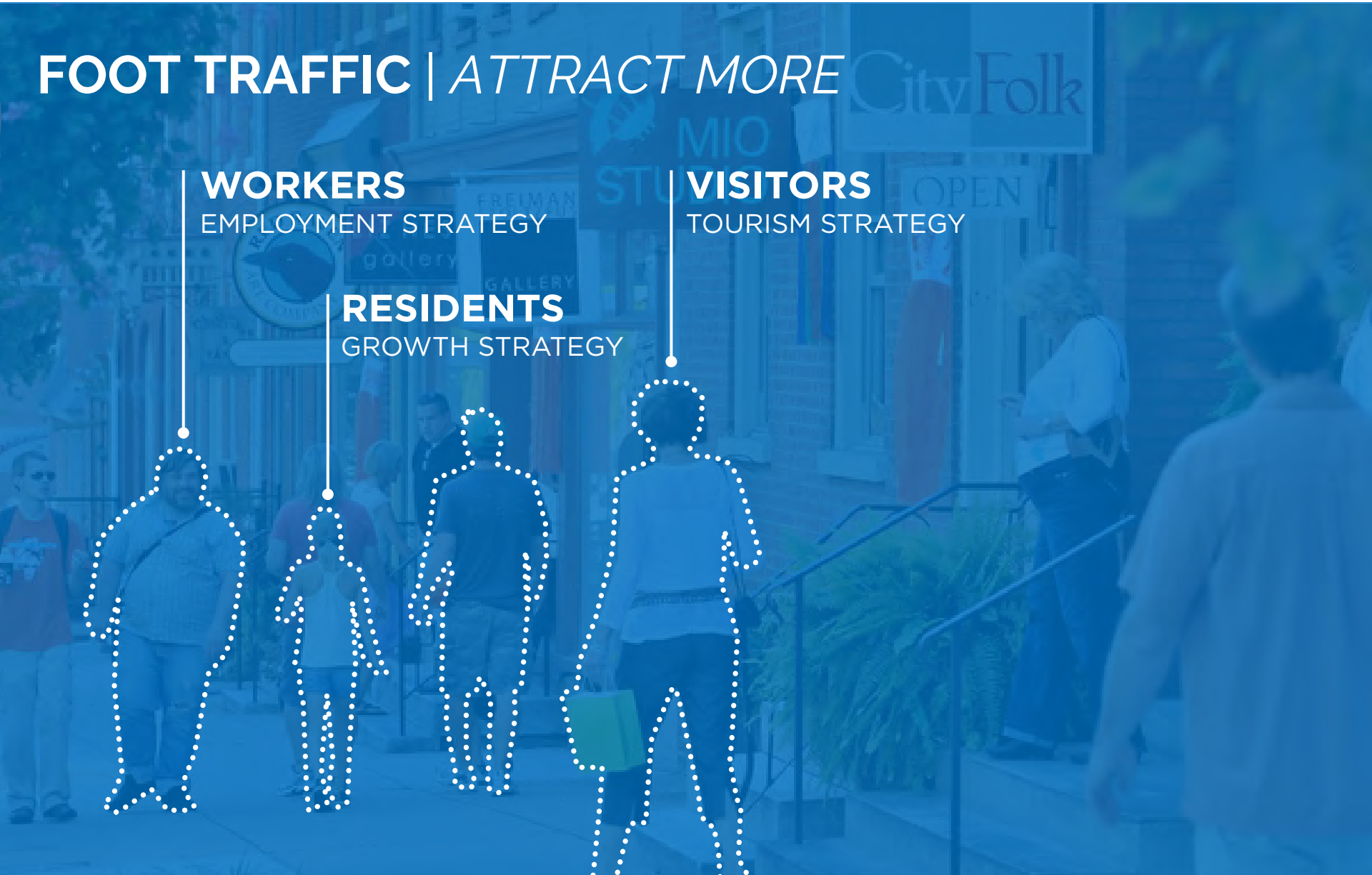
EMPLOYMENT STRATEGY

VISITORS

TOURISM STRATEGY

RESIDENTS

GROWTH STRATEGY





Clemson is at a
decision point

WHERE COULD GROWTH GO?

Find areas for **growth in the city,** close to employment...



WHERE COULD GROWTH GO?



...and **link them** with great multi-modal infrastructure.



WHERE COULD GROWTH GO?

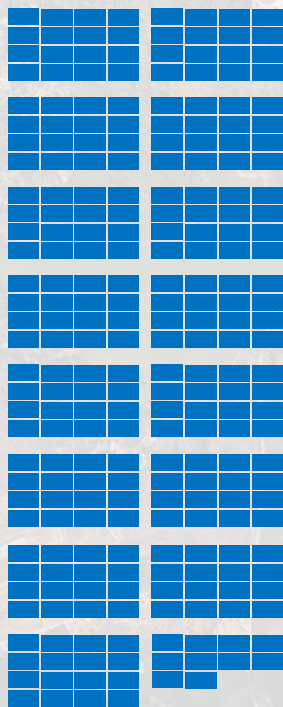


VISUALIZING DENSITY

VISUALIZING DEVELOPMENT: 500 UNITS IN 10 YEARS

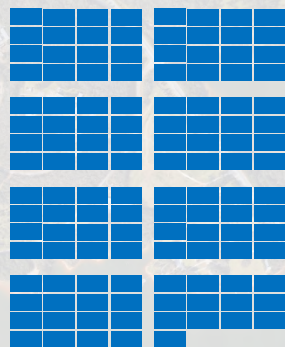
500 units

at 2 units/acre



Total: 250 acres

at 4 units/acre



Total: 125 acres

at 15 units/acre



Total: 33 acres

at 25 units/acre



Total: 20 acres

at 60 units/acre

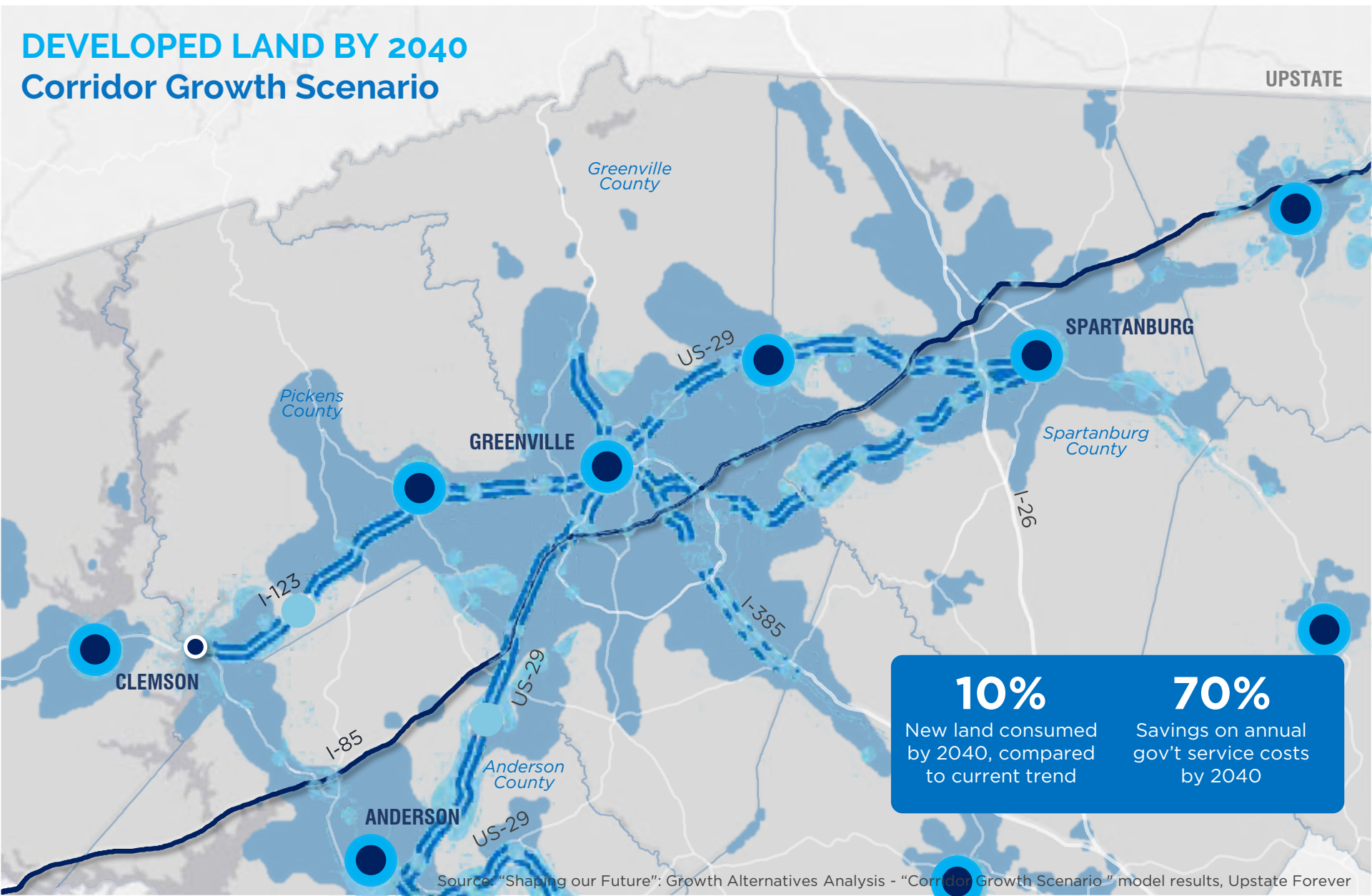


Total: 8 acres

STRATEGY

CORRIDOR APPROACH

DEVELOPED LAND BY 2040 Corridor Growth Scenario



10% New land consumed by 2040, compared to current trend	70% Savings on annual gov't service costs by 2040
--	---

Source: "Shaping our Future": Growth Alternatives Analysis - "Corridor Growth Scenario" model results, Upstate Forever

COMMUNITY CONTRACT

DENSITY WITH BENEFITS

This has to come with conditions to **protect Clemson's essential character:**

Protect and enhance
Downtown and the lakefront



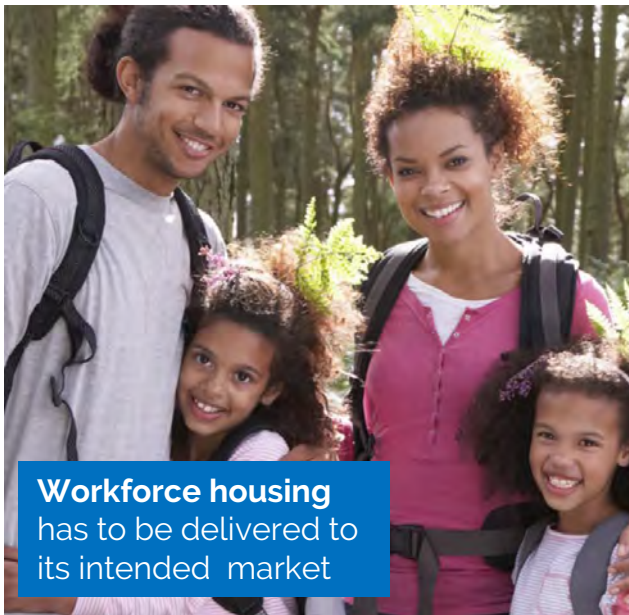
Protect and enhance existing neighborhoods



Funds for
affordable housing



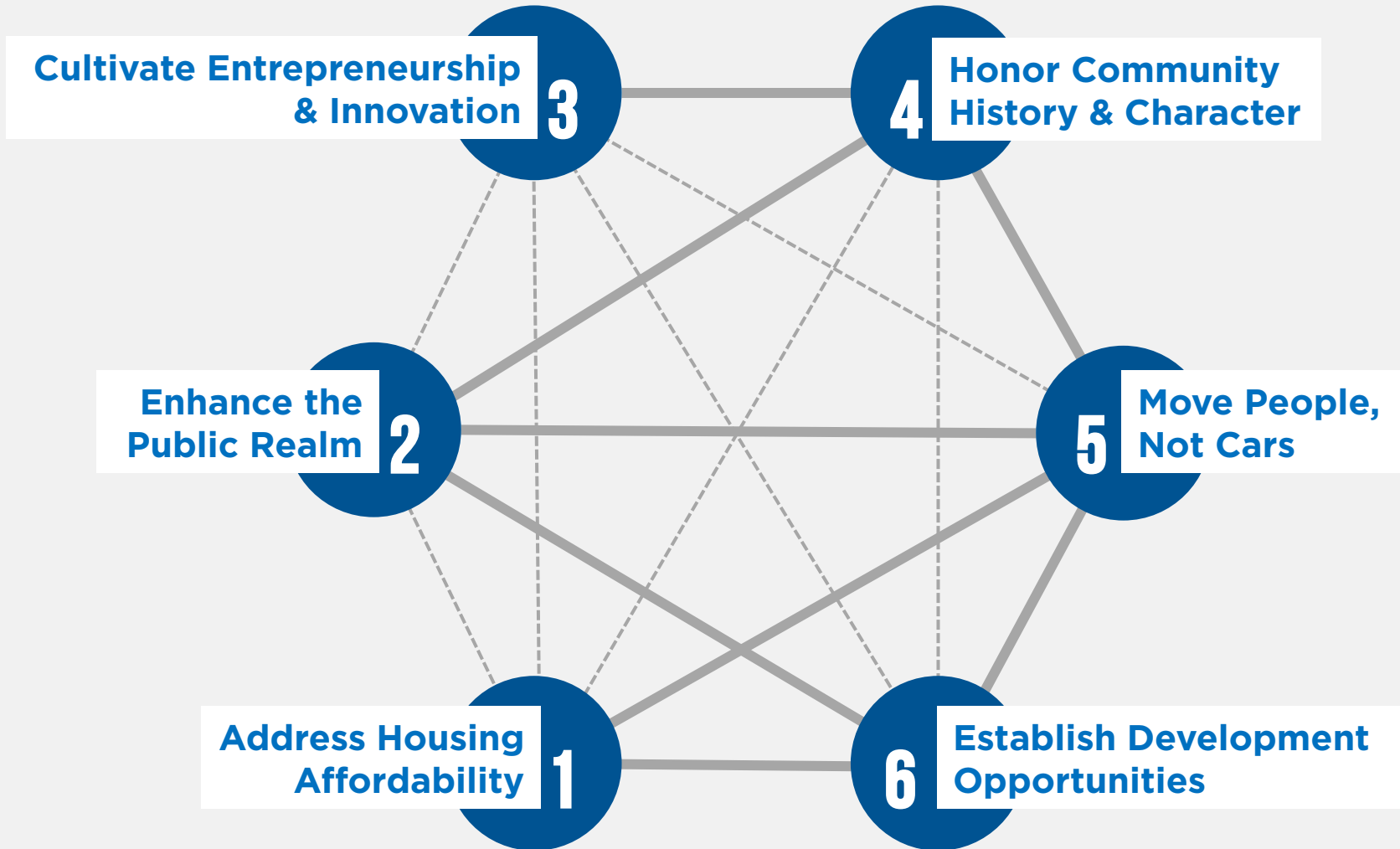
Workforce housing has to be delivered to its intended market



University Involvement



STRATEGY
THE SIX ELEMENTS



STRATEGY
THE SIX ELEMENTS

Cultivate Entrepreneurship
& Innovation **3**

4 Honor Community
History & Character

Enhance the
Public Realm

Move People,
Goods & Cars

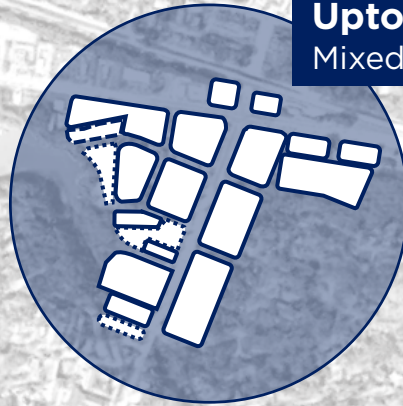
clemsonNEXT.com

Address Housing
Affordability **1**

6 Establish Development
Opportunities

Uptown

Mixed-Use District

**Clemson Crossing**

Workforce Housing & Mixed-Use

**Downtown East & West**

Student Housing

**Clemson Triangle**

Mixed-Income & Student Housing



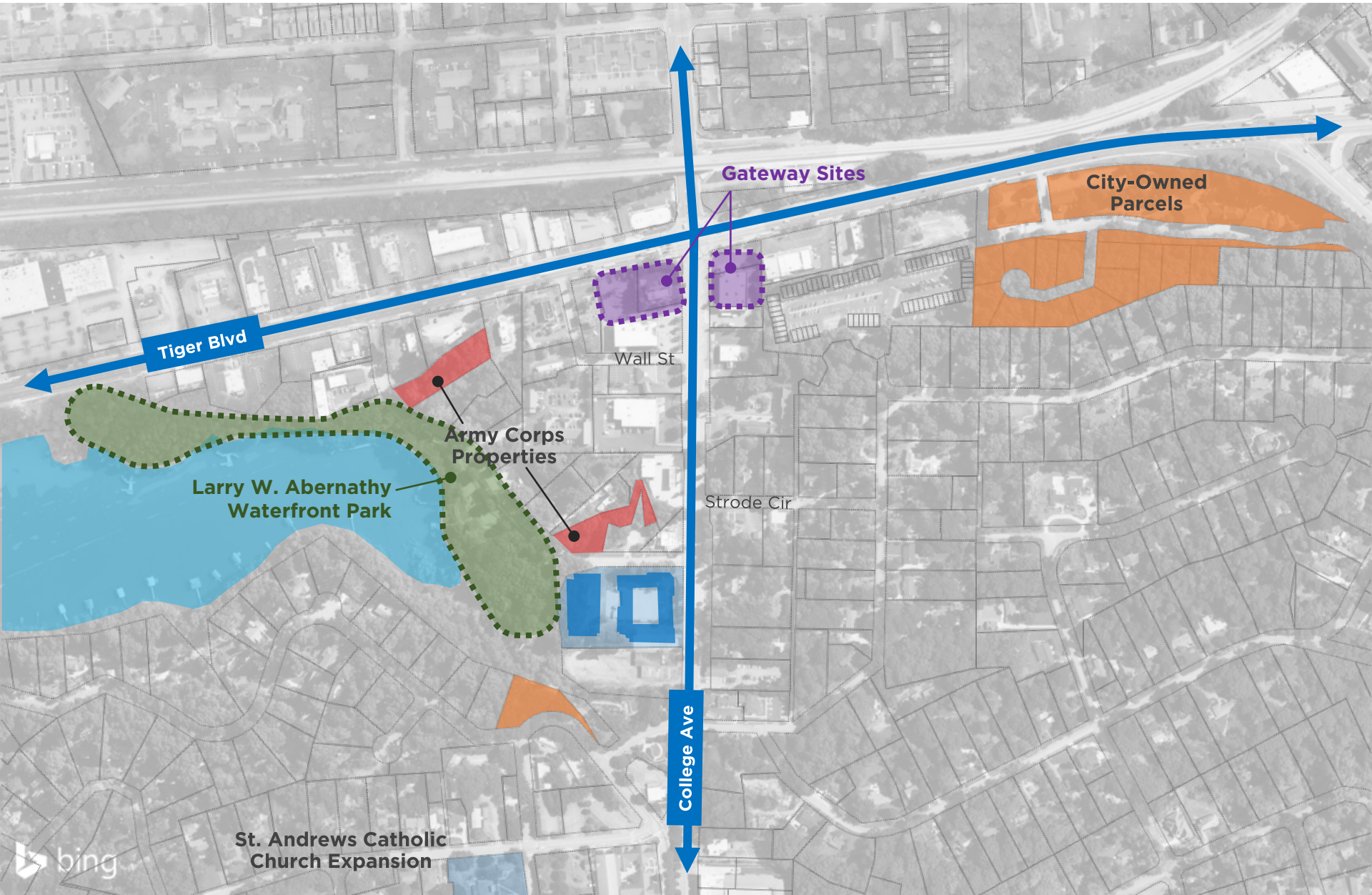
STRATEGY 6: ESTABLISH DEVELOPMENT OPPORTUNITIES

HOW IT ALL FITS TOGETHER

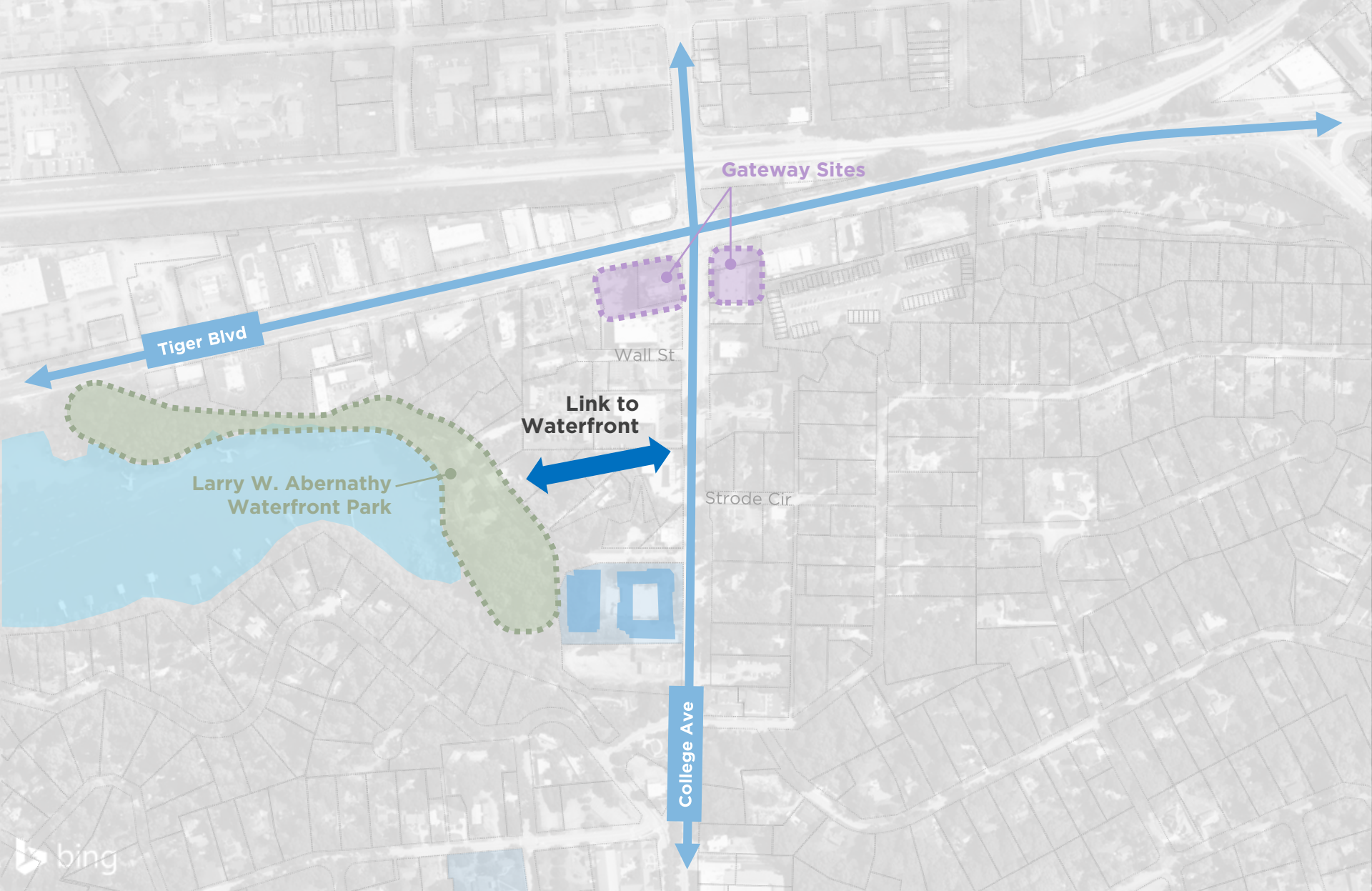
		Far North	Near North	Establish Uptown	Grow at the Seams	Grow on Campus	Clemson Triangle	Clemson Crossing	Pacolet Milliken
		1	2	3	4 & 5	6	7	8	9
Goal 1 Housing Options Encourage appropriate housing that is affordable to a wide spectrum of the Clemson community	Appropriate locations for density	Primary	Secondary	Secondary	Secondary	Primary	Secondary	Primary	Secondary
	Redevelopment of underutilized parcels	Secondary	Primary	Primary	Primary	Secondary	Secondary	Primary	Secondary
	Integrate affordable housing	Primary	Secondary	Secondary	Secondary	Secondary	Primary	Primary	Secondary
	Sites for non-student and workforce housing	Primary	Secondary	Secondary	Secondary	Secondary	Primary	Primary	Primary
	Sites for student housing	Secondary	Primary	Primary	Primary	Primary	Secondary	Secondary	Secondary
	Contribute to affordable housing fund	Secondary	Primary	Primary	Primary	Primary	Secondary	Secondary	Secondary
Goal 2 City Identity Honor Clemson's cultural, historic, and natural assets and resources	Enhance lake access	Primary	Secondary	Primary	Secondary	Secondary	Secondary	Secondary	Secondary
	Park Development	Primary	Primary	Secondary	Secondary	Secondary	Secondary	Primary	Primary
	Complement historic areas	Secondary	Secondary	Primary	Primary	Primary	Secondary	Secondary	Secondary
	Prevent encroachment into neighborhoods	Primary	Primary	Secondary	Secondary	Secondary	Primary	Primary	Primary
	Preserve environmentally sensitive areas	Secondary	Secondary	Secondary	Primary	Primary	Primary	Primary	Secondary
Goal 3 Economic Adaptation Position Clemson to welcome and adapt to economic change and opportunities	Support small/local business ecosystem	Secondary	Secondary	Primary	Secondary	Secondary	Secondary	Primary	Primary
	Innovation economy and talent	Primary	Secondary	Primary	Secondary	Secondary	Secondary	Primary	Primary
	University partnerships	Secondary	Secondary	Primary	Secondary	Primary	Secondary	Secondary	Secondary
	Visitor experience	Secondary	Secondary	Primary	Secondary	Secondary	Secondary	Primary	Secondary
	Establish a brand	Secondary	Secondary	Primary	Secondary	Secondary	Secondary	Secondary	Secondary
Goal 4 Place & Character Create livable places and a high quality of life	Transit connectivity	Primary	Secondary	Primary	Primary	Secondary	Primary	Secondary	Primary
	Bike transportation infrastructure	Primary	Secondary	Primary	Primary	Primary	Primary	Secondary	Primary
	Investments in walkability and vibrancy	Primary	Secondary	Primary	Secondary	Secondary	Secondary	Secondary	Primary
	Limit traffic impacts	Secondary	Secondary	Secondary	Primary	Primary	Primary	Secondary	Secondary

- 
- 1 Who are we?
 - 2 What is this process?
 - 3 How did we get here?
 - 4 Uptown Opportunities and Challenges**
 - 5 Inspiration: Thinking Big!

EARLY THOUGHTS MAKING CONNECTIONS

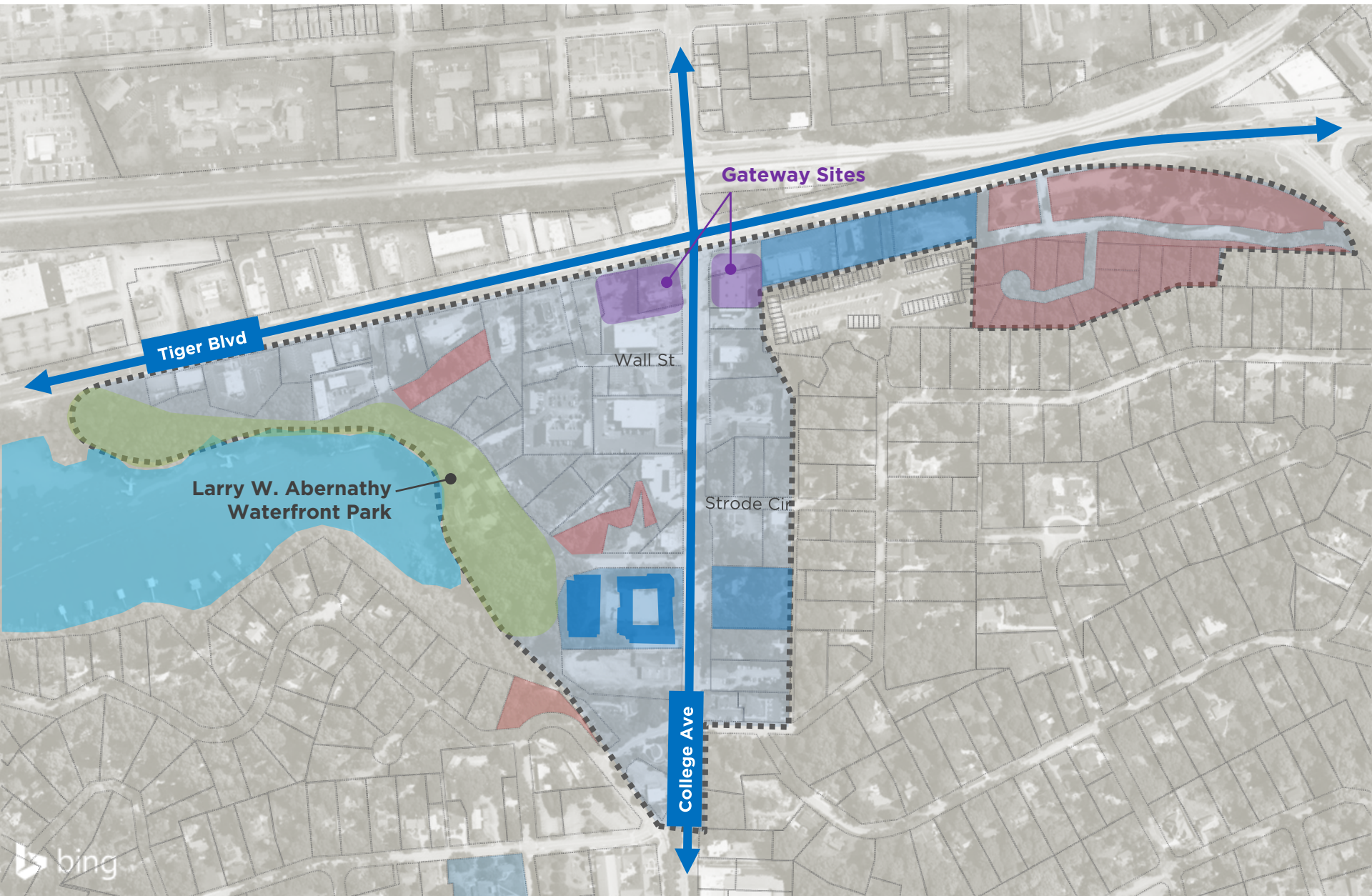


EARLY THOUGHTS MAKING CONNECTIONS



EARLY THOUGHTS

SITE OPPORTUNITIES



- 
- 1 Who are we?
 - 2 What is this process?
 - 3 How did we get here?
 - 4 Uptown Opportunities and Challenges
 - 5 Inspiration: Thinking Big!**

EARLY THOUGHTS

SITE OPPORTUNITIES

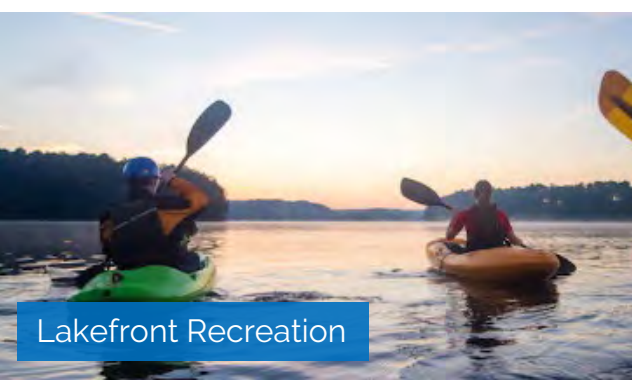
Expanded Waterfront Park



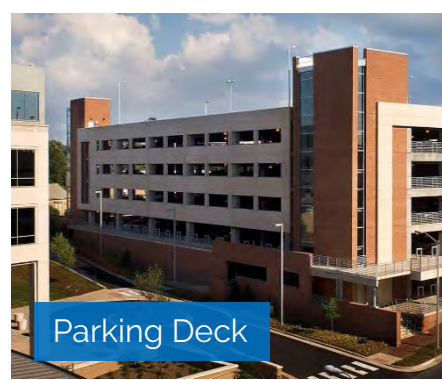
Higher-Density Mixed-Use
Student Housing with Large
Public Space
West of College & Along Tiger



Lower-Density Mixed-Use
Non-Student Housing with Retail
East of College



Lakefront Recreation



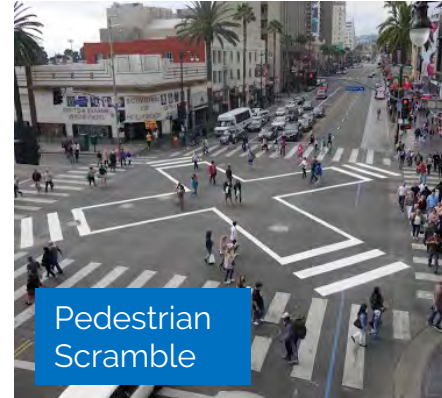
Parking Deck

EARLY THOUGHTS

SITE OPPORTUNITIES



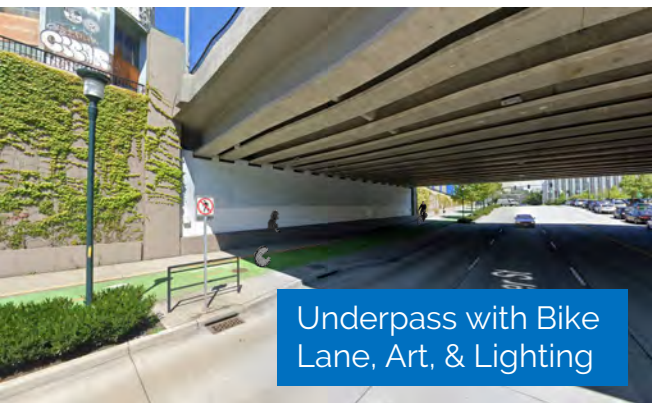
Wider Sidewalks & Protected Bike Lanes
Downtown Corridor Plan



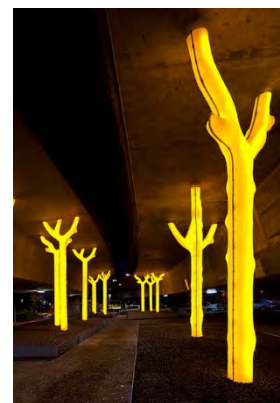
Pedestrian Scramble



Raised Intersection & Artistic Crosswalks



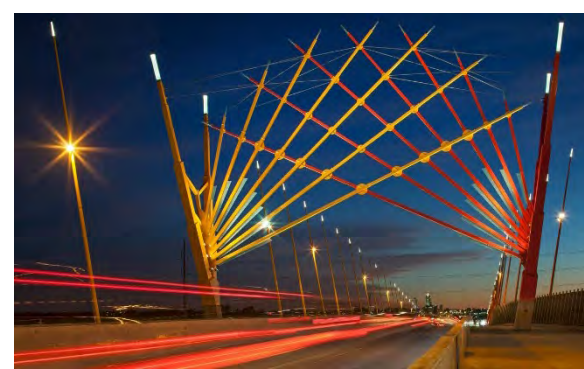
Underpass with Bike Lane, Art, & Lighting



Gateway on Tiger and College



Street Furniture and Art



th

EARLY THOUGHTS

SITE OPPORTUNITIES



Food Hall



Public Library



Plaza



Business Incubator



Streetlife



Arts Center

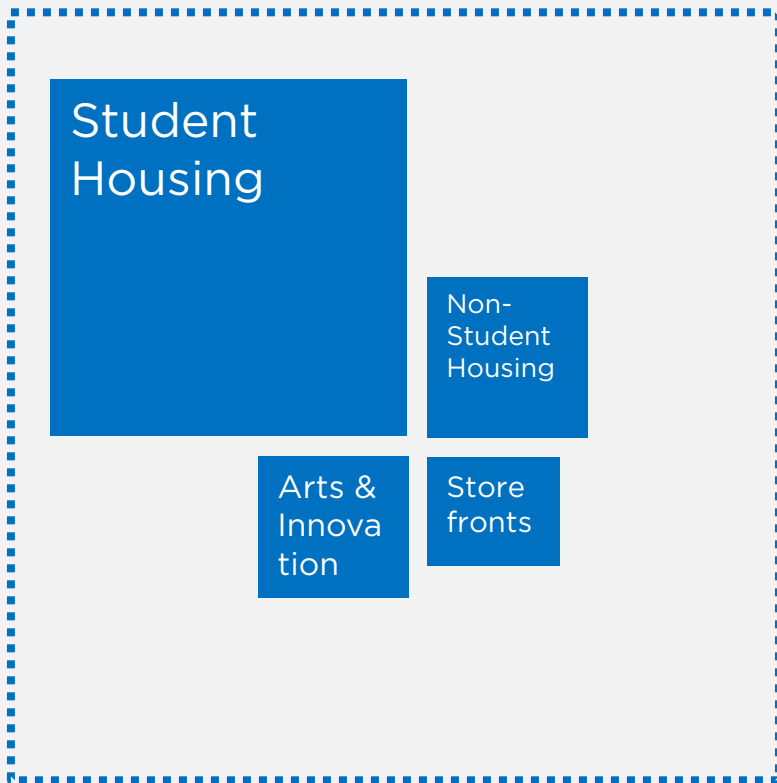


Brewery



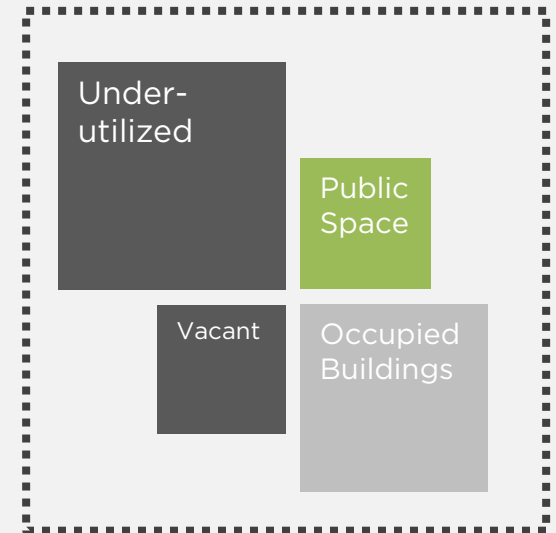
Storefronts and Local Businesses

MARKET DEMAND



→
Where should it go?

Development FRAMEWORK



PROCESS & SCHEDULE

A FOUR- TO SIX-MONTH EFFORT



LISTEN

ENVISION

REFINE

FINALIZE

ACTIVITIES & PREPARATION

Field work
Market scan
Presentation-building
Workshop materials
Draft goal language
Land use diagnostic w/ staff

Refine goal language
3 land use & massing alternatives
Feasibility testing
Supporting strategies (place, inclusivity, resiliency)
Land use considerations

Refine preferred land use / massing scenario
Illustrations/renderings
Implementation steps
Land use regulations framework

Create plan document
Develop final renderings
Review draft land use regulations

PUBLIC WORKSHOP 1

Priorities & Ideas

PUBLIC WORKSHOP 2

Alternatives & Evaluation

STAFF WORKSHOP

Technical/Implementation

PUBLIC WORKSHOP 3

Final Open House

SUPPORTING ENGAGEMENT

Stakeholder interviews
Update ClemsonNEXT website
Architectural preference survey

Scenario survey

Follow-up interviews

Release plan

OCT

OCT - NOV

NOV - DEC

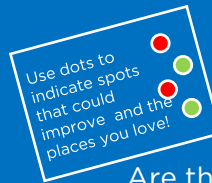
JAN

STARTING THE CONVERSATION

WORKSHOP ACTIVITIES

In a word . . .

Use one word to describe the Uptown area **Today..**
vs
What you want it to be like in the **Future!**

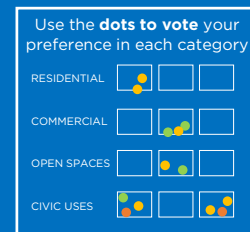
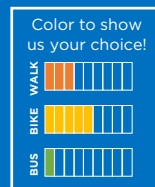


Your experience in Uptown!

Are there spots/places you wish were different?
And where do you enjoy visiting today?

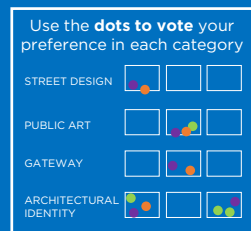
Mobility & Connectivity

How would you like to reach and move around Uptown in the **Future!**



Land Use & Destinations

What types of developments should be encouraged in Uptown?



Character & Identity

What do you want Uptown to look and feel like?



We need your input!

Share your reactions

Share your ideas

Take the **Survey!!!**

»»»»»»»» clemsonNEXT.com/UPTOWN

UPTOWNNEXT

KICKOFF EVENT

October 19, 2021

clemsonNEXT.com/UPTOWN



DEVELOPMENTSTRATEGIES®

Clemson Strategic Plan For Development

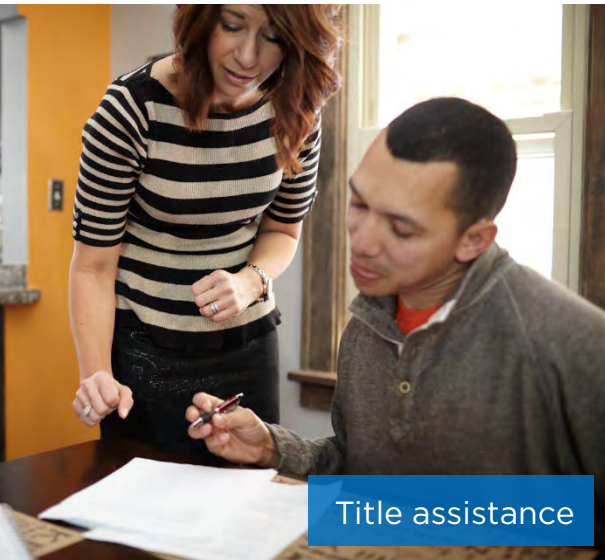
Town Hall Strategy Presentation

Prepared for the City of Clemson
September 17, 2020



STRATEGY 1: HOUSING AFFORDABILITY

CREATE AND PRESERVE AFFORDABLE HOUSING OPTIONS



Title assistance



Home repair



Affordable and workforce housing development

Move forward with the creation of a **Community Housing Foundation** to assist with:

- Legacy and heir education, and title resolution assistance
- Acquisition of land for affordable housing development
- Creation of Community Land Trusts
- Home repair & accessibility modification partnerships

Create **dedicated local funding** for affordable housing initiatives

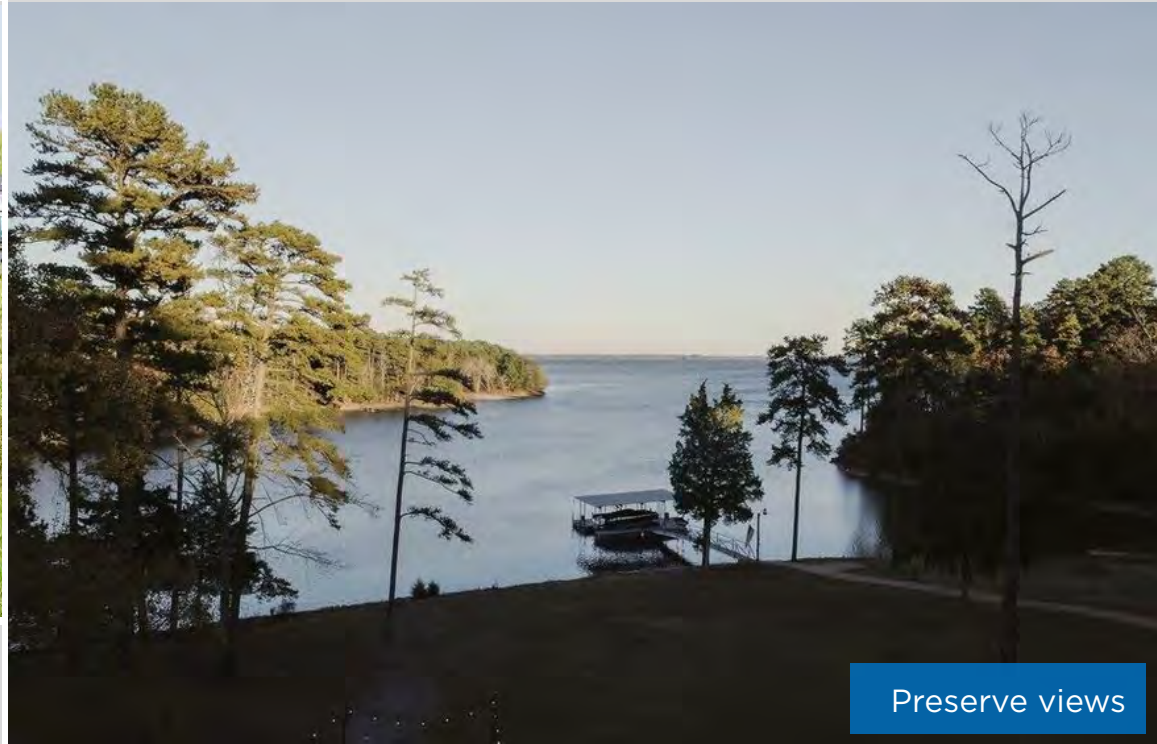
Identify sites in catalyst areas for the development of new quality workforce and affordable housing

STRATEGY 2: ENHANCE THE PUBLIC REALM

ENHANCE LAKE ACCESS



Improve connections



Preserve views



Encourage recreational uses



Improve access alongside commercial redevelopment

STRATEGY 2: ENHANCE THE PUBLIC REALM

IMPROVE COMFORT AND CHARACTER ALONG COMMERCIAL CORRIDORS AND DOWNTOWN



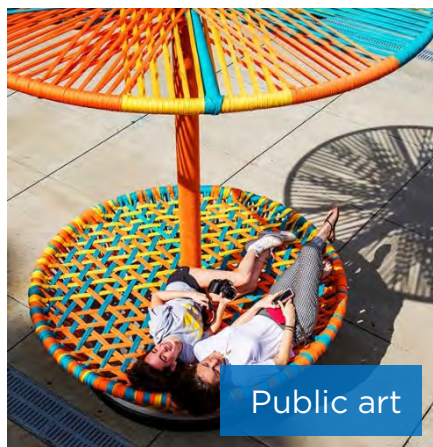
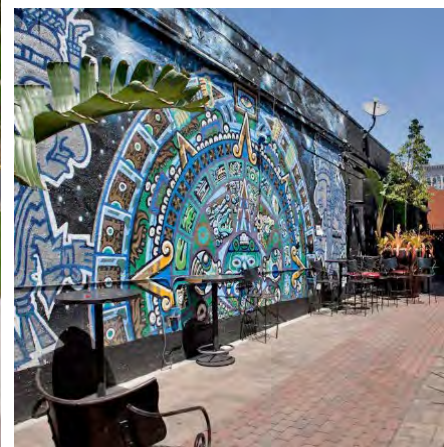
Wide sidewalks



Safe, comfortable crossings



Street furniture



Public art

STRATEGY 2: ENHANCE THE PUBLIC REALM

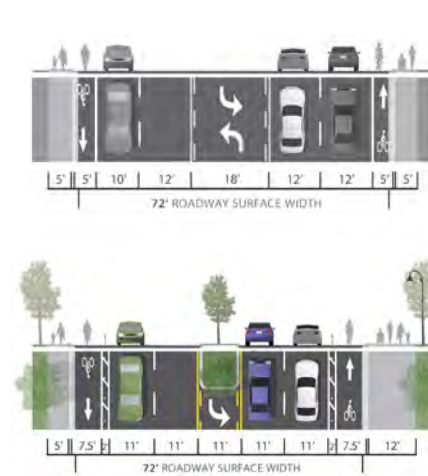
IMPROVE COMFORT AND CHARACTER ALONG COMMERCIAL CORRIDORS AND DOWNTOWN



Downtown Corridor
Conceptual Master Plan



Green Crescent Trail
Feasibility Study:
Along Highway 93



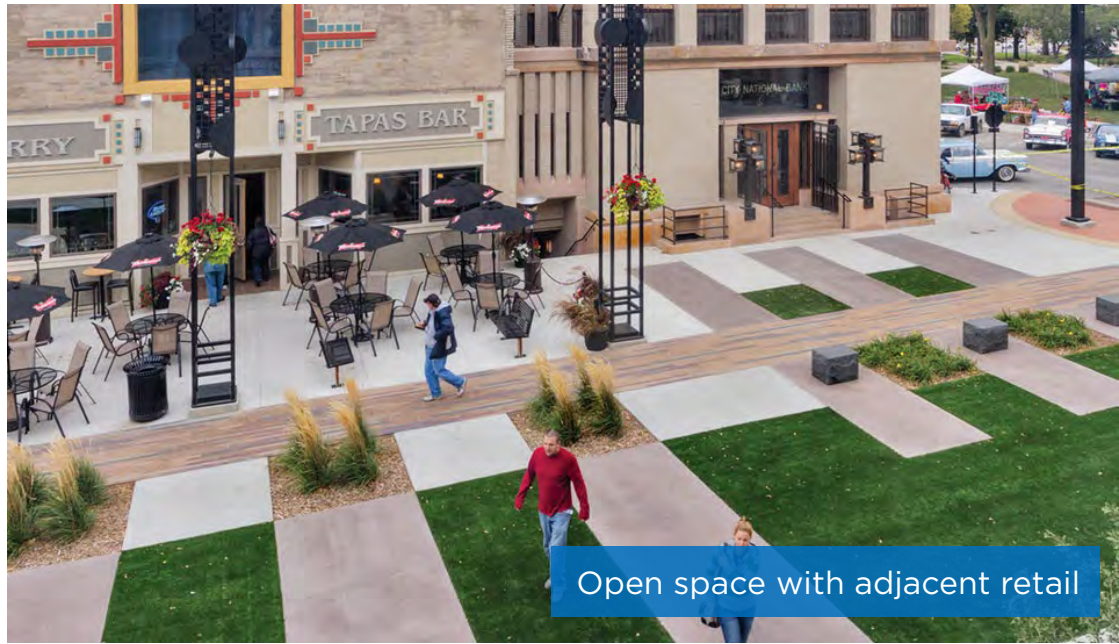
Highway 93 to
Pacolet Milliken
Property

STRATEGY 2: ENHANCE THE PUBLIC REALM

INCORPORATE QUALITY PUBLIC SPACE INTO NEW DEVELOPMENT



Interactive installations



Open space with adjacent retail



Activities and leisure



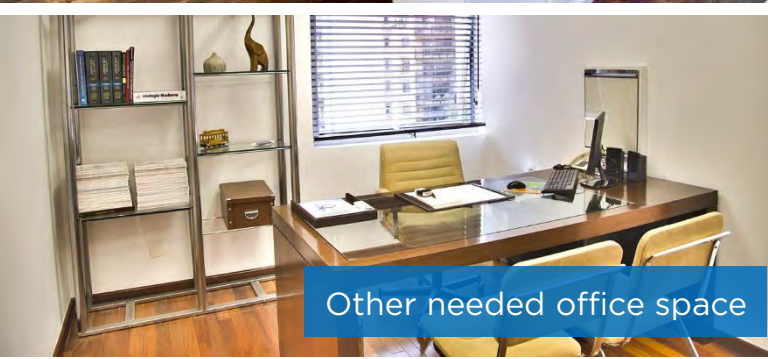
Public space and the street

STRATEGY 3: ENTREPRENEURSHIP AND INNOVATION

DEVELOP OFFICE SPACE FOR KNOWLEDGE ECONOMY JOBS



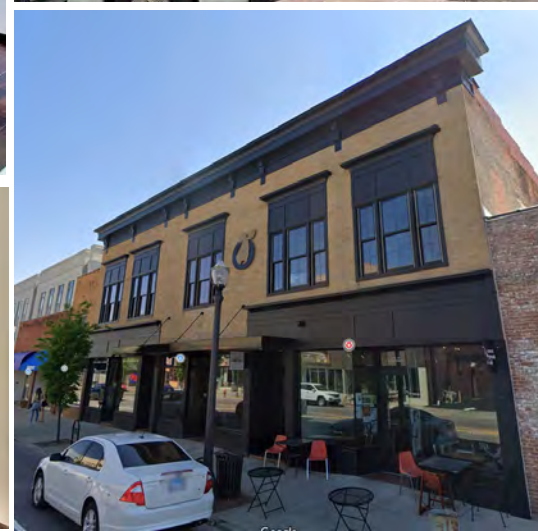
University-supported incubator



Other needed office space



Coworking



STRATEGY 3: ENTREPRENEURSHIP AND INNOVATION

ENCOURAGE THE CREATION OF AFFORDABLE RETAIL SPACE



Active ground-floor uses



Fill vacant storefront



Small and local businesses

Use planned development agreements to **encourage renting new retail space** at affordable rates

Consider establishing a **vacant storefront registration requirement**

STRATEGY 4: COMMUNITY HISTORY & CHARACTER

CONTINUE TO EVALUATE ZONING AND DESIGN GUIDELINES FOR THE CORE DOWNTOWN



STRATEGY 4: COMMUNITY HISTORY & CHARACTER

LEVERAGE DEVELOPMENT TO SUPPORT THE CREATION OF PUBLIC AMENITIES AND SPACES

City of Clemson
Public Art Plan 2017



Green space



The Arts Center



Public art



Green Crescent Trail

STRATEGY 5: MOVE PEOPLE NOT CARS

IMPROVE BIKE AND PEDESTRIAN INFRASTRUCTURE



STRATEGY 5: MOVE PEOPLE NOT CARS

ENHANCE TRANSIT OPTIONS



Charlottesville Area Transit
(7.4 score)

\$8m budget
(33% from University of Virginia)



Mountain Line Transit
(6.8 score)

\$3.7m budget
(federal, state, and local grants)



Blacksburg Transit
(6.6 score)

\$9m budget
(50% from Virginia Tech)

STRATEGY 5: MOVE PEOPLE NOT CARS

ADDRESS PARKING



Parking garage



Shared parking and parking management

Continue to **exhaust shared parking and parking management** opportunities Downtown

Identify **park & ride opportunities** to reduce commuter traffic into Clemson's Downtown core

Explore **structured parking** options to satisfy unmet parking demand (estimated 100 to 200 spaces)



Park and ride

SCHEDULE



KICKOFF

Apr-May



UNDERSTAND

May-Jul



STRATEGIZE

Aug-Sep



REFINE

Sep-Oct



REPORT

Oct



Data Collection

Engagement Plan

Plan Review

Data Analysis

Base Mapping

Market Scan

Initial Surveys

Real Estate

Policy

Urban Design

Strategy
Alternatives

Survey

Revised Scenarios

Communication

Documentation

Engagement Plan

Stakeholder Roundtables

Analysis Videos

Development Scenarios

Virtual Town Hall

Strategy Refinement

White Paper

PART OF THE STRATEGY

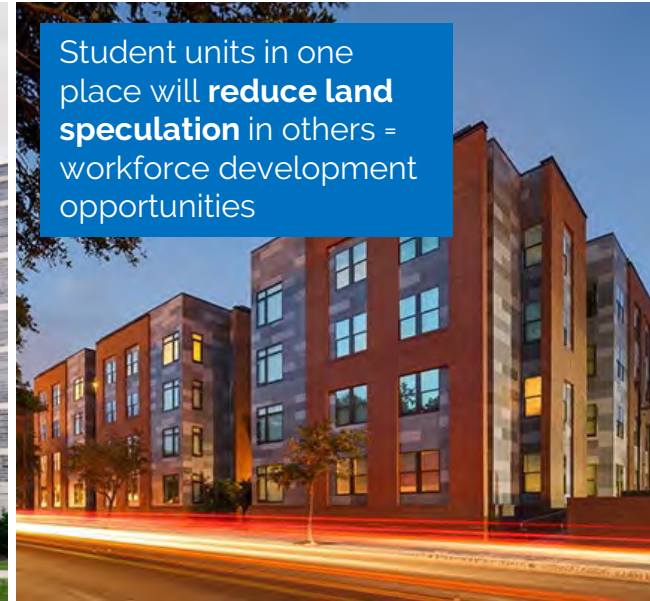
A HOLISTIC APPROACH

Density, in the right places, can lead to a **more inclusive, resilient, place with a higher quality of life:**

High end units in one place will **keep rent down in others**



Student units in one place will **reduce land speculation** in others = workforce development opportunities



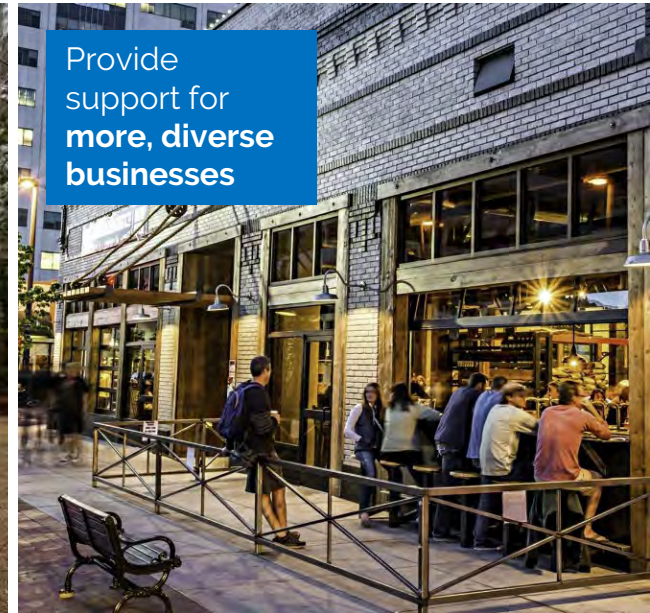
Harness new development revenue to contribute to an **affordable housing fund**



Reduce displacement by contributing to a **land trust**



Provide support for **more, diverse businesses**



MARKET

ECONOMY

**PLACE &
DESIGN**

**POLICY
&
COMMUNITY**

**Four
points of
feasibility**