

# UPTOWNNEXT

## WORKSHOP #2

November 17, 2021

[clemsonNEXT.com/UPTOWN](https://clemsonNEXT.com/UPTOWN)



DEVELOPMENTSTRATEGIES®





**100+**

Workshop  
Participants



**2,000+**

Unique  
Website Visitors  
Since October

**320+**

Survey  
Responses

EARLY THOUGHTS  
MAKING CONNECTIONS



Tiger Blvd

Special  
Opportunity

College Av

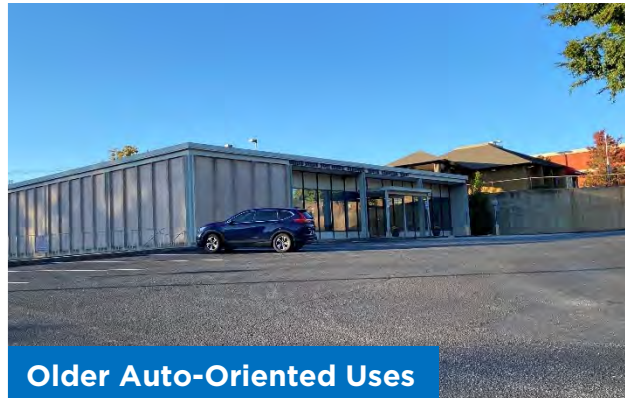


# UPTOWN TODAY

## EXISTING CONDITIONS



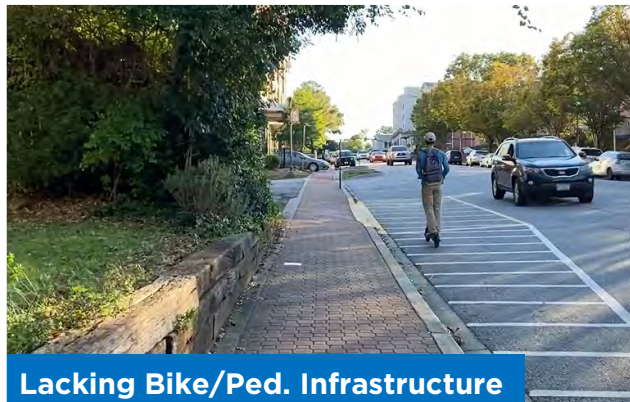
**Narrow Sidewalk**



**Older Auto-Oriented Uses**



**Older Multifamily**



**Lacking Bike/Ped. Infrastructure**



**Gas Station**



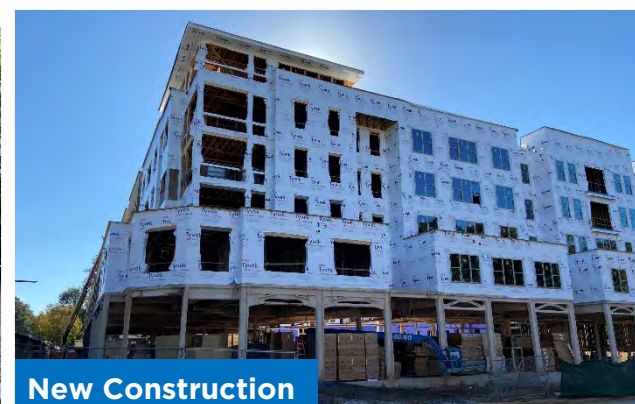
**Converted Single-Family**



**College and Tiger Intersection**



**Newer Strip Centers**



**New Construction**

# URBAN REVITALIZATION

## CREATIVITY

### Creativity







An aerial photograph of a suburban neighborhood, showing a mix of residential houses, commercial buildings, and green spaces. A prominent road runs diagonally across the center, with several smaller streets branching off. The image is overlaid with a semi-transparent blue filter. The text "[ Trade-offs ]" is centered in the lower half of the image.

**[ Trade-offs ]**

THINKING HOLISTICALLY  
OUR TEAM'S APPROACH





# 1 PROCESS

2 Feedback: What did we hear?

3 Elements of Place

4 Urban Design Concepts

5 Today's Activities

# DEVELOPMENT STRATEGIES

## EXPERIENCE

### Real Estate

Market Strategy  
Development Feasibility  
Districts & Branding



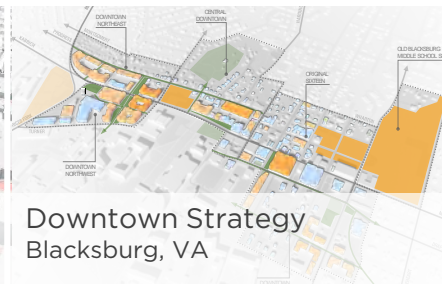
### Economy

Jobs and Revenue  
Entrepreneurship  
Innovation



### Urban Design

Placemaking  
Concepts & Ideas  
Vision & Story



### Community

Engagement  
Public Policy  
Advancing Equity



The background is a blue-tinted photograph of a crowded event. In the foreground, large, 3D, white letters spell out 'MISO'. Below them, a banner or sign is partially visible with the text 'WEBSITE' and 'COM'. The background is filled with a dense crowd of people, some holding papers or signs, suggesting a public gathering or conference.

What is a  
**development framework?**

## 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

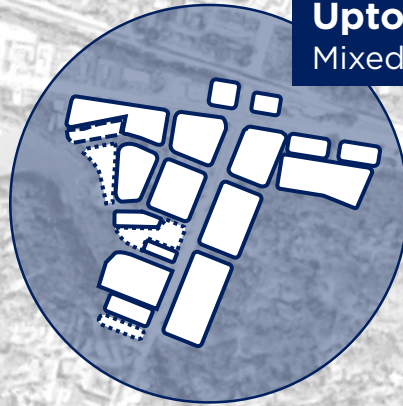
## Land Use & Development

Where do we want to grow?

How do we want to do it?

**Uptown**

Mixed-Use District

**Clemson Crossing**

Workforce Housing &amp; Mixed-Use

**Downtown East & West**

Student Housing

**Clemson Triangle**

Mixed-Income &amp; Student Housing



# REDEVELOPMENT FRAMEWORK

LESS DETAILED THAN A MASTER PLAN

How are they  
**different?**

**Development  
Framework**

▶ Guides the type, amount, style, density, and use of development, as well as areas for public space

**Physical  
Master  
Plan**

▶ Specific design that leads to construction documents and built projects.



# APPROACH

## OUR ENGAGEMENT PHILOSOPHY



# PROCESS & SCHEDULE

## A FOUR- TO SIX-MONTH EFFORT



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

### WORKSHOP 3

Refined Framework

SUPPORTING ENGAGEMENT

Stakeholder interviews  
Update ClemsonNEXT website  
Architectural preference survey

Scenario survey

Follow-up interviews

Release plan

OCT

NOV

DEC-JAN

FEB-MAR

[clemsonNEXT.com/UPTOWN](https://clemsonNEXT.com/UPTOWN)





1 Process

2 **FEEDBACK: WHAT DID WE HEAR?**

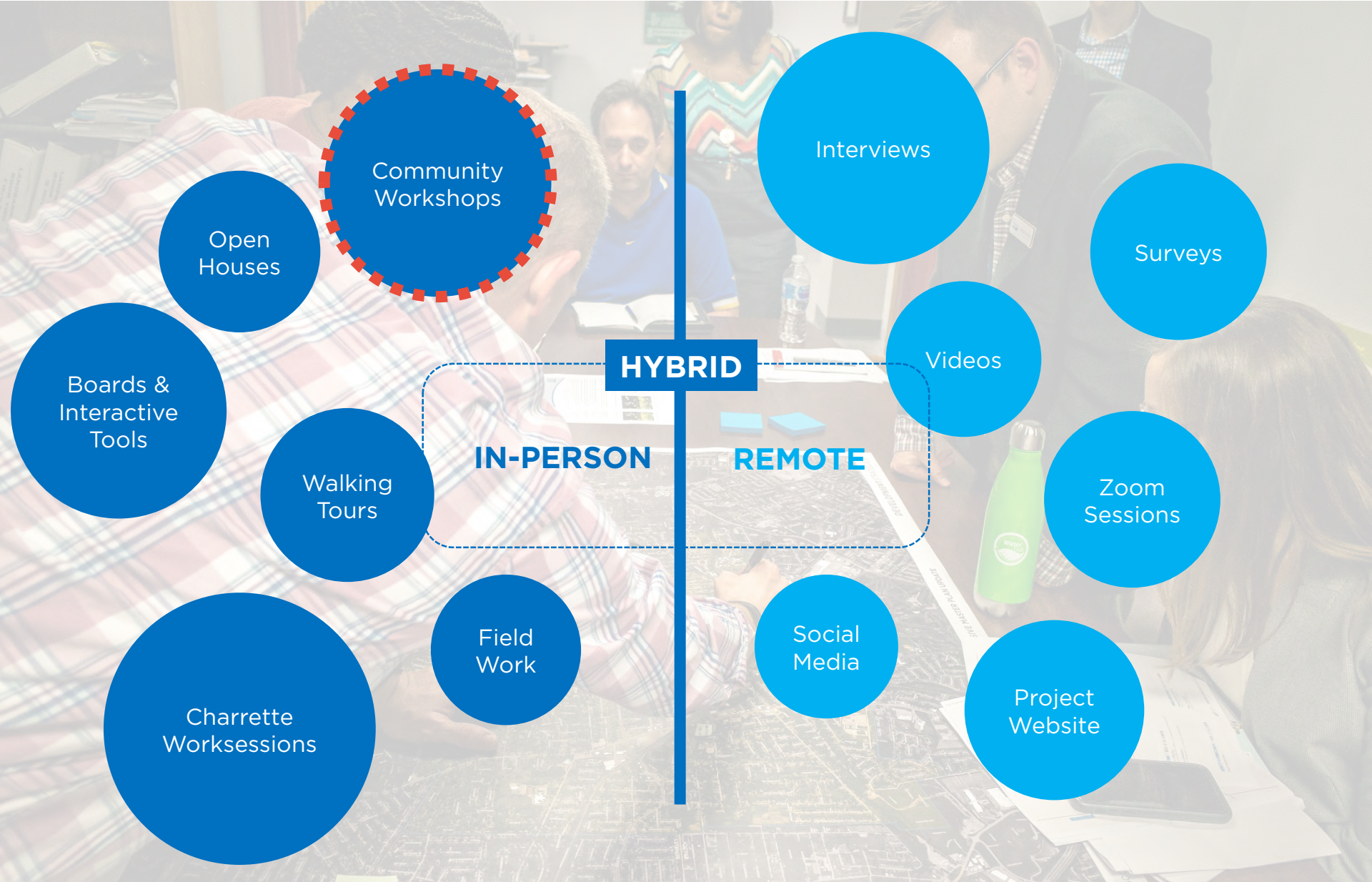
3 Elements of Place

4 Urban Design Concepts

5 Today's Activities

# INCLUSIVE DIALOGUE

## A HYBRID APPROACH



# UPTOWN TODAY IN ONE WORD





# UPTOWN TODAY IN ONE WORD



**Confusing | Unwelcoming | Unattractive | Bland**



# UPTOWN IN THE FUTURE IN ONE WORD



# UPTOWN IN THE FUTURE IN ONE WORD



**Active | Destination | Welcoming**

# UPTOWN IN THE FUTURE IN ONE WORD



**Accessible | Connected | Walkable**



# OTHER KEY TAKEAWAYS

## SURVEY RESPONSES & WORKSHOP FEEDBACK

Strong division on **student housing** in Uptown

Open to **expanding housing options**

Strong interest in **gathering spaces, expanded open space.**

I'd rather let land values be maximized by allowing dense student housing but require investments by developers in public spaces and transportation infrastructure.

Trees, garden spots are super important for the feeling like a community.

Green space and lake views.

More green space along the lake.

It would be nice to have a playground for people to come and walk to.

Expand Abernathy Park.

Arts and culture spaces, more attention to Abernathy park, devoted green spaces.

Outdoor venues.

Large children's playground.

Outdoor amphitheater for yearlong use.

Better sidewalks and pathways that lead to and between buildings. Dedicated parking area that is not so tight and with easy access.

Lower speed limits, more landscaping, pocket parks.

Sidewalks everywhere, including neighborhoods.

Make sure to include accessibility measures for older residents.

Whatever it is keep it "small-town" and Clemson-focused.

Real, protected bike lanes, not just lanes with a marking on the ground that cars can simply ignore.

Interactive art for children.

A water feature with plants!

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Expanded

Outdoor venues.

I'd rather let land values be maximized by allowing dense student housing but require investments by developers in public spaces and transportation infrastructure.

Interest in a mix of **cultural destinations & commercial amenities** unique to Clemson.

Desire for **family-friendly places & spaces.**

Attention to managing **traffic & access.**

Concern about **retail vacancy.**

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Lower speed limits, more landscaping, pocket parks.

Sidewalks including neighborhoods.

Make sure accessibility measures for older residents.

Real protected bike lanes, not just lanes with a marking on the ground that cars can simply ignore.

Importance of dedicated, convenient **parking.**

Desire for **pedestrian comfort & safety.**

Openness to public art and public realm improvements only if they're **authentic to Clemson.**

A water feature with plants!

# OTHER KEY TAKEAWAYS

## SURVEY RESPONSES & WORKSHOP FEEDBACK

**Help us  
today by  
focusing on  
Land Use**

Better sidewalks and pathways that lead to and between buildings. Dedicated parking area that is not so tight and with easy access.

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Outdoor venue.

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# 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](http://clemsonnext.com)





1 Process

2 Feedback: what did we hear?

**3 ELEMENTS OF PLACE**

4 Urban Design Concepts

5 Today's Activities

# PLACEMAKING

## ELEMENTS OF A DISTRICT



**WALKABLE**



**VIBRANT**



**SHARED**



**WELCOMING &  
CONNECTED**



**NATURAL  
SYSTEMS**



**LIVABLE**

# WALKABLE



## WALKABLE

TREES & PLANTINGS

HUMAN SCALED

WIDE SIDEWALKS

OUTDOOR SEATING

ACTIVE GROUND FLOORS

COMFORTABLE

CROSSINGS

CALM TRAFFIC

LIGHTING

PEDESTRIAN SAFETY

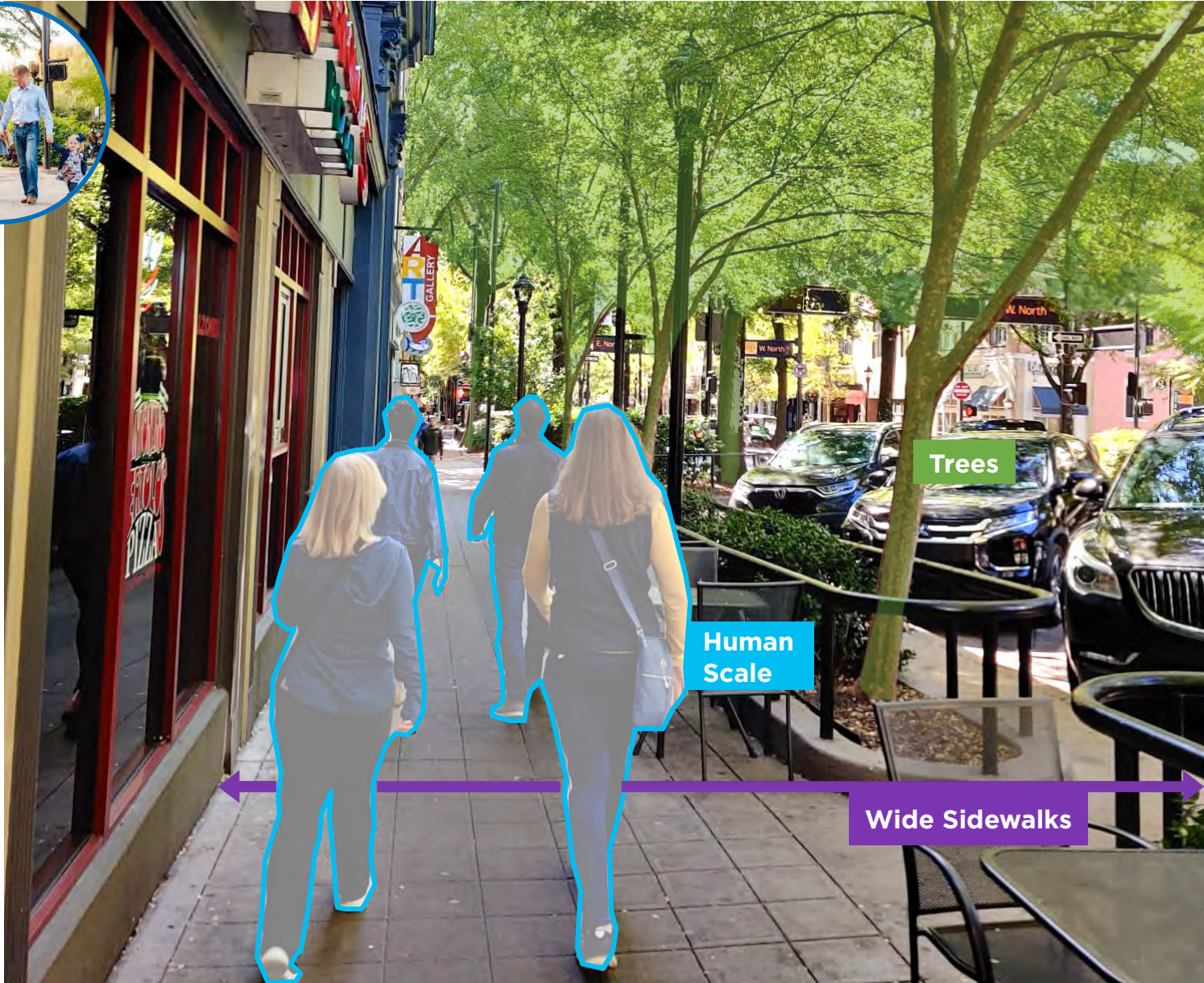
VIBRANT

SHARED

WELCOMING &  
CONNECTED

NATURAL SYSTEMS

LIVABLE



Trees

Human  
Scale

Wide Sidewalks

# WALKABLE

IMPROVE COMFORT AND CHARACTER ALONG COMMERCIAL CORRIDORS AND DOWNTOWN

## WALKABLE

TREES & PLANTINGS

HUMAN SCALED

WIDE SIDEWALKS

OUTDOOR SEATING

ACTIVE GROUND FLOORS

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LIVABLE



Wide sidewalks



Safe, comfortable crossings



Trees



Outdoor Seating

# WALKABLE

## WALKABLE

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WIDE SIDEWALKS

OUTDOOR SEATING

ACTIVE GROUND FLOORS

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LIVABLE



Human-Scaled



Active Ground Floors



Traffic Calming



Lighting

# WALKABLE UPTOWN TODAY



## WALKABLE

TREES & PLANTINGS

HUMAN SCALED

WIDE SIDEWALKS

OUTDOOR SEATING

ACTIVE GROUND FLOORS

COMFORTABLE

CROSSINGS

CALM TRAFFIC

LIGHTING

PEDESTRIAN SAFETY



Curb Cuts



Uncomfortable Crossings



Surface Parking Lots

VIBRANT

SHARED

WELCOMING &  
CONNECTED

NATURAL SYSTEMS

LIVABLE

# WALKABLE DOWNTOWN TODAY



## WALKABLE

TREES & PLANTINGS

HUMAN SCALED

WIDE SIDEWALKS

OUTDOOR SEATING

ACTIVE GROUND FLOORS

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CROSSINGS

CALM TRAFFIC

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PEDESTRIAN SAFETY

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LIVABLE





# WALKABLE UPTOWN TODAY



## WALKABLE

TREES & PLANTINGS

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WIDE SIDEWALKS

OUTDOOR SEATING

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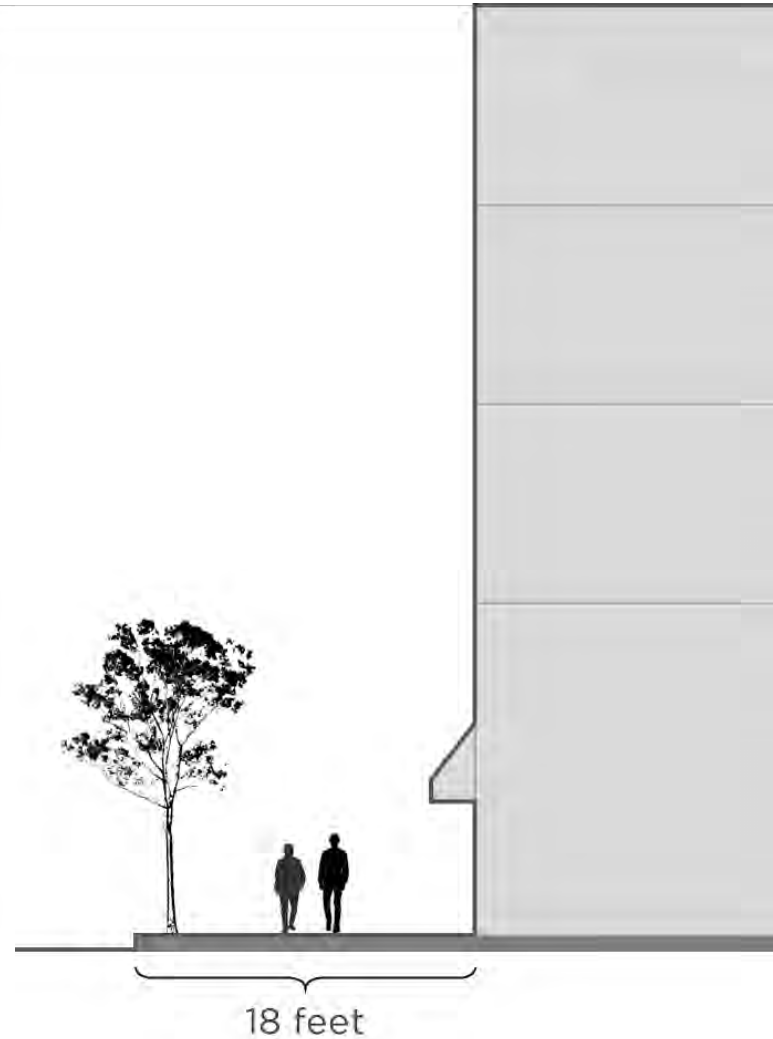
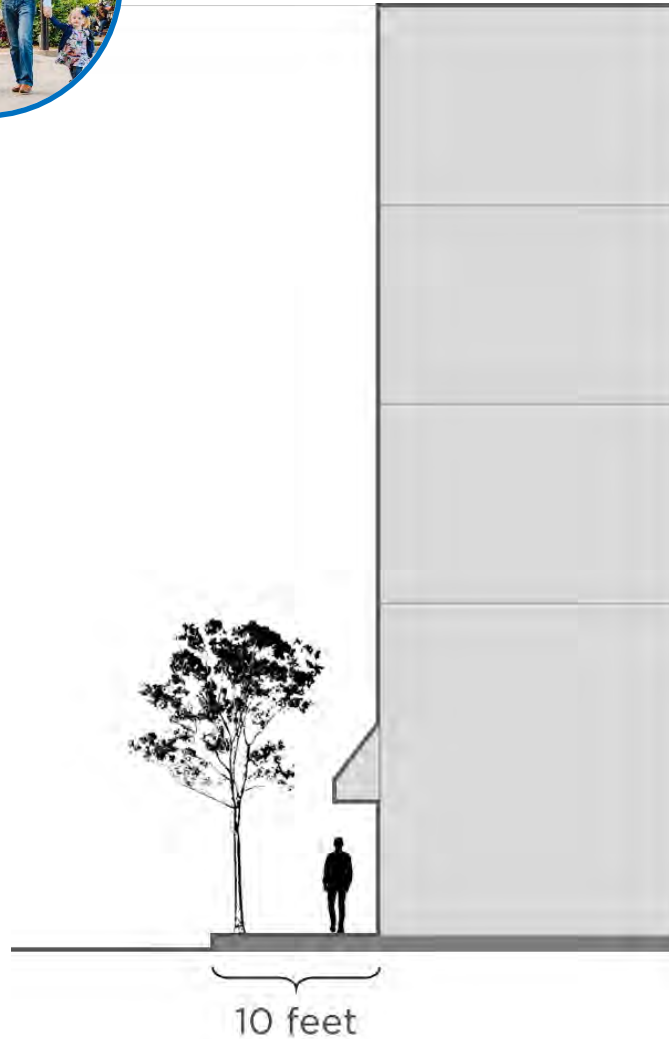
VIBRANT

SHARED

WELCOMING &  
CONNECTED

NATURAL SYSTEMS

LIVABLE



# WALKABLE

## UPTOWN'S CURB CUTS TODAY



### WALKABLE

TREES & PLANTINGS

HUMAN SCALED

WIDE SIDEWALKS

OUTDOOR SEATING

ACTIVE GROUND FLOORS

COMFORTABLE

CROSSINGS

CALM TRAFFIC

LIGHTING

PEDESTRIAN SAFETY

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# WALKABLE UPTOWN TODAY



## WALKABLE

TREES & PLANTINGS

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# WALKABLE UPTOWN TODAY



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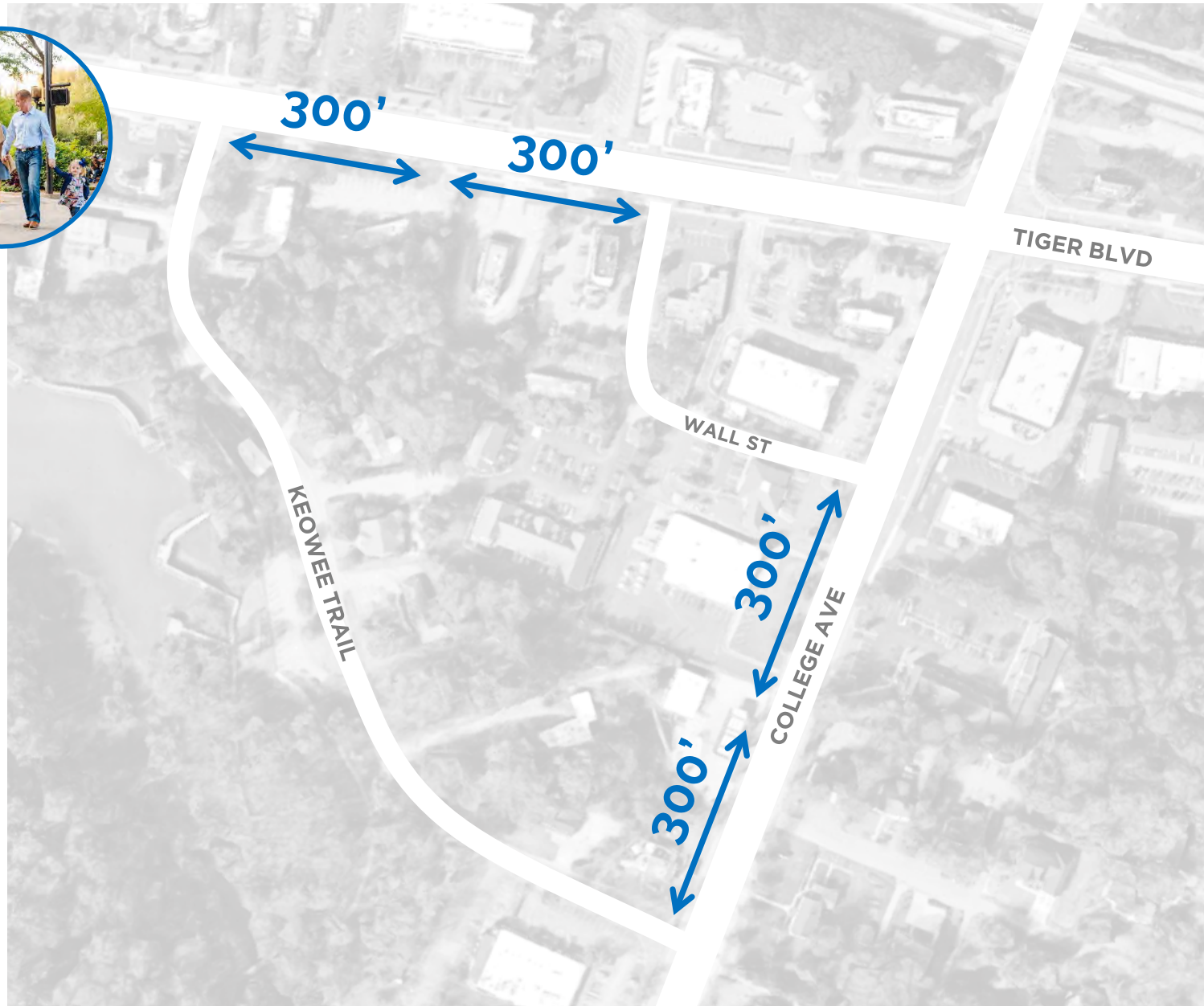
VIBRANT

SHARED

WELCOMING &  
CONNECTED

NATURAL SYSTEMS

LIVABLE



# VIBRANT

WALKABLE

VIBRANT

STOREFRONTS

ENTREPRENEURS

START UPS

ENTERTAINMENT

ART

CULTURE

INNOVATION

HOSPITALITY

VISITORS

CO-WORKING/ OFFICE

SHARED

WELCOMING &  
CONNECTED


NATURAL SYSTEMS

LIVABLE




# MARKET STRATEGY


WHAT: RETAIL

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

NEIGHBORHOOD

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

PRIME RETAIL

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

CRAFT

# WALKABLE UPTOWN TODAY

WALKABLE



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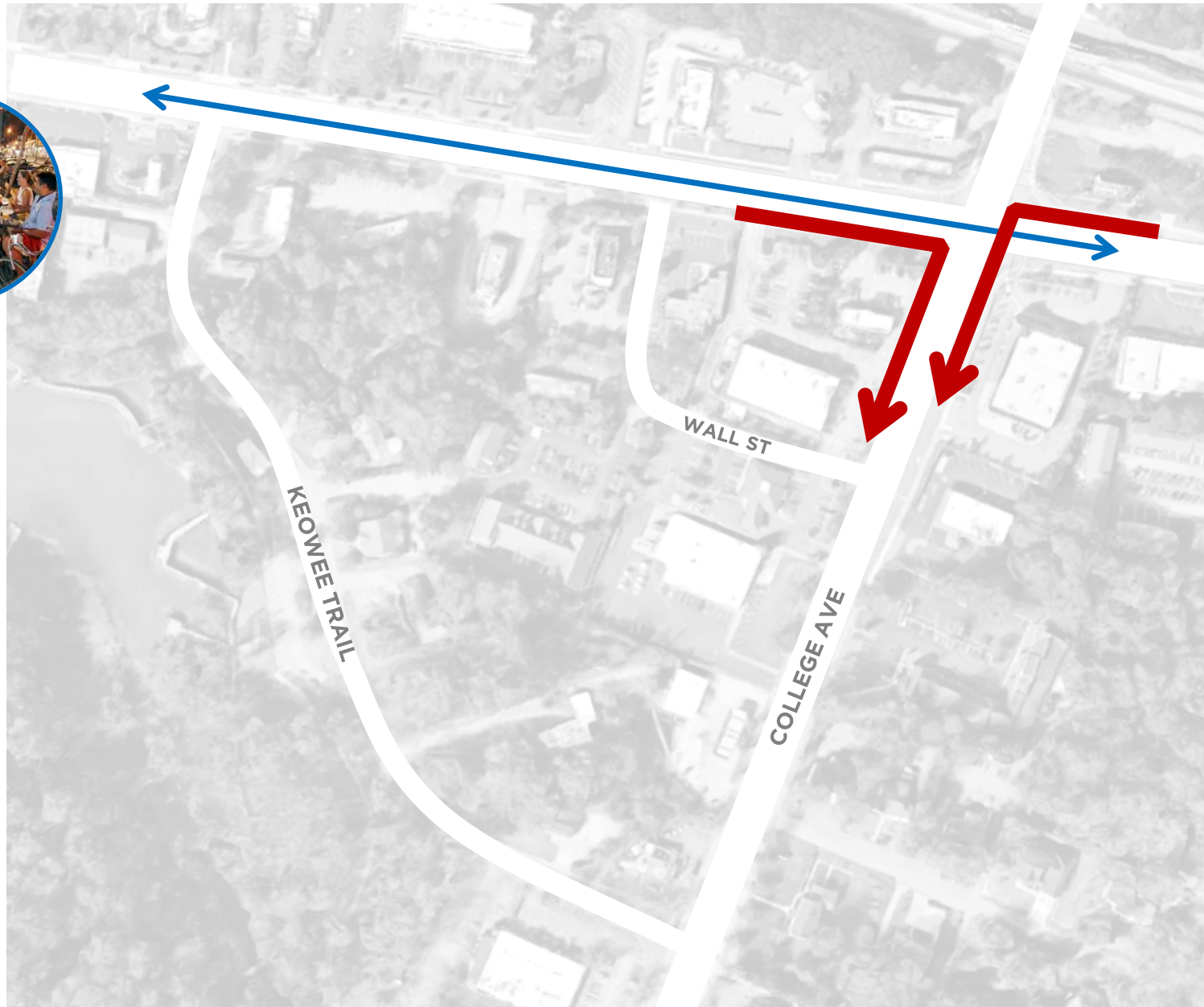
CO-WORKING/ OFFICE

SHARED

WELCOMING &  
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Outdoor Dining



Retail Anchor



# VIBRANT

WALKABLE



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Food Hall



Brewery

# VIBRANT

WALKABLE



VIBRANT

STOREFRONTS

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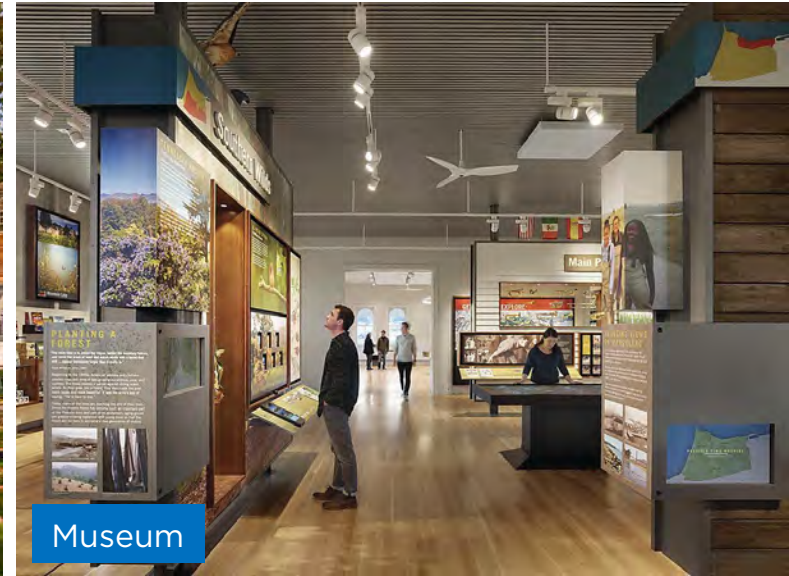
WELCOMING &  
CONNECTED

NATURAL SYSTEMS

LIVABLE



Visitors Center & Cafe



Museum



Outdoor Performance Venue



Outdoor Performance Venue

# VIBRANT

WALKABLE

VIBRANT

STOREFRONTS

ENTREPRENEURS

START UPS

ENTERTAINMENT

ART

CULTURE

INNOVATION

HOSPITALITY

VISITORS

CO-WORKING/ OFFICE

SHARED

WELCOMING &  
CONNECTED

NATURAL SYSTEMS

LIVABLE



Business Incubator



Co-working spaces



# SHARED

WALKABLE

VIBRANT

SHARED

PUBLIC SPACE

TOWN SQUARE

VILLAGE GREEN

GATEWAYS

ART

OUTDOOR DINING

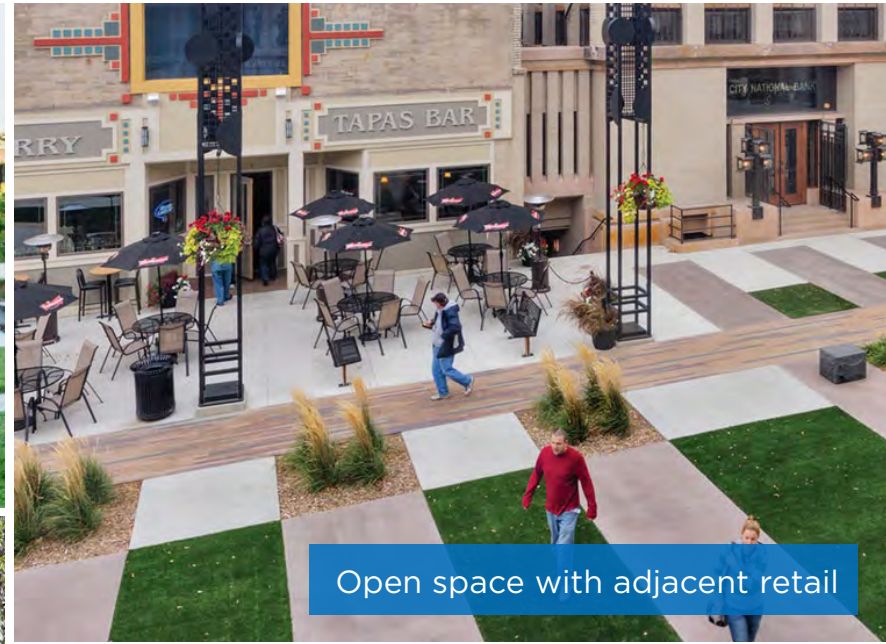
WELCOMING &  
CONNECTED

NATURAL SYSTEMS

LIVABLE



Interactive installations



Open space with adjacent retail



Activities and leisure



Public space and the street

# SHARED

WALKABLE

VIBRANT

SHARED

PUBLIC SPACE

TOWN SQUARE

VILLAGE GREEN

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ART

OUTDOOR DINING



WELCOMING &  
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LIVABLE

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PUBLIC SPACE

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VILLAGE GREEN

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ART

OUTDOOR DINING

WELCOMING &  
CONNECTED

NATURAL SYSTEMS

LIVABLE



Outdoor Dining



Event Space



The Arts Center



Public art

# WELCOMING & CONNECTED

WALKABLE

VIBRANT

SHARED

WELCOMING & CONNECTED

WAYFINDING

PARKING

STREET GRID

TRANSIT

BIKE & PED

DISTRICTS

BRANDING

GATEWAYS

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LIVABLE



# WELCOMING & CONNECTED

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BIKE & PED

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BRANDING

GATEWAYS

NATURAL SYSTEMS

LIVABLE



Downtown Corridor  
Conceptual Master Plan



Green Crescent Trail  
Feasibility Study:  
Along Highway 93



Highway 93 to Pacolet  
Milliken Property



# WELCOMING & CONNECTED

WALKABLE

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BIKE & PED

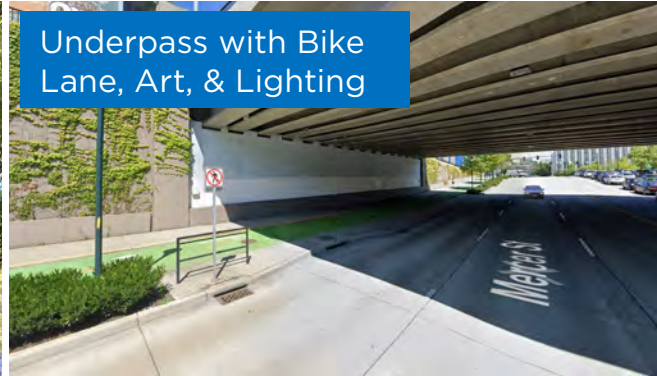
DISTRICTS

BRANDING

GATEWAYS

NATURAL SYSTEMS

LIVABLE



# WELCOMING & CONNECTED



**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)

# WELCOMING & CONNECTED

WALKABLE

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SHARED

WELCOMING &  
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BIKE & PED

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LIVABLE

Garage Liner Buildings



# WELCOMING & CONNECTED

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# WELCOMING & CONNECTED

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NATURAL SYSTEMS

LIVABLE



# NATURAL SYSTEMS

WALKABLE

VIBRANT

SHARED

WELCOMING &  
CONNECTED

Integrating Nature & Development



## NATURAL SYSTEMS



DAYLIGHT CREEK

LAKE HARTWELL

ABERNATHY PARK

NATURE SCAPE

INTERPRETIVE CENTER

FOUNTAINS

WATERFALLS



LIVABLE

# NATURAL SYSTEMS

WALKABLE

VIBRANT

SHARED

WELCOMING &  
CONNECTED

Creative use of topography



## NATURAL SYSTEMS



DAYLIGHT CREEK

LAKE HARTWELL

ABERNATHY PARK

NATURE SCAPE

INTERPRETIVE CENTER

FOUNTAINS

WATERFALLS



LIVABLE

# NATURAL SYSTEMS

WALKABLE

VIBRANT

SHARED

WELCOMING &  
CONNECTED

Creek Restoration



## NATURAL SYSTEMS



DAYLIGHT CREEK

LAKE HARTWELL

ABERNATHY PARK

NATURE SCAPE

INTERPRETIVE CENTER

FOUNTAINS

WATERFALLS



LIVABLE



# NATURAL SYSTEMS

WALKABLE

VIBRANT

SHARED

WELCOMING &  
CONNECTED

Kayak Rental



Waterfront Paths

## NATURAL SYSTEMS



DAYLIGHT CREEK

LAKE HARTWELL

ABERNATHY PARK

NATURE SCAPE

INTERPRETIVE CENTER

FOUNTAINS

WATERFALLS



LIVABLE



# NATURAL SYSTEMS

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NATURAL  
SYSTEMS

DAYLIGHT CREEK

LAKE HARTWELL

ABERNATHY PARK

NATURE SCAPE

INTERPRETIVE CENTER

FOUNTAINS

WATERFALLS

LIVABLE



Interactive Art



Nature Playscape



# NATURAL SYSTEMS

WALKABLE

VIBRANT

SHARED

WELCOMING &  
CONNECTED



## NATURAL SYSTEMS



DAYLIGHT CREEK

LAKE HARTWELL

ABERNATHY PARK

NATURE SCAPE

INTERPRETIVE CENTER

FOUNTAINS

WATERFALLS

LIVABLE



Outdoor Gathering Space



# NATURAL SYSTEMS

WALKABLE

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WELCOMING &  
CONNECTED



## NATURAL SYSTEMS



DAYLIGHT CREEK

LAKE HARTWELL

ABERNATHY PARK

NATURE SCAPE

INTERPRETIVE CENTER

FOUNTAINS

WATERFALLS



## Outdoor Dining & Destinations



LIVABLE



# LIVABLE

WALKABLE

VIBRANT

SHARED

WELCOMING &  
CONNECTED

NATURAL SYSTEMS



# LIVABLE

DIVERSITY

CONNECTED

TYPOLOGY

ARCHITECTURE

CONNECTED



# CASE STUDY

LOFTS AT WASHINGTON UNIVERSITY, UNIVERSITY CITY, MO



# CASE STUDY

LOFTS AT WASHINGTON UNIVERSITY, UNIVERSITY CITY, MO



# CASE STUDY

## THE HUB, LEXINGTON, KENTUCKY





# LIVABLE

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NATURAL SYSTEMS



# LIVABLE

DIVERSITY

CONNECTED

TYPOLOGY

ARCHITECTURE

CONNECTED



1 Process

2 Feedback: What did we hear?

3 Elements of Place

4 **URBAN DESIGN CONCEPTS**

5 Today's Activities

# WALKABLE



Walkable Block Size

Trees

Lighting

Human Scale

Wide Sidewalks

# WALKABLE

## WALKABLE

TREES & PLANTINGS

HUMAN SCALED

WIDE SIDEWALKS

OUTDOOR SEATING

ACTIVE GROUND FLOORS

COMFORTABLE CROSSINGS

CALM TRAFFIC

LIGHTING

PEDESTRIAN SAFETY

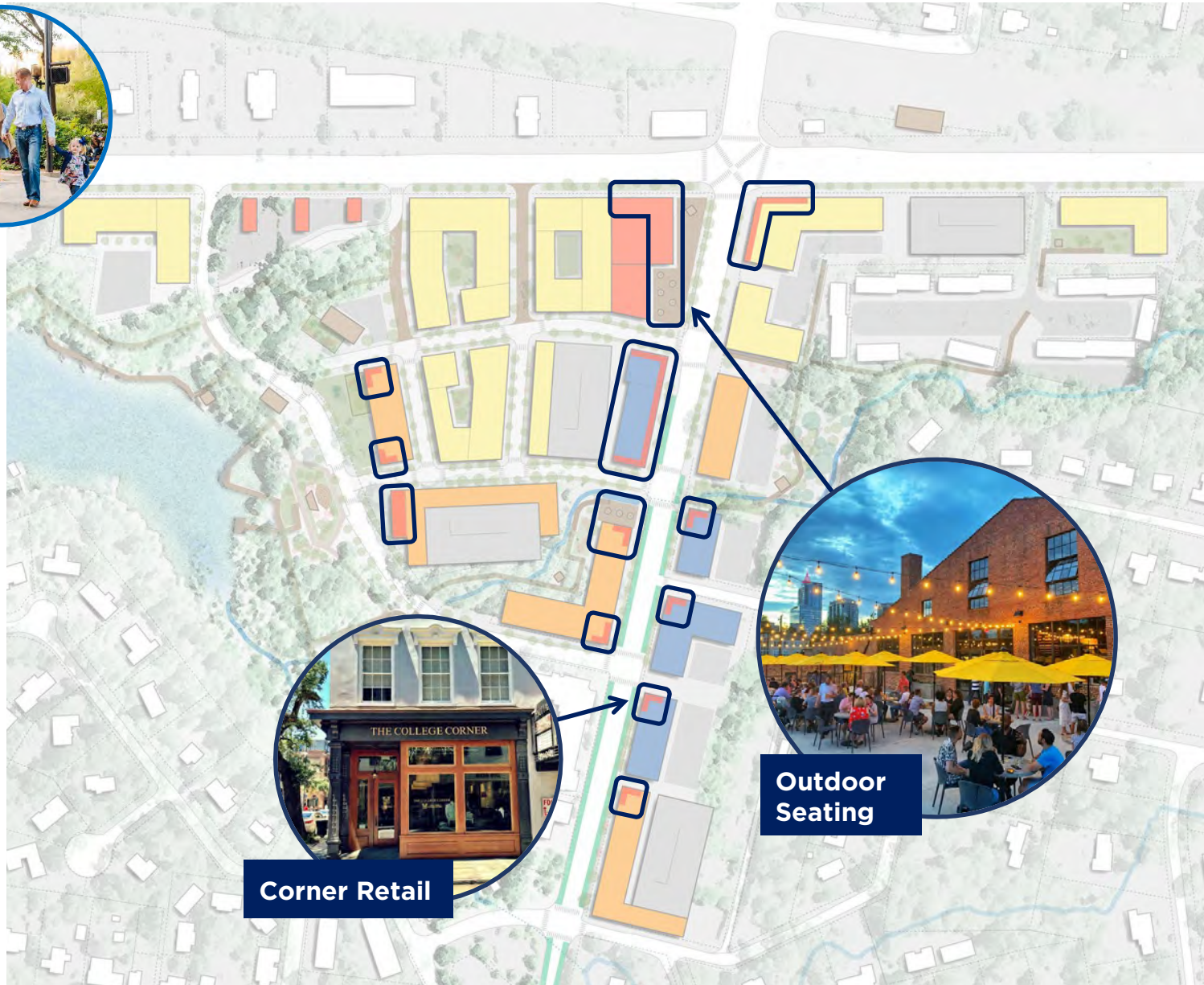
VIBRANT

SHARED

WELCOMING &  
CONNECTED

NATURAL SYSTEMS

LIVABLE



Corner Retail



Outdoor Seating

# WALKABLE

## WALKABLE

TREES & PLANTINGS

HUMAN SCALED

WIDE SIDEWALKS

OUTDOOR SEATING

ACTIVE GROUND FLOORS

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VIBRANT

SHARED

WELCOMING &  
CONNECTED

NATURAL SYSTEMS

LIVABLE



Traffic Signal



Pedestrian Scramble



Comfortable Crossings



# VIBRANT

WALKABLE

VIBRANT

STOREFRONTS

ENTREPRENEURS

START UPS

ENTERTAINMENT

ART

CULTURE

INNOVATION

HOSPITALITY

VISITORS

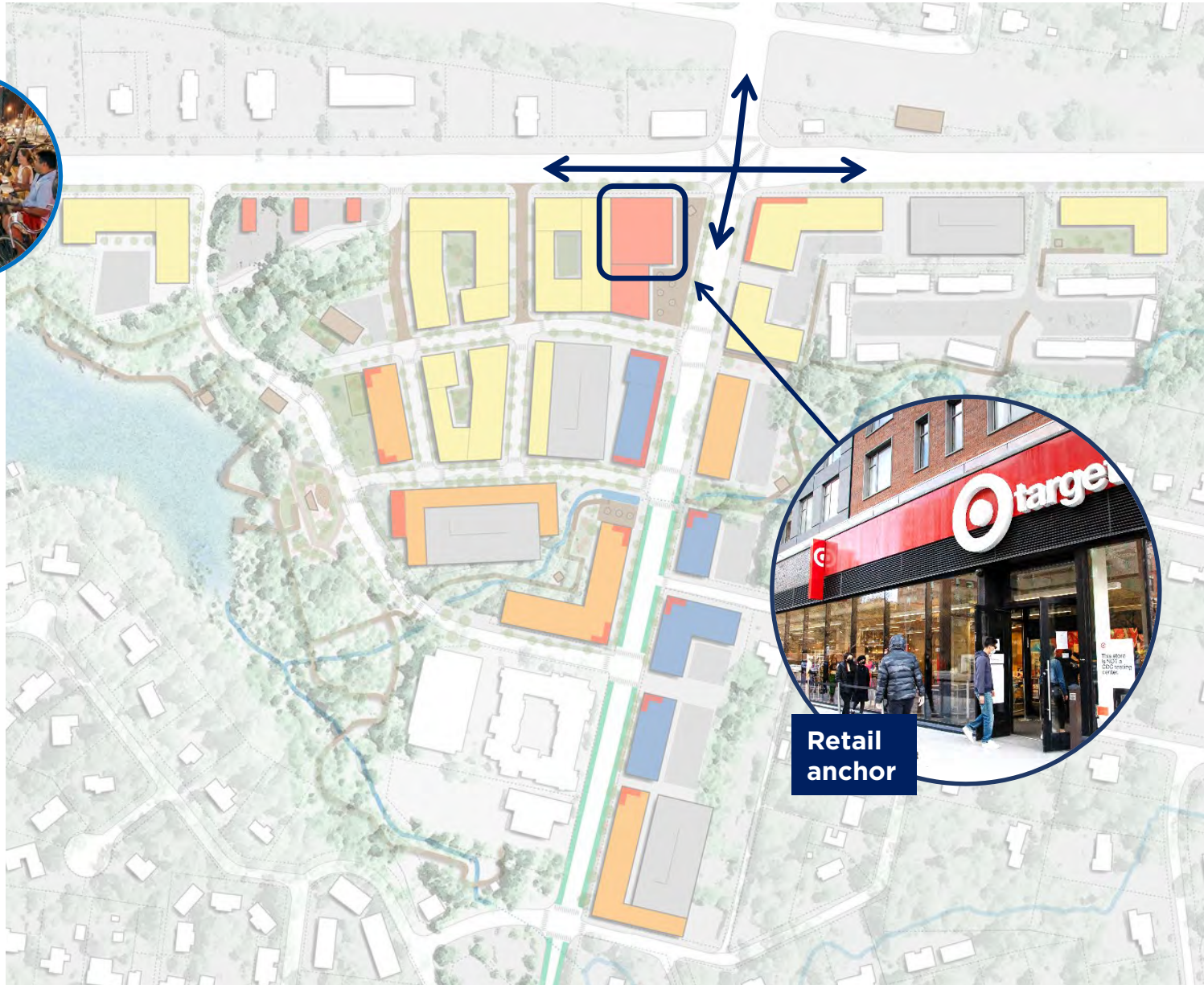
CO-WORKING/ OFFICE

SHARED

WELCOMING &  
CONNECTED

NATURAL SYSTEMS

LIVABLE



Retail anchor

# VIBRANT

WALKABLE

VIBRANT

STOREFRONTS

ENTREPRENEURS

START UPS

ENTERTAINMENT

ART

CULTURE

INNOVATION

HOSPITALITY

VISITORS

CO-WORKING/ OFFICE

SHARED

WELCOMING &  
CONNECTED

NATURAL SYSTEMS

LIVABLE



Lakefront Dining



Local Entrepreneur



Foot Traffic



Ground Floor Retail



Corner Store



# VIBRANT

WALKABLE

VIBRANT

STOREFRONTS

ENTREPRENEURS

START UPS

ENTERTAINMENT

ART

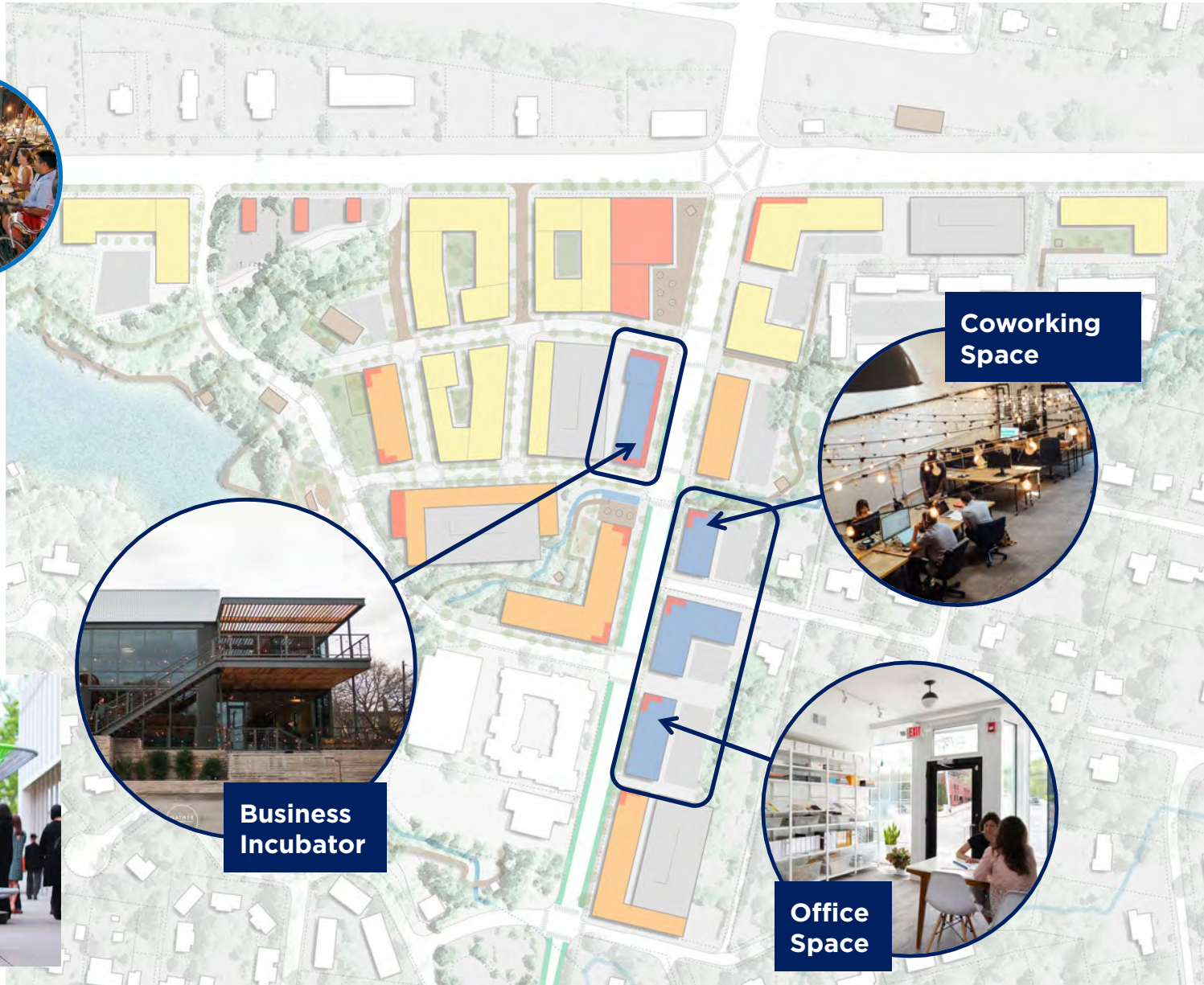
CULTURE

INNOVATION

HOSPITALITY

VISITORS

CO-WORKING/ OFFICE



Coworking Space



Business Incubator



Office Space





# VIBRANT

WALKABLE



VIBRANT

STOREFRONTS

ENTREPRENEURS

START UPS

ENTERTAINMENT

ART

CULTURE

INNOVATION

HOSPITALITY

VISITORS

CO-WORKING/ OFFICE

SHARED

WELCOMING &  
CONNECTED

NATURAL SYSTEMS

LIVABLE



Cafe with  
Visitor Center



Outdoor  
Music Venue

# VIBRANT

WALKABLE

VIBRANT

STOREFRONTS

ENTREPRENEURS

START UPS

ENTERTAINMENT

ART

CULTURE

INNOVATION

HOSPITALITY

VISITORS

CO-WORKING/ OFFICE

SHARED

WELCOMING &  
CONNECTED

NATURAL SYSTEMS

LIVABLE



Mural

Public Art



Museum/  
Art Gallery



Public Art  
along Trail



Functional  
Art



# SHARED

WALKABLE

VIBRANT

SHARED

PUBLIC SPACE

TOWN SQUARE

GATEWAYS

ART

OUTDOOR DINING

WELCOMING &  
CONNECTED

NATURAL SYSTEMS

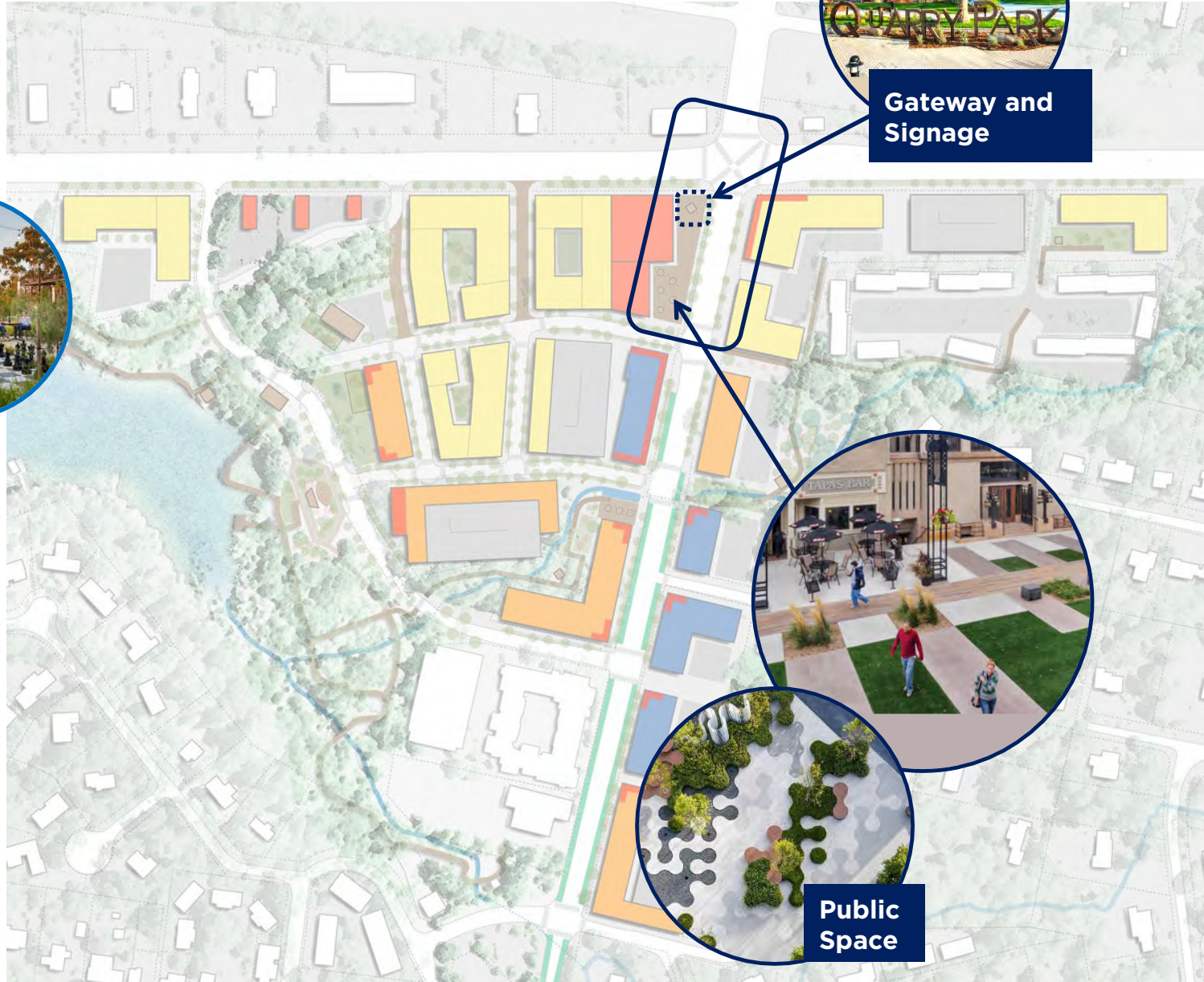
LIVABLE



Gateway and  
Signage



Public  
Space



# SHARED

WALKABLE

VIBRANT

SHARED

PUBLIC SPACE

TOWN SQUARE

GATEWAYS

ART

OUTDOOR DINING

WELCOMING &  
CONNECTED

NATURAL SYSTEMS

LIVABLE



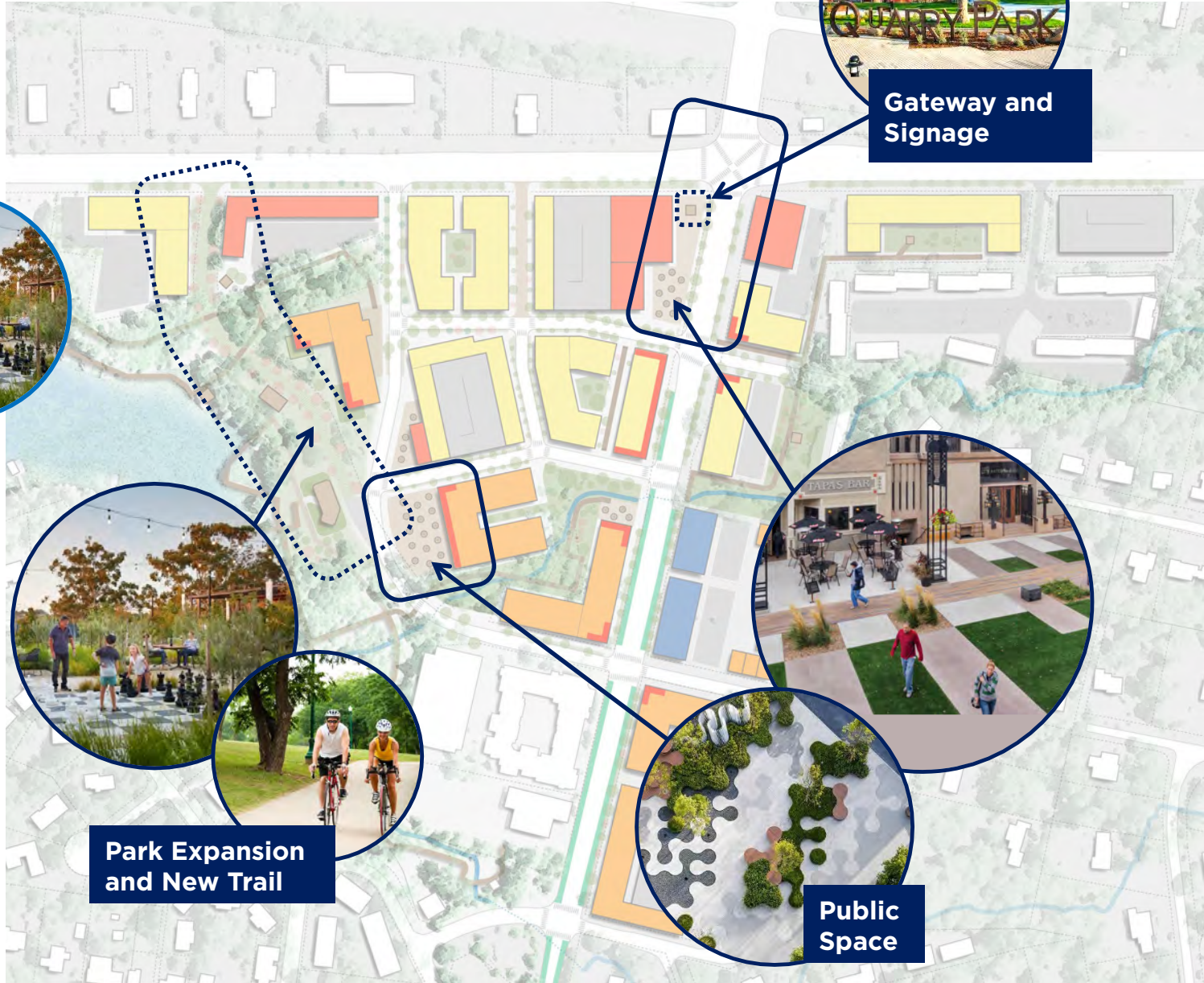
Park Expansion  
and New Trail



Gateway and  
Signage



Public  
Space



# WELCOMING & CONNECTED

WALKABLE

VIBRANT

SHARED

WELCOMING & CONNECTED

WAYFINDING

PARKING

STREET GRID

TRANSIT

BIKE & PED

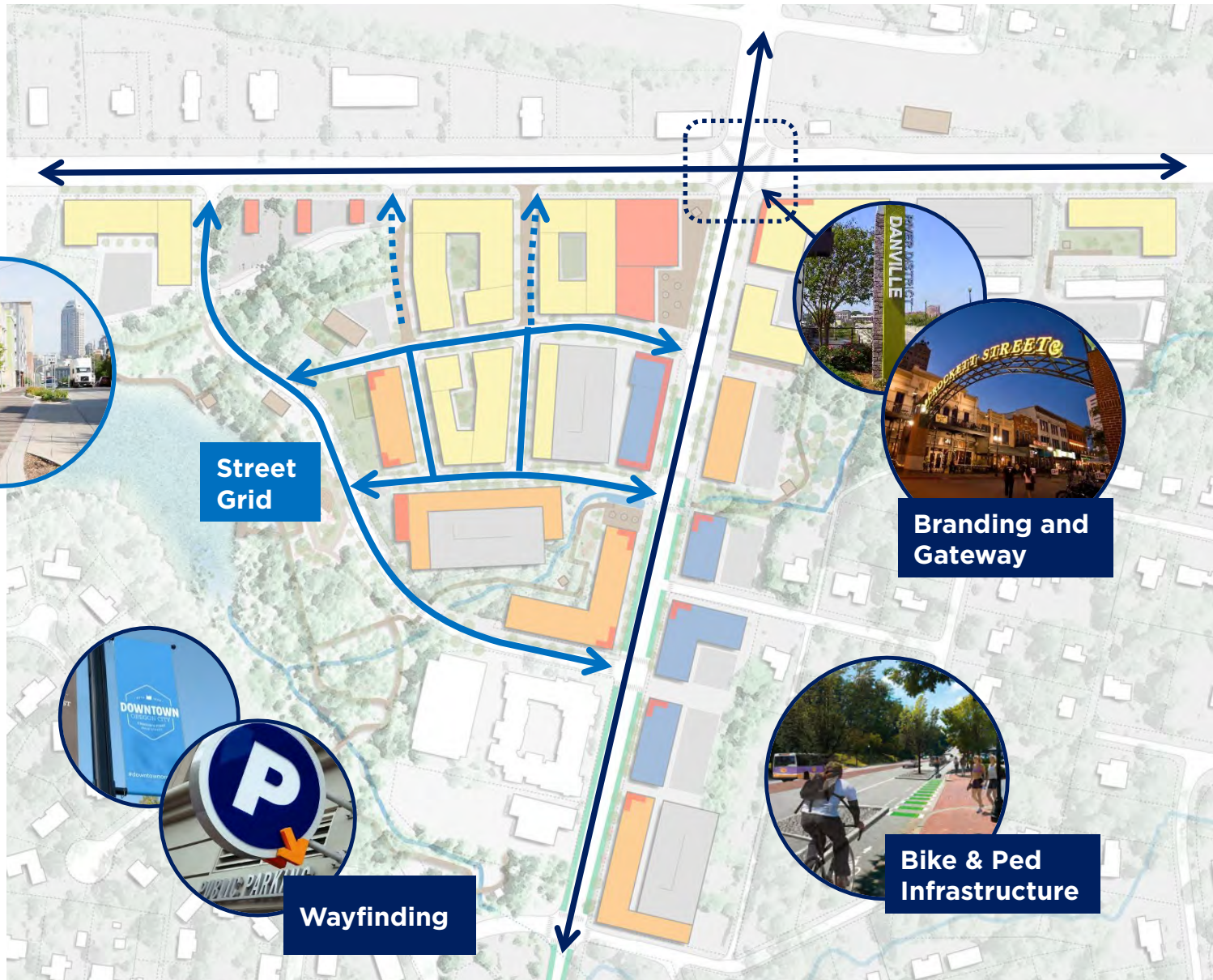
DISTRICTS

BRANDING

GATEWAYS

NATURAL SYSTEMS

LIVABLE



Street Grid

Branding and Gateway



Wayfinding



Bike & Ped Infrastructure

# WELCOMING & CONNECTED

WALKABLE

VIBRANT

SHARED

WELCOMING & CONNECTED

WAYFINDING

PARKING

STREET GRID

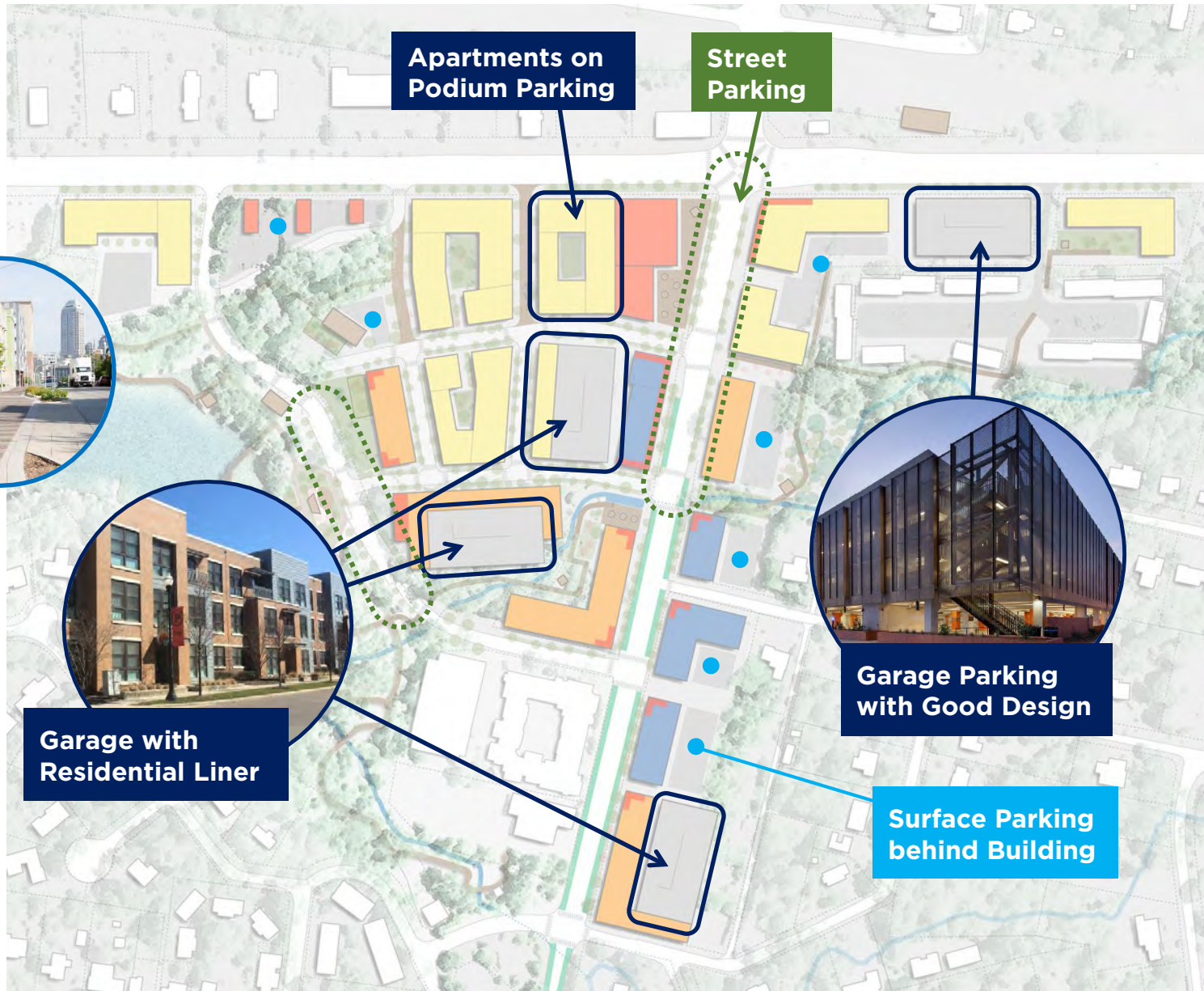
TRANSIT

BIKE & PED

DISTRICTS

BRANDING

GATEWAYS



Garage with Residential Liner

Apartments on Podium Parking

Street Parking

Garage Parking with Good Design

Surface Parking behind Building

NATURAL SYSTEMS

LIVABLE

# NATURAL SYSTEMS

WALKABLE

VIBRANT

SHARED

WELCOMING &  
CONNECTED

## NATURAL SYSTEMS

DAYLIGHT CREEK

LAKE HARTWELL

ABERNATHY PARK

NATURE SCAPE

INTERPRETIVE CENTER

FOUNTAINS

WATERFALLS

LIVABLE



Abernathy Park  
Expansion

Daylighted Creek  
& Walkway



# NATURAL SYSTEMS

WALKABLE

VIBRANT

SHARED

WELCOMING &  
CONNECTED

## NATURAL SYSTEMS

DAYLIGHT CREEK

LAKE HARTWELL

ABERNATHY PARK

NATURE SCAPE

INTERPRETIVE CENTER

FOUNTAINS

WATERFALLS

LIVABLE



Kayak Rental &  
Visitor Center



Nature  
Playscape



# LIVABLE

WALKABLE

VIBRANT

SHARED

WELCOMING &  
CONNECTED

NATURAL SYSTEMS

LIVABLE

DIVERSITY

CONNECTED

TYPOLOGY

ARCHITECTURE

TRANSITIONS



Pedestrian  
Connections



Diverse Housing  
Options



# LIVABLE

WALKABLE

VIBRANT

SHARED

WELCOMING &  
CONNECTED

NATURAL SYSTEMS

LIVABLE

DIVERSITY

CONNECTED

TYPOLOGY

ARCHITECTURE

TRANSITIONS



Siting Density to  
Minimize its Impact

Stepping  
Down Density



# VISION STATEMENT AND VALUES

CITY OF CLEMSON

**Inclusivity** and conscious progression towards **equity for all**

**Engaged, healthy living** across the life span

**Environmental sustainability**

**Smart, planned growth** based on **healthy, transit-oriented** urban design principles

Creating a **resilient economic environment** that supports our residents, businesses, and non-profits

**Safe and secure** communities

**Mutually beneficial** town-gown relationships

Cultural, community, and lifelong **learning opportunities**

**Neighborhood integrity** and support

1

Process

2

Feedback: What did we hear?

3

Elements of Place

4

Urban Design Concepts

5

**TODAY'S ACTIVITIES**

# About the ClemsonNEXT Strategic Plan

**ClemsonNEXT Catalyst Areas**

**What is ClemsonNEXT?**

ClemsonNEXT studied a wide variety of urban vision and development strategies from cities like Berkeley and Phoenix to create a strategic plan for Uptown. The plan is designed to be a catalyst for change in the area.

**Priority Catalyst Areas**

- Downtown:** The heart of the city, home to many of the city's most important buildings and businesses. It is the center of the city's economic and cultural life.
- University:** The home of Clemson University, one of the nation's leading research universities. It is a major source of jobs and economic activity.
- Residential:** The area where people live, work, and play. It is the backbone of the city's economy and the source of its vitality.
- Commercial:** The area where businesses and services are located. It is the engine of the city's economic growth.
- Industrial:** The area where goods are produced and services are provided. It is the source of the city's economic strength.
- Public Works:** The area where the city's infrastructure is located. It is the foundation of the city's quality of life.

**What is ClemsonNEXT?**

ClemsonNEXT is a process of planning, development, and implementation that will create a vibrant, sustainable, and inclusive Uptown. The plan is designed to be a catalyst for change in the area.

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UPTOWNNEXT PUBLIC WORKSHOP TWO OF THREE CLEMSONNEXT.com/UPTOWN

# What's Uptown like today?

**Uptown Today**

**What will make change possible in Uptown?**

Uptown is a vibrant area with a mix of residential, commercial, and public uses. The area is home to many of the city's most important buildings and businesses. The plan is designed to be a catalyst for change in the area.

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UPTOWNNEXT PUBLIC WORKSHOP TWO OF THREE CLEMSONNEXT.com/UPTOWN

# What did we hear in the survey & at the first workshop? How has this shaped the alternatives?

**What did we hear? Principles for Uptown**

**Who did we hear from?**

**A LIVABLE UPTOWN WITH A CONNECTED SYSTEM**

**A WALKABLE, WELCOMING & CONNECTED UPTOWN**

UPTOWNNEXT PUBLIC WORKSHOP TWO OF THREE CLEMSONNEXT.com/UPTOWN

# 3 Alternatives

## Alternative A



**How is Alternative A similar to Alternatives B & C?**

- Limits the amount of new retail space.
  - Does student housing to limit its impact on College Avenue & Abernethy Park.
  - Steps density and height down toward Abernethy Park & surrounding neighborhoods.
  - Incorporates site & pedestrian improvements envisioned in the Downtown Corridor Plan.
  - Emphasizes College Avenue as walkable local environment, with unique amenities and destinations near Abernethy Park.
  - Significant new parking for both visitors and new residents.
- What is different?**
- Larger focus on innovative, crowding, and shared spaces (including local food market).
  - Outdoor stage in Abernethy park.
  - More, relatively smaller parking structures.
  - Drive-through use consolidated into smaller area with shared access.
  - No new vehicular connections into neighborhood east of College Avenue.
  - Less new non-student housing.

## Alternative B



**How is Alternative B similar to Alternatives A & C?**

- Limits the amount of new retail space.
  - Does student housing to limit its impact on College Avenue & Abernethy Park.
  - Steps density and height down toward Abernethy Park & surrounding neighborhoods.
  - Incorporates site & pedestrian improvements envisioned in the Downtown Corridor Plan.
  - Emphasizes College Avenue as walkable local environment, with unique amenities and destinations near Abernethy Park.
  - Significant new parking for both visitors and new residents.
- What is different?**
- Focus on ecology-oriented amenities and destinations (e.g. ecology center, nature playcape).
  - Less office & more housing on College Ave.
  - Consolidates drive-through retail on Tiger Blvd. into a single, large in-line retail building.
  - Different street connections to Strode Circle & Knox Lane.
  - New townhomes on Knox Lane.
  - fewer, relatively larger parking structures.

## Alternative C



**How is Alternative C similar to Alternatives A & B?**

- Limits the amount of new retail space.
  - Does student housing to limit its impact on College Avenue & Abernethy Park.
  - Steps density and height down toward Abernethy Park & surrounding neighborhoods.
  - Incorporates site & pedestrian improvements envisioned in the Downtown Corridor Plan.
  - Emphasizes College Avenue as walkable local environment, with unique amenities and destinations near Abernethy Park.
  - Significant new parking for both visitors and new residents.
- What is different?**
- Relatively more new open space.
  - Converts a large portion of the main trail to green space, and fewer, smaller, open-air access.
  - Relatively more student housing to pay for more amenities infrastructure & green space improvement.
  - Consolidates drive-through retail on Tiger Blvd. into a single, large in-line retail building.
  - Different street connections to Strode Circle & Knox Lane.
  - Small number of townhomes on Knox Lane.
  - Less new parking overall.

What about these do you like?  
What could change or improve?

# 3 Alternatives

Alternative A



Use **post-it notes** to share your ideas & reactions

UPTOWNNEXT PUBLIC WORKSHOP TWO OF THREE CLEMSONNEXT.com/UPTOWN

Alternative B



Use **post-it notes** to share your ideas & reactions

UPTOWNNEXT PUBLIC WORKSHOP TWO OF THREE CLEMSONNEXT.com/UPTOWN

Alternative C



Use **post-it notes** to share your ideas & reactions

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What about these do you like?  
What could change or improve?

# UPTOWNNEXT

## WORKSHOP #2

November 17, 2021

[clemsonNEXT.com/UPTOWN](https://clemsonNEXT.com/UPTOWN)



DEVELOPMENTSTRATEGIES®