

CLEMSONNEXT

Work Group Recommendations Report Card

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B1. Require developers of new mixed-use buildings to put up a bond per square foot of commercial space to be released when those funds are spent/needed for an actual build-out of that space. (Suggested amount equal to at least \$50/square foot)

This will be on the February Economic Development Advisory Committee Agenda to discuss (February 17th at 12:30pm)

B2. Incentivize property owners to fill vacant commercial space by establishing a vacant storefront registration requirement and fee that includes a means to identify vacant spaces from the street and through a database or spreadsheet maintained by City staff.

The EDAC began studying this in the fall of 2021. This group is currently developing a downtown parking plan and transportation improvement district. The vacant storefront fee topic will be revisited once a parking district recommendation has been developed. The City Attorney is checking to make sure such a fee can be assessed. Staff is also researching the possibility of requiring mixed use property owners to hold money in a fund that is exclusively used to offset the build out costs of vacant commercial space in order to make it more affordable and accessible to new and unique businesses.

B3. Establish a Business Improvement District (BID) to work with other organizations, such as the Chamber of Commerce, to support business retention, marketing, and recruitment efforts throughout the city. Create a way to involve business owners outside of the downtown corridor in the BID and in city-wide business and economic development decisions.

This was discussed at the last EDAC meeting and is scheduled to be on the February 17th agenda for further discussion. Two committee members have agreed to work on some ideas and present them at the February meeting.

B4. Establish a community-based incubator or other entity to strengthen innovation and entrepreneurship. Partner with local Universities, nearby municipalities, counties, and other relevant local agencies to ensure participation opportunities are created for residents, students, staff, researchers, and entrepreneurs.

Clemson University is opening a business incubator on the ground floor of the University Center Building on College Avenue. This program will focus on the provision of goods and services for international residents. The City is discussing possibilities for another incubator space and police substation at 365 College Avenue. The City is pursuing partnerships with the Clemson Area Chamber of Commerce, Clemson University, Tri-County Technical College and Southern Wesleyan University.

B5. Consider creating a role within the City Staff that would help fulfill the recommendations above, working with the vacant registration database; Business Improvement District, and incubator.

The Planning and Codes Department keeps a database of vacant commercial space in the City. This list is updated quarterly and is available for review upon request. Staff in the Administration and Planning Departments will work with our boards and commissions to advance these plans. Additional staff will be considered as the budget and essential operational plans for the City are evaluated each year. Staff is developing an on-street metered parking program to make sure on-street spaces are available for customers and generate revenue that will be reinvested in transportation and the Downtown Business District.

B6. Conduct a tax equity evaluation on mixed use commercial space in the downtown corridor.

City Administrator is working with community to determine what this evaluation will look like and achieve.

L1. Incorporate affordable and workforce housing into catalyst areas using all available appropriate public policies, including planned development agreements and private/non-profit funding where needed.

As the City Council determines the boundaries of the various overlay districts and the goals and objectives for each overlay district, the Zoning Ordinance will be modified to include standards that promote and/or require affordable housing in those areas where affordable housing has been determined to be a desired component.

L2. Cultivate appropriately scaled purpose built student housing development in identified catalyst areas that includes functional mixed uses (including mixed types of housing, green spaces, and institutional uses) and that has access to public transit, (or transportation nodes) and is safely walkable and bikeable to campus and/or other needs of daily living.

Draft language for purpose built student housing is being developed. This language will be fully vetted and applied as overlay districts are created and the goal of those overlay districts are clarified.

L3. Establish purpose-built student housing as a new type within the “Residential Developments” category in the table of uses for residential districts in the zoning ordinance.

Draft language for purpose built student housing is being developed and staff will work with the Planning Commission and City Council to determine areas that are appropriate for this designation.

L4. In designated catalyst areas, use the planned development process, neighborhood planning processes, other policy and zoning tools and new funding mechanisms to target new housing options to non-students where desired.

City Council, with the assistance of the Planning Commission and the newly created Housing and Community Life Committee, will be looking at each catalyst area independently. They are currently in the final phases of the Uptown Redevelopment Study. The final deliverable is anticipated to be received in March/April 2022.

L5. Accept the catalyst areas mapped in the original recommendations for further study, recognizing that each area needs to be explored further to define boundaries, potential uses, community impact and to gather community feedback.

Council will consider each catalyst area independently and will further define those that are adopted. Information and strategies developed during the Uptown redevelopment process will inform the planning process for additional catalyst areas.

L6. Create overlay districts for the following catalyst areas - West Downtown, East Downtown, Clemson Triangle, and Clemson Crossing and others as identified and deemed appropriate.

Overlays to be created for areas designated by Council. The Keowee Trail/Uptown Area is currently under study. Recommendations are anticipated for March 2022.

L7. Consider removing residential use (even as mixed-use) by right from all non-residential districts. It could be allowable in a planned development or catalyst overlay districts, including parcels of less than 2 acres in commercial districts.

Council adopted an Ordinance to allow residential, by right development that permits mixed use structures as a conditional use in C and CM Districts. The ban on residential development in CP-1 and CP-2 is still in place unless done as a planned development. The purpose of this ordinance is to allow some residential development to take place in the C and CM-1 districts while Council evaluates the other proposed catalyst areas and creates development standards. Second reading was approved on December 6, 2021.

L8. Consider requiring BAR review and approval of all Planned Developments in catalyst areas and overlay districts.

Staff will develop language that codifies this recommendation and will present it to the Planning Commission in the spring of 2022.

L9. In the Uptown District, establish a development process and framework including concepts for development and types of appropriate development that are economically viable for property owners and desirable or acceptable to the community at large.

UptownNEXT is a publicly-driven process to shape the future of the area near the intersection of College Avenue and Tiger Blvd., as well as Abernathy Park, as an area for special community focus. Public workshops 1 and 2 took place in the fall of 2021. Council held a work session on January 24, 2022. Recommendations for this catalyst area are on schedule to be developed in the Spring of 2022.

L10. For the Far North, Near North, and Pacolet Milliken catalyst areas largely continue using current tools to their fullest.

Staff is committed to using current policy and regulations to bring about the best possible development outcomes. Staff is also committed to exploring new policies and regulations available to local governments to further enhance our ability to address growth related issues.

L11. Consider working with a development consultant as necessary to facilitate priority catalyst area projects by leading redevelopment planning in catalyst areas, and supporting negotiations with developers, property owners, and other stakeholders.

Council hired Development Strategies to conduct the Uptown catalyst area study which is on pace to be completed in the spring of 2022.

L12. Consider having the City become a member of the Urban Land Institute (ULI) and pursue whatever resources are available through that organization.

To be considered in FY 22/23 budget

L13. Explore opportunities for partnerships/engagement with relevant University programs.

Clemson Student Senate Representatives are scheduled to meet with the City Council at the February 21 Council meeting to discuss future collaborations. The JCUAB meets regularly to discuss these opportunities and how to handle town gown issues.

T1. Work with Clemson University and neighboring jurisdictions to expand contributions to the CAT bus system and expand the CAT bus system itself - focusing on the frequency of buses, expanded routes, and coordination of all systems.

Staff is studying additional revenue sources for transportation services including metered parking, impact fees, service fees, and advertising. Levels of service are evaluated each year as contracts are negotiated with our partners.

T2. Fund and find funding partners to conduct a regional traffic study along 123. The Traffic, Transit, and Transportation committee will make further recommendations regarding this segment after the study is completed.

Applying for GPATS funding in March of 2022.

T3. Ensure that new transit lines and transit service link to areas where additional density is planned - including student housing. Development should be encouraged in areas where transportation alternatives such as bus lines and bike paths are already available.

Staff will continue to work with CAT, Engineering, the Planning Commission and Council to review and update the City Ordinances to ensure this happens.

T4. Provide access to public transportation through the provision of bus shelters, transportation nodes, and neighborhood connectivity.

Staff will continue to work with CAT, Engineering, the Planning Commission and Council to review and update the City Ordinances to ensure this happens. Three new bus shelters were installed this year. Bus shelters are also being considered for public art projects. An example is the new shelter on Hwy 93 near Langston Plaza. Two additional locations have been identified for next year.

T5. Create and fund a plan to make streets in neighborhoods safe for all types of transit by implementing traffic calming measures such as reduced speed limits and by maintaining vital pedestrian and bike infrastructure such as well-marked and lit crosswalks, appropriate signage, and other safety measures.

The Police Advisory Board is considering maximum speed limits for neighborhoods. SCDOT has adopted a complete streets program that includes non motorized means of transportation, which the City is incorporating into road design standards. The City is meeting quarterly with the SCDOT to address crosswalks, traffic signals, and pedestrian safety. Council recently adopted a simplified speed hump/traffic calming device request process.

The Engineering Department is developing an expanded set of standards for traffic calming signage as well as defined City right of way complete streets standard that looks to incorporate the City Bikeways Plan. Engineering is also looking at strategies to develop a City sidewalk plan that supplements the city bikeways plan.

T6. Create standard city-wide wayfinding signage clearly indicating the location of bike and walking paths, access to bus stops, routes to parks, and transportation hubs (such as parking garages) and integrate it with commonly used digital wayfinding applications for transit, traffic, and recreation.

A small pilot project centered on the Green Crescent Trail route has been installed. This system will be sent to the IT Department so it can be tested on the MyCivic App for integration. The Public Works Sub-committee of the JCUAB is discussing a universal wayfinding sign system for the Clemson Area.

T7. Encourage Clemson University to establish policies restricting commuter parking on campus and reducing the number of freshmen with cars.

This will be addressed at the next JCUAB Transportation Sub-Committee meeting.

T8. Prioritize funding initiatives that improve the walking and biking connections between the city and campus, especially along highway 93 and College Avenue/133 to the Old Calhoun neighborhood.

The City is looking for grant opportunities to help fund a large portion of major sections of the Green Crescent Trail through one inclusive grant that includes connections to neighboring jurisdictions. The City requested funds in February 2022 from the General Assembly to fund Phase 1 of the GCT. The City is also looking at new revenue sources that will allow more funds to be allocated to the GCT annually. The City is also applying to the SC Recreational Trails Program each year for new trail projects.

T9. In student-centered catalyst areas, establish requirements for developers to put infrastructure in place alongside development.

Developers are currently required to install sidewalks and landscaping to support their projects. Developers are also responsible for providing upgrades to infrastructure needed to support their project. Any upgrades needed to support a project that the City is not already planning for, or those that only benefit the development, become the responsibility of the developer. This only applies to City owned infrastructure. Impact fees are also used to address the additional service delivery costs generated by the new development. The City will be conducting an impact fee study in FY 22/23. This is required prior to implementing any new fees or changing existing fees. When assessed properly, these fees can be an effective way to enhance infrastructure to accommodate future growth.

T10. Continue to add and upgrade bike and pedestrian pathways in neighborhoods, connector roads and main thoroughfares.

Design of Phase 1 of the GCT from Berkeley Dr. to Gateway Park. Currently applying for a EDA construction grant as construction prices have increased higher than anticipated. If we receive the EDA grant, construction will begin around 2023.

T11. Foster a culture of alternative transportation focused on biking and walking.

Arts Center Director Joan Phillips and the Public Arts and Culture Commission will work to strategically place public art in areas to draw people to bike or walk to see it. CAAAM Director Angela Agard will assist with fun facts at various locations to create aesthetically appealing signage to promote biking and walking (possibly Poetry in Motion to encourage people to bike/walk to these locations).

T12. Integrate land use decisions with transportation priorities.

Staff will continue to work with CAT, Engineering, the Planning Commission and Council to review and update the City Ordinances to ensure this happens.

U1. Establish a sustained University commitment to collaboration with the City, with communication and decision-making regarding City-University partnerships at the governing board level.

The Mayor is having regular discussions with the Clemson University President Clements's executive team and will continue working to maintain a consistent presence moving forward.

U2. Identify University staff members whose roles may include partnering with the City on key issues such as off campus housing, business and entrepreneurial development, traffic and transportation, and communicating information regarding University programs or policies that would impact the City.

The JCUAB was recently re-organized to include key staff for target issues. The committees are: Economic Development, Housing, Public Safety, Public Works, Transportation, Humanities Arts and Recreation, and Communication. City Staff on JCUAB committees have been in regular meetings to work towards technology sharing objectives with apps, led sign boards, kiosks, listservices.

U3. Expand regional intergovernmental collaboration on key shared issues, including but not limited to transportation, development, housing affordability, and economic diversification and development.

City Council sent a response to the Pickens County Planning Commission that included suggestions for collaborative efforts. The City is also facilitating the grant application process for a regional transportation study and for Green Crescent Trail Connections.

H1. Incorporate affordable and workforce housing into catalyst areas using planned development agreements and public funding where needed.

Staff will develop affordable and workforce housing strategies that can be applied to approved catalyst areas.

H2. Establish a housing trust fund to support affordable housing development and accelerate the Shaw Center's work.

This recommendation could be considered with the Uptown Redevelopment proposal and expanded to other catalyst areas. Funding possibilities include but are not limited to federal programs, surplus property taxes generated from new commercial investment, grants, donations, and fundraising activities.

H3. Continue to explore opportunities to facilitate increased affordability in single-family neighborhoods through the zoning code.

The City recently created a zoning designation that allows houses to be built on smaller parcels. Staff will make sure affordable housing issues are on board and commission agendas so recommendations can continue being brought to City Council for consideration.

H4. Partner with surrounding communities with greater opportunities for the creation of affordable and workplace housing and offer transit and transportation support to those areas.

Staff will discuss these possibilities during CAT service contract negotiations with our partner communities.

H5. Develop and implement a grass roots neighborhood planning effort with several of Clemson's historically African-American neighborhoods and make it available to all neighborhoods in the City.

Staff has developed a "toolkit" to assist in this effort and will work with the Champion Boards and Commissions to bring recommendations to City Council. CAAAM is conducting research of Clemson's AA neighborhoods.

H6. Use zoning and overlay districts to prevent displacement in residential areas and improve quality of life.

Staff will continue to work with the Planning Commission and Council to review and update the City Ordinances to ensure this happens. The City will begin the development of a new comprehensive plan in FY 22/23 that will inform a path forward for protecting residential areas.

H7. Dedicate funds for implementation of infrastructure projects identified through the neighborhood planning effort.

The City will be conducting a comprehensive Impact Fee Study in FY 22/23 to ensure that our fees, and the types of fees we are charging are adequate to fund our Capital Improvement Program. Surplus revenue generated from commercial investment or fees in lieu of development requirements may also be a possible revenue source. Grants are also available in eligible areas. Staff will work with the Department of Commerce and the Appalachian Council of Governments to fund projects that are eligible for CDBG funding.

H8. Dedicate city staff resources to strengthen partnerships between neighborhood planning processes and plan implementation.

Pending development of neighborhood plan program. Staff will work with the other champions to promote meaningful public input in neighborhood planning efforts.

H9. Continue to utilize and strengthen the Rental Housing Program as a tool for mitigating the encroachment of student rental into all residential neighborhoods.

This process is ongoing.

H10. Develop and implement a process to maintain an accurate database for a semi-annual regional census on student housing capacity and planned occupancy.

Staff has worked with the JCUAB Housing task Force to consistently update this database so it reflects the changing dynamics in the community.

H11. Develop and implement a process to maintain an accurate database for an annual regional census on affordable and workforce housing capacity and occupancy.

The Planning and Codes Department has begun the process of creating this database.