

Clemson Strategic Plan For Development

Strategy Survey Results Summary

Prepared for the City of Clemson
October 7, 2020



STRATEGY PHASE ENGAGEMENT

HOW DID WE REACH OUT?

80

**town hall
attendees**

1,080

**unique visitors to
clemsonnext.com**

22

**facebook
posts**

**6 e-blasts
sent to
1350
addresses**

**4 City website
articles with
1,000+ total
views**

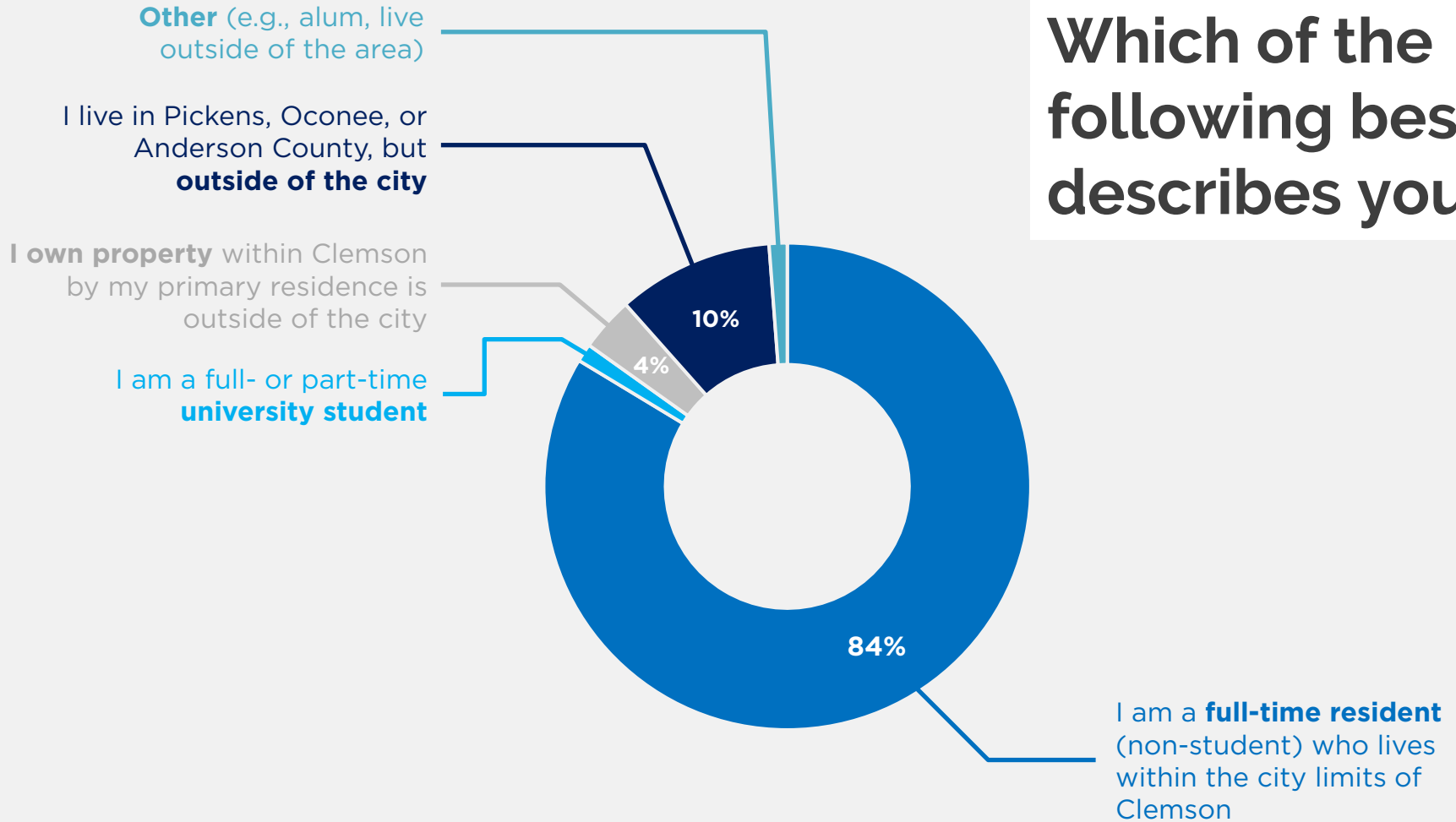
288

**responses
collected**

SURVEY RESPONSE

WHO PARTICIPATED?

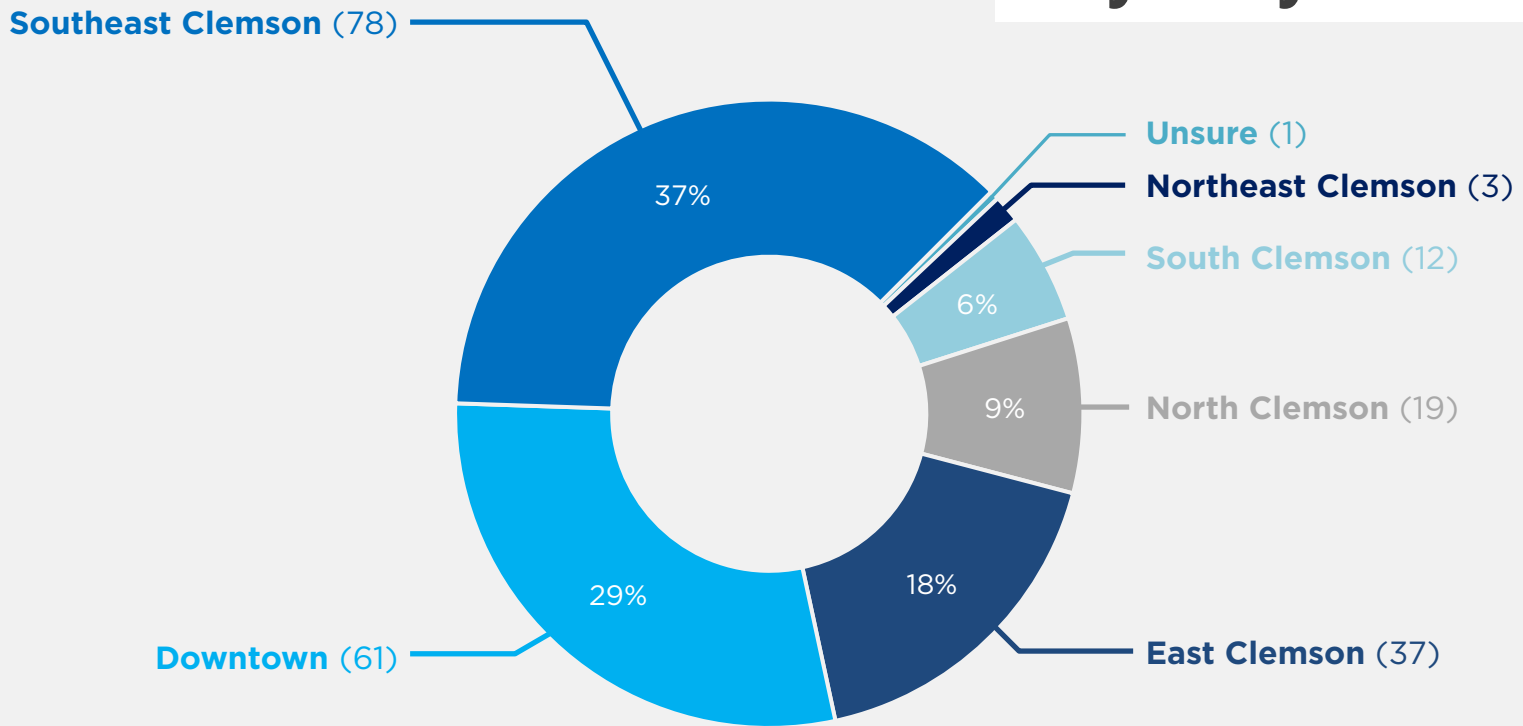
Which of the following best describes you?



SURVEY RESPONSE

WHO PARTICIPATED?

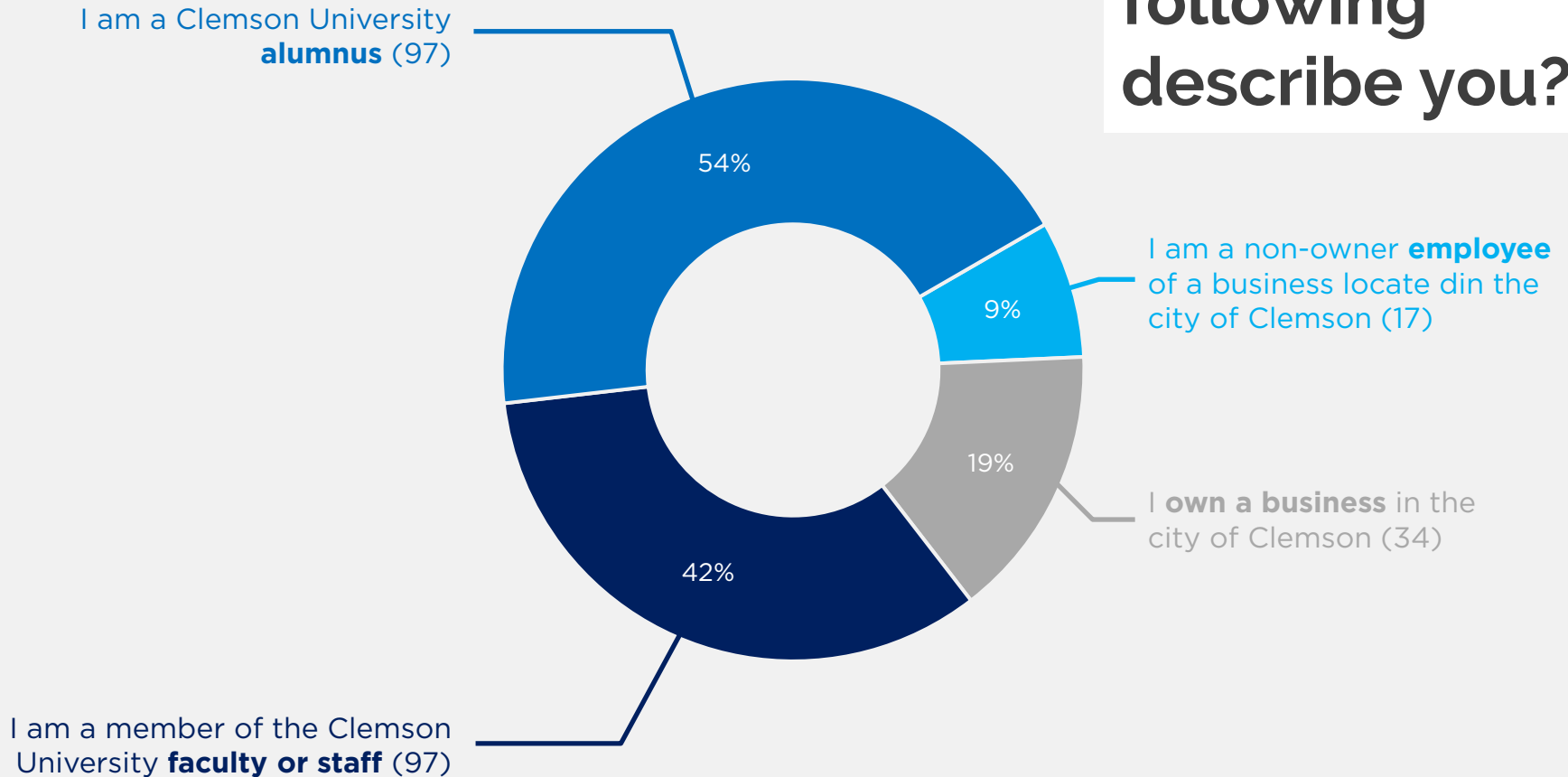
Which area of the city do you live in?



SURVEY RESPONSE

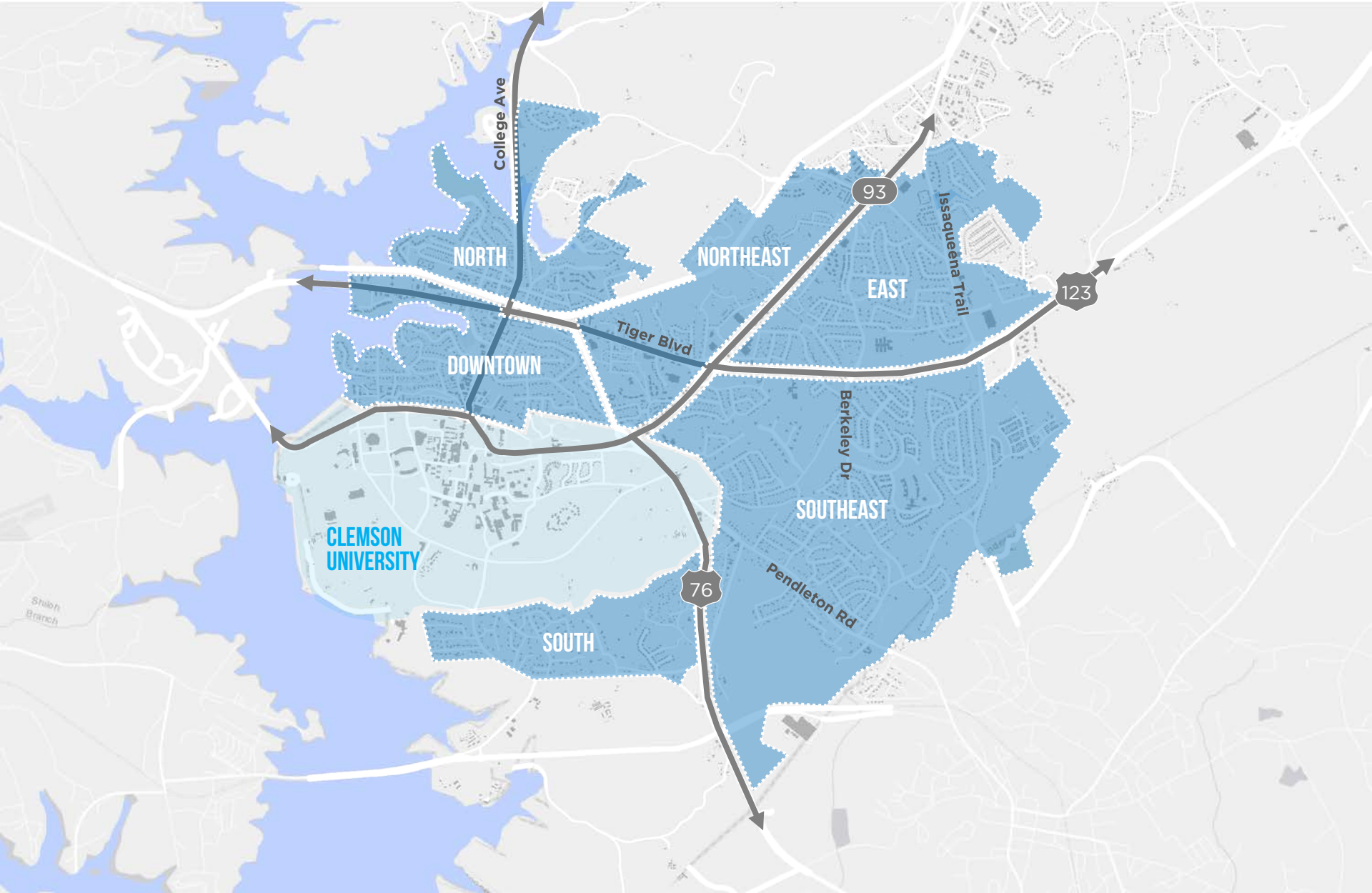
WHO PARTICIPATED?

Do any of the following describe you?



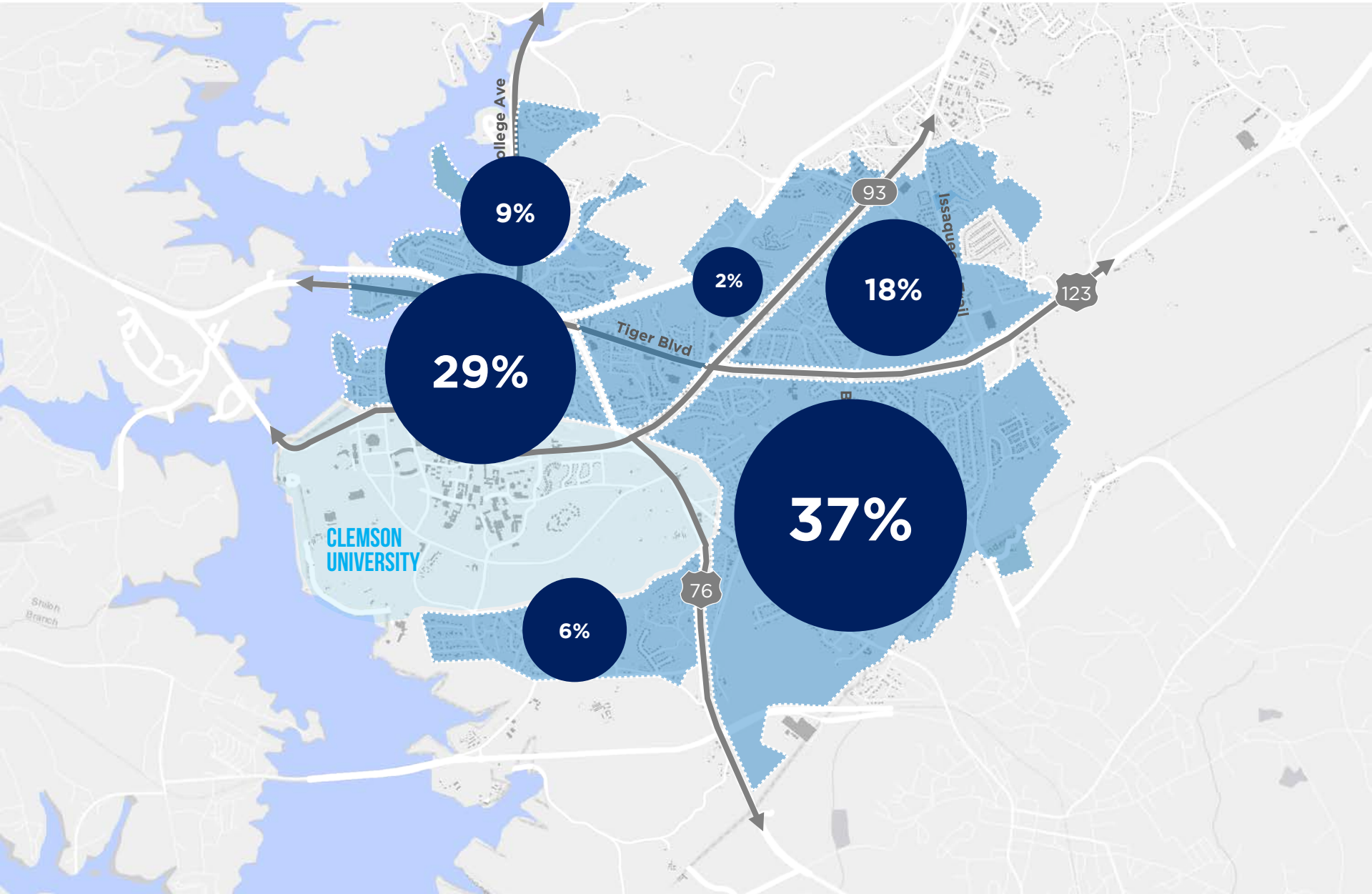
SURVEY RESPONSE

WHO PARTICIPATED?



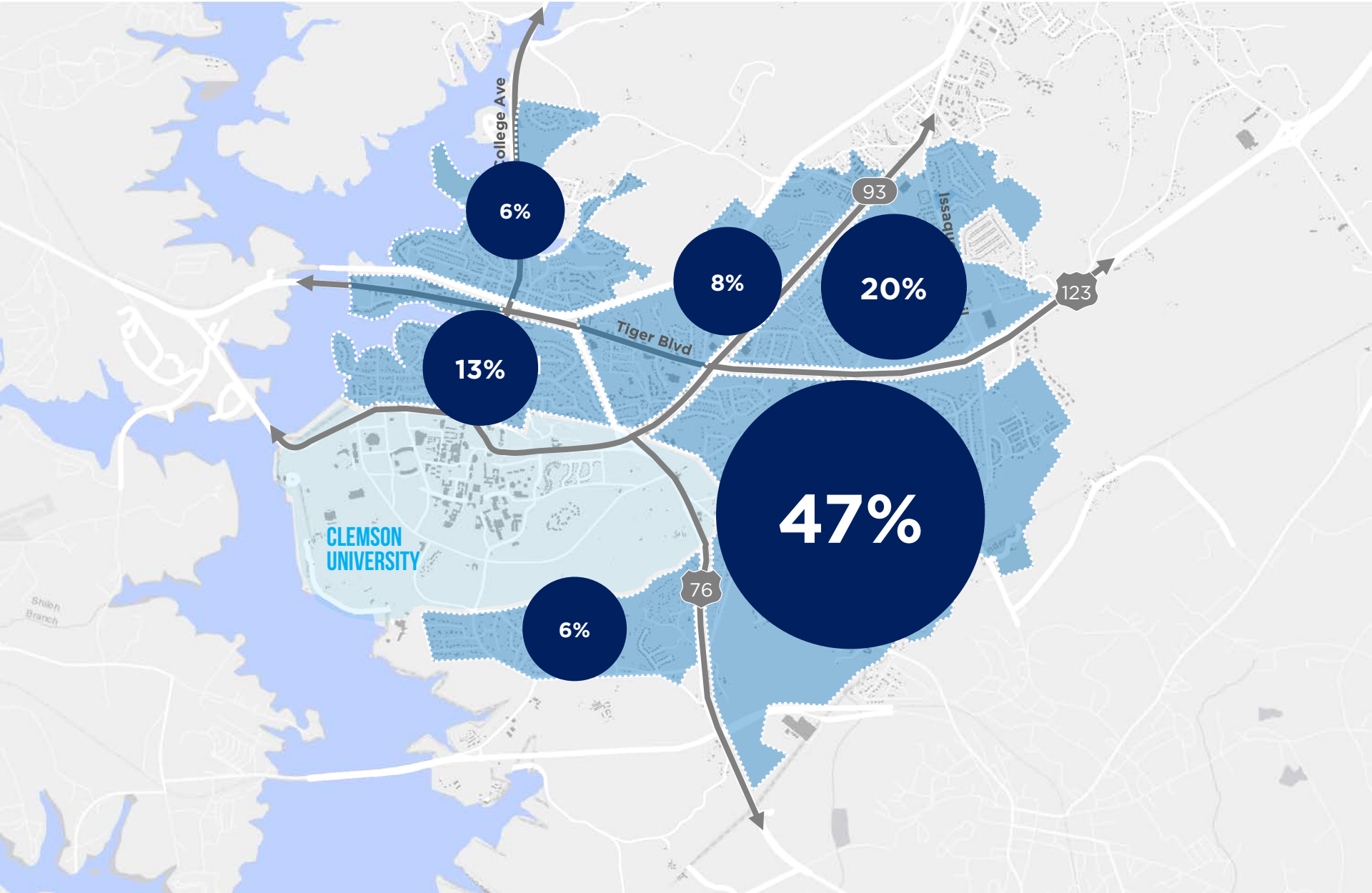
SURVEY RESPONSE

RESIDENCE OF NON-STUDENT RESIDENT RESPONDENTS



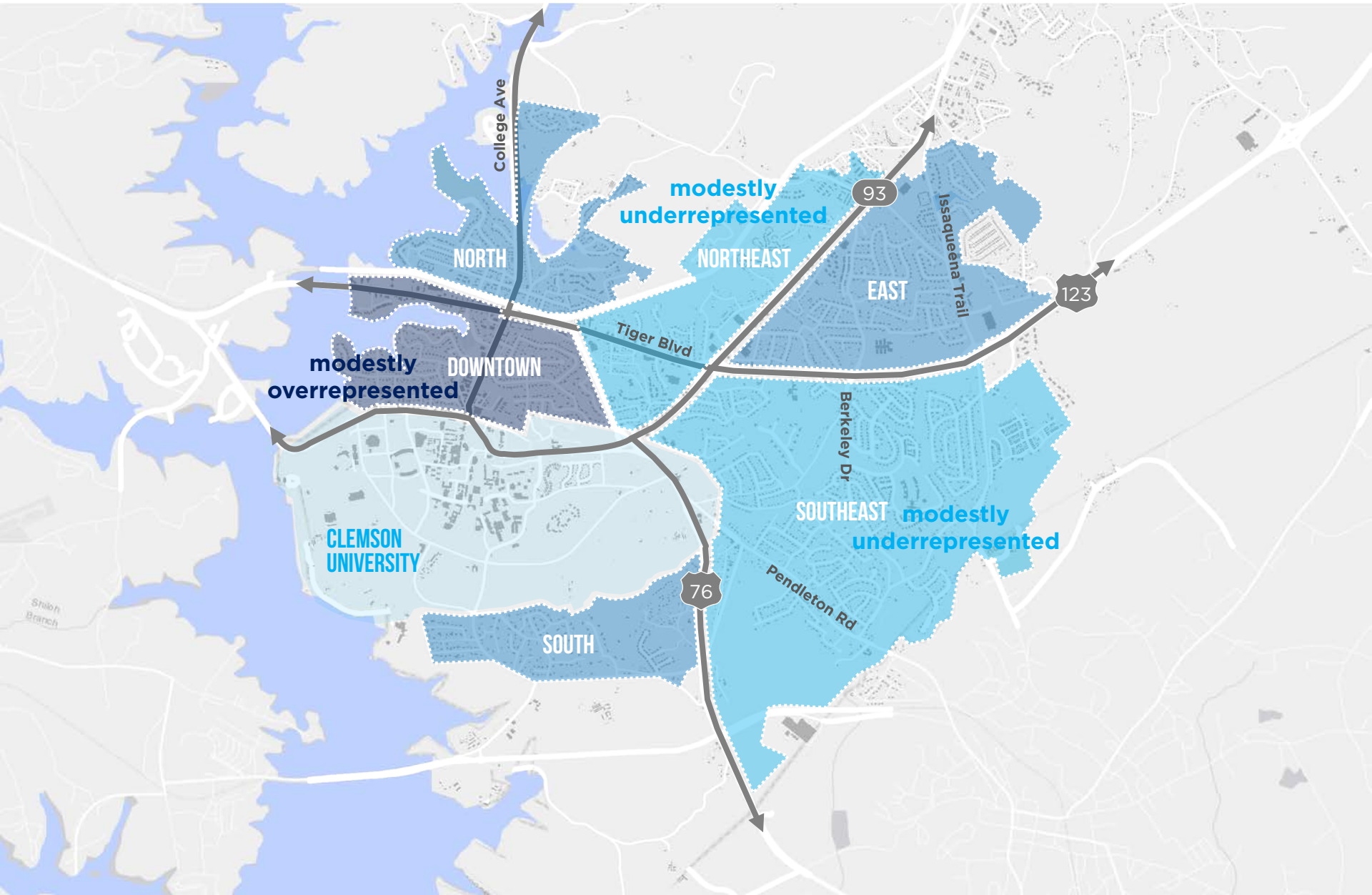
SURVEY RESPONSE

DISTRIBUTION OF SINGLE-FAMILY HOMES AS A ROUGH PROXY FOR HOUSEHOLDS



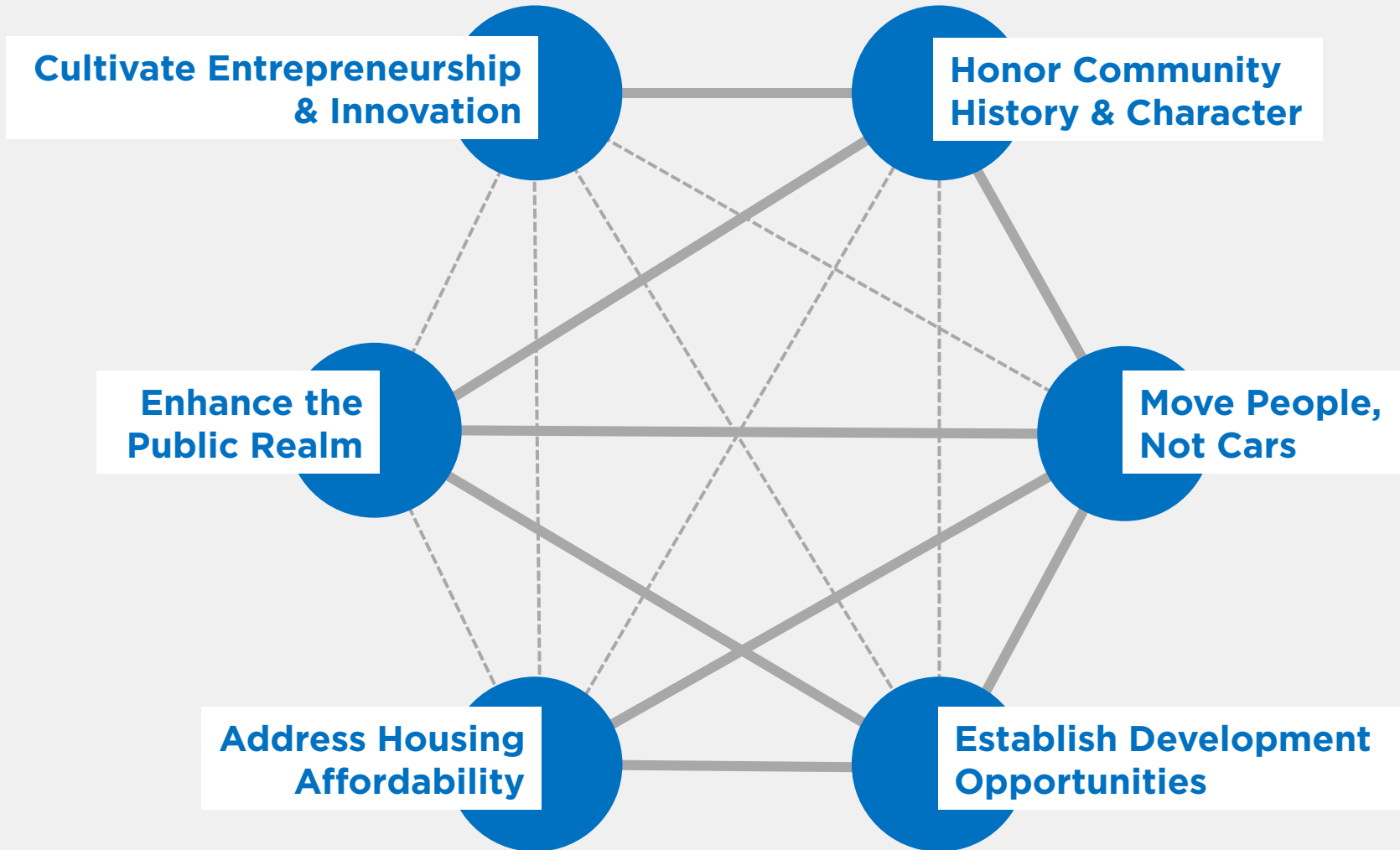
SURVEY RESPONSE

WHO PARTICIPATED?



THINKING HOLISTICALLY

SIX STRATEGY AREAS



HOUSING AFFORDABILITY

STRATEGY STEPS

- Allow for a **broader mix of housing types**
- **Prevent encroachment of student housing** into traditional neighborhoods
- Create and preserve **affordable housing options**
- Target **new housing options to non students**



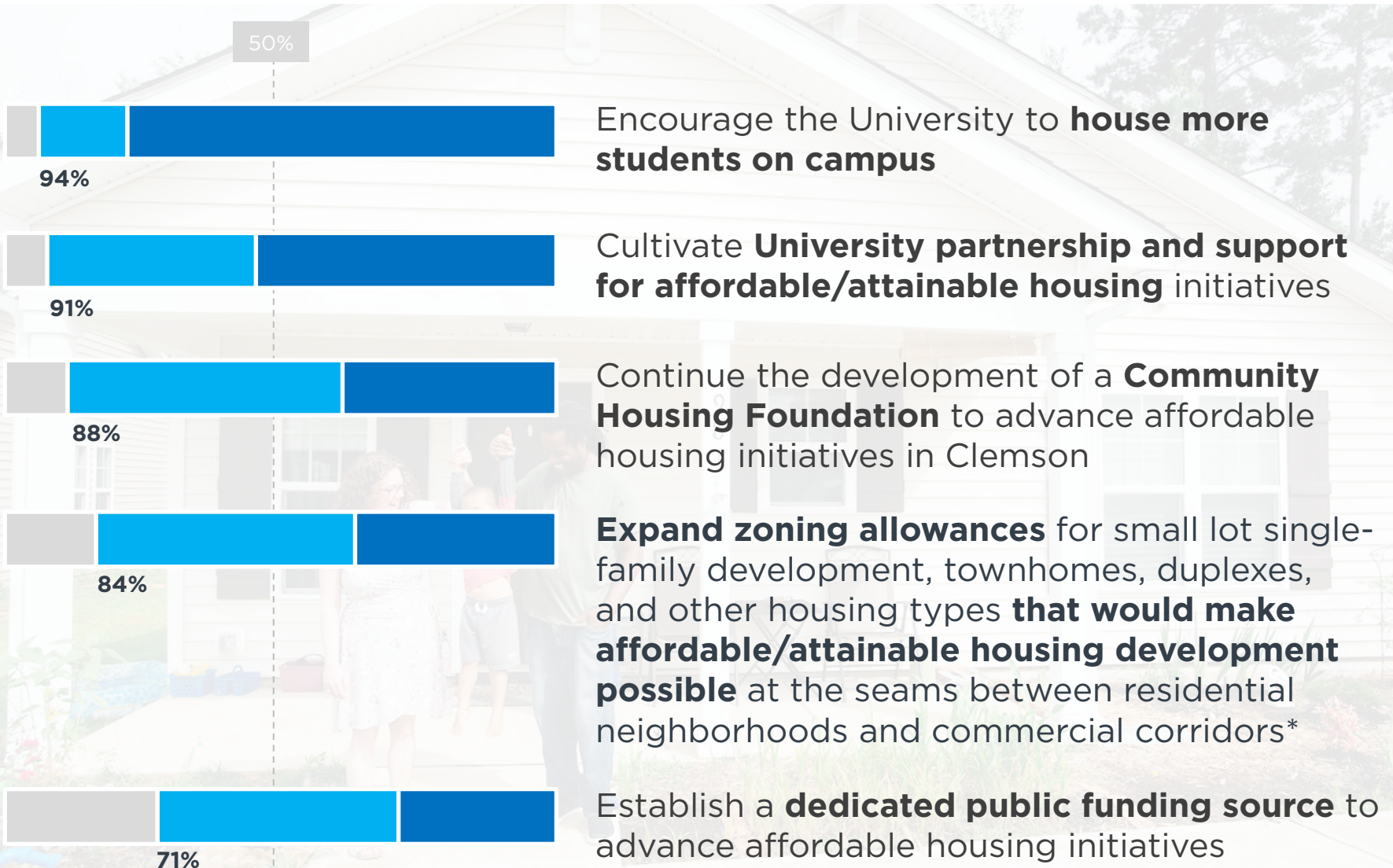
STRATEGY 1

Address Housing Affordability

HOUSING AFFORDABILITY

SURVEY RESPONSE

do not support | support | strongly support

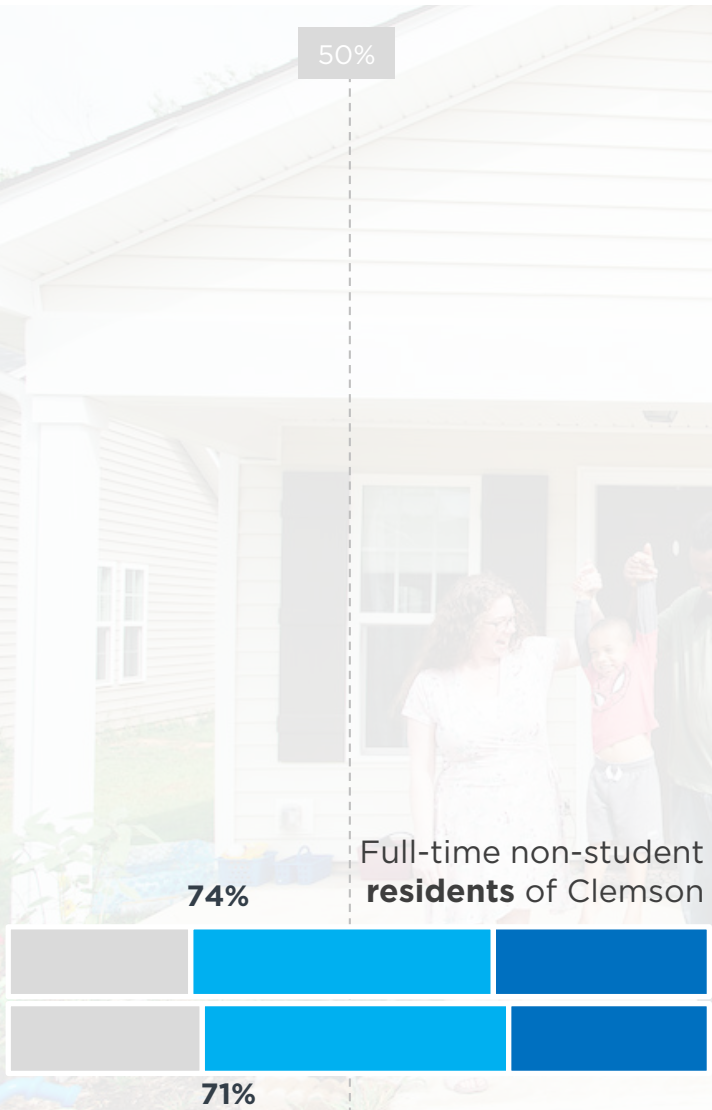


*question conditioned on policies to ensure that new housing is delivered to non-students

HOUSING AFFORDABILITY

SURVEY RESPONSE

do not support | support | strongly support



Encourage the University to **house more students on campus**

Cultivate **University partnership and support for affordable/attainable housing** initiatives

Continue the development of a **Community Housing Foundation** to advance affordable housing initiatives in Clemson

Expand zoning allowances for small lot single-family development, townhomes, duplexes, and other housing types **that would make affordable/attainable housing development possible** at the seams between residential neighborhoods and commercial corridors*

Establish a **dedicated public funding source** to advance affordable housing initiatives

HOUSING AFFORDABILITY

OTHER CONCERNS AND IDEAS

Small-lot zoning at the seams and in new development, but not existing neighborhoods.

The sources and options for **funding affordable housing** will be an important discussion. Clemson non-student residents cannot afford this without **University support.**

Also need funds/approaches to **improve the housing that exists, assist households** financially with accessing housing.

STRATEGIES

PUBLIC REALM

- Enhance **lake access**
- Improve **comfort and character** along commercial corridors and near catalyst areas
- Incorporate **quality public space** in new development and Downtown

STRATEGY **2**

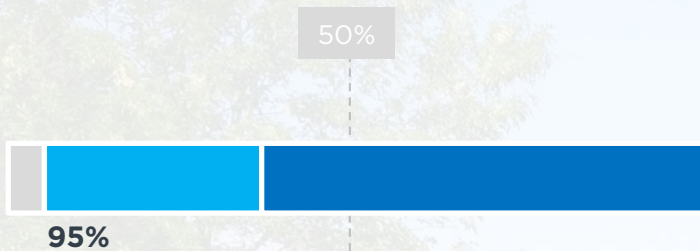
Enhance the Public Realm



PUBLIC REALM

SURVEY RESPONSE

do not support | support | strongly support



Fund implementation of planned **trails, greenways, sidewalks, and other biking and walking infrastructure** throughout the City (e.g., the Green Crescent Trail system).



Ensure that new development enhances public **access and connection to the Lake**



Fund the City's **Downtown Corridor Plan** to implement public realm improvements (i.e., wide sidewalks, crosswalks, dedicated bike lanes)

PUBLIC REALM

OTHER CONCERNS AND IDEAS

The **Downtown Corridor plan** could warrant the **University's financial involvement** as well.

Football fans, students, staff are primary users of this area. Developers are also an important part of the funding solution.

Public **access to the lakefront** is a critical priority.

ADA accessibility will be an important part of these improvements as well.

ENTREPRENEURSHIP & INNOVATION

STRATEGY STEPS

- Develop **office space** for knowledge economy jobs
- Encourage the creation of **affordable retail space**
- Create an **organizational infrastructure** to support Downtown businesses



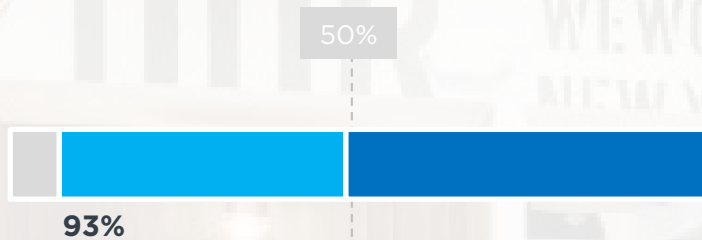
STRATEGY 3

**Cultivate entrepreneurship
and innovation**

ENTREPRENEURSHIP & INNOVATION

SURVEY RESPONSE

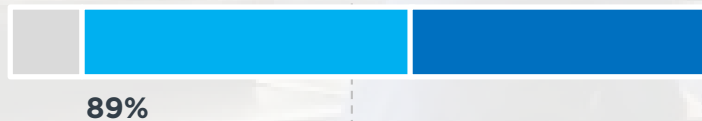
do not support | support | strongly support



Establish and/or bolster a group to **support small and local businesses Downtown** (e.g., a Business Improvement District, partnership between the Chamber and University)



Use the development process to **incentivize property owners to fill ground-floor retail** space



Create a **small business incubator** Downtown to help new and aspiring entrepreneurs (e.g., in partnership with the University)



Establish a **vacant storefront registration requirement** and fee to incentivize property owners to lease their space

ENTREPRENEURSHIP & INNOVATION

OTHER CONCERNS AND IDEAS

There should be some sort of focus on inviting **minority-owned businesses** to the area.

Would it make sense to allow/encourage **alternative uses** (office, residential, art galleries) for **vacant groundfloor retail space**?

Explore business **incubator in other areas** besides just Downtown.

Would love to see a **vacant storefront fee** in the mix of strategies to incentivize occupancy of those spaces.

HISTORY & CHARACTER

STRATEGY STEPS

- Create **neighborhood plans**, beginning with Clemson's historically African-American neighborhoods
- Continue to evaluate **zoning and design guidelines for Clemson's core Downtown**
- Leverage development to **support the creation of public amenities and spaces**



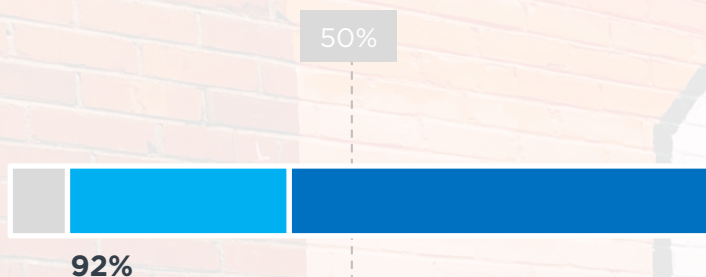
STRATEGY 4

Community History & Character

COMMUNITY HISTORY & CHARACTER

SURVEY RESPONSE

do not support | support | strongly support



Continue to **evaluate and refine architectural review standards** for Downtown to cultivate a cohesive look and feel in Clemson's historic core



Leverage development to create an **additional funding source for public realm improvements** such as public art, new public spaces, street furniture and streetscape improvements, and other amenities



Invest in the creation of **neighborhood plans** to strengthen existing neighborhoods, placing a priority on Clemson's historically African-American neighborhoods

COMMUNITY HISTORY & CHARACTER

OTHER CONCERNS AND IDEAS

There is a **lack of cohesive streetscape character** throughout town.

How can we **avoid gentrification**, as we strive to strengthen Clemson's neighborhoods?

Eventually would like to see **neighborhood plans** and improvements all across the City.

STRATEGIES

MULTI-MODAL ACCESS

- Improve **bike and pedestrian infrastructure**
- Enhance **transit options**
- Address **parking**



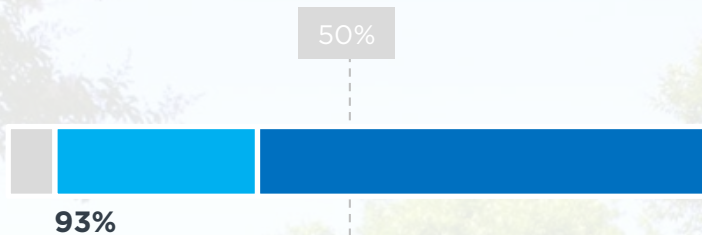
STRATEGY 5

**Move people,
not cars**

MOVE PEOPLE, NOT CARS

SURVEY RESPONSE

do not support | support | strongly support



Cultivate **University support** for funding a robust transit system, and bike and pedestrian infrastructure



Expand **funding for transit** to establish more frequent service



Encourage the University to **limit on-campus commuter parking** and otherwise incentivize students, staff, and faculty to use transit and other alternative modes of transportation

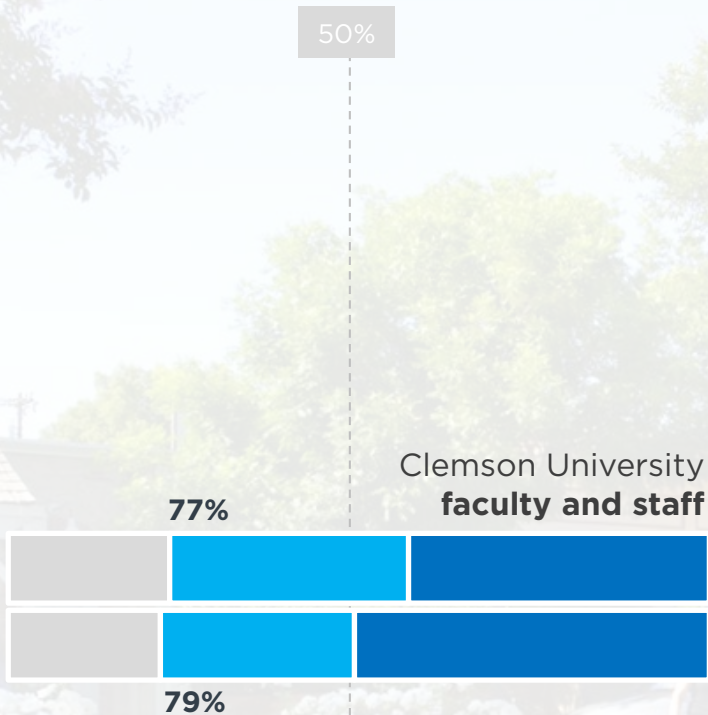


Find a suitable location for an **additional parking deck Downtown** to meet unmet need

MOVE PEOPLE, NOT CARS

SURVEY RESPONSE

do not support | **support** | **strongly support**



Clemson University
faculty and staff

Cultivate **University support** for funding a robust transit system, and bike and pedestrian infrastructure

Expand **funding for transit** to establish more frequent service

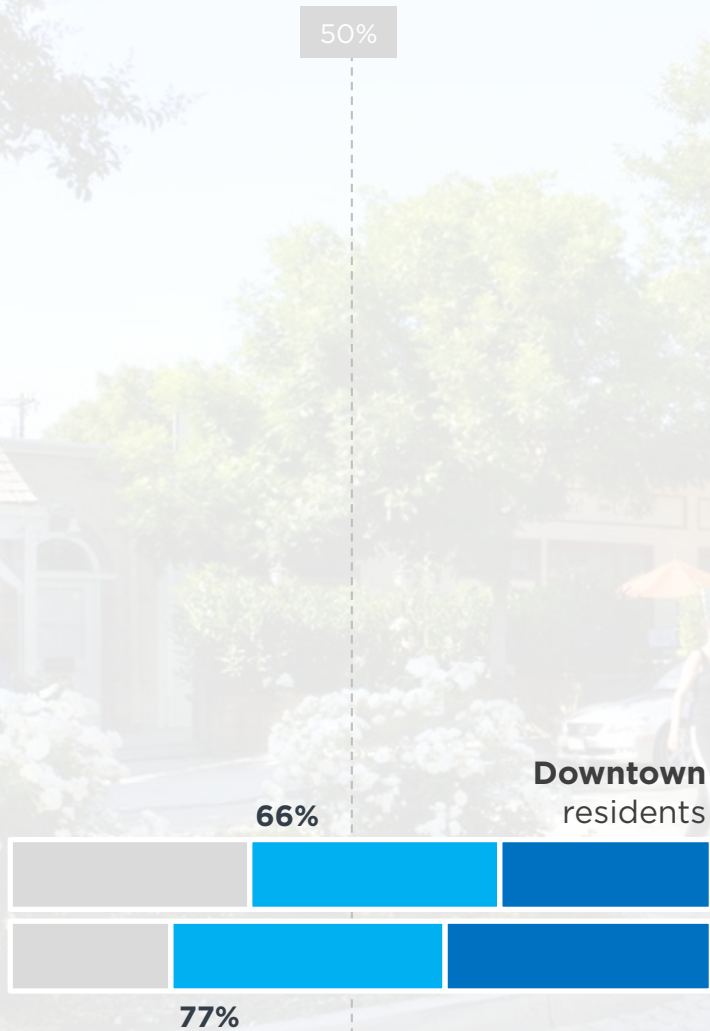
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Find a suitable location for an **additional parking deck Downtown** to meet unmet need

MOVE PEOPLE, NOT CARS

SURVEY RESPONSE

do not support | **support** | **strongly support**



Cultivate University support for funding a robust transit system, and bike and pedestrian infrastructure

Expand **funding for transit** to establish more frequent service

Encourage the University to **limit on-campus commuter parking** and otherwise incentivize students, staff, and faculty to use transit and other alternative modes of transportation

Find a suitable location for an **additional parking deck Downtown** to meet unmet need

MOVE PEOPLE, NOT CARS

OTHER CONCERNS AND IDEAS

These ideas rely on a greater willingness by Clemson residents to commute by anything other than their cars than exists today. Would need a **culture change, or financial constraints.**

I think increasing access to Downtown through **trails, versus a parking deck,** is a better uses of resources.

Parking restrictions should be in place for students, but not for faculty and staff.

STRATEGIES

DEVELOPMENT OPPORTUNITIES

- Exercise **regulatory control** for the type, character, and location of density
- Review and refine **guidelines** for building design and development clarity
- Explore **public private partnerships**
- Identify **appropriate redevelopment sites and areas** that mitigate traffic impacts

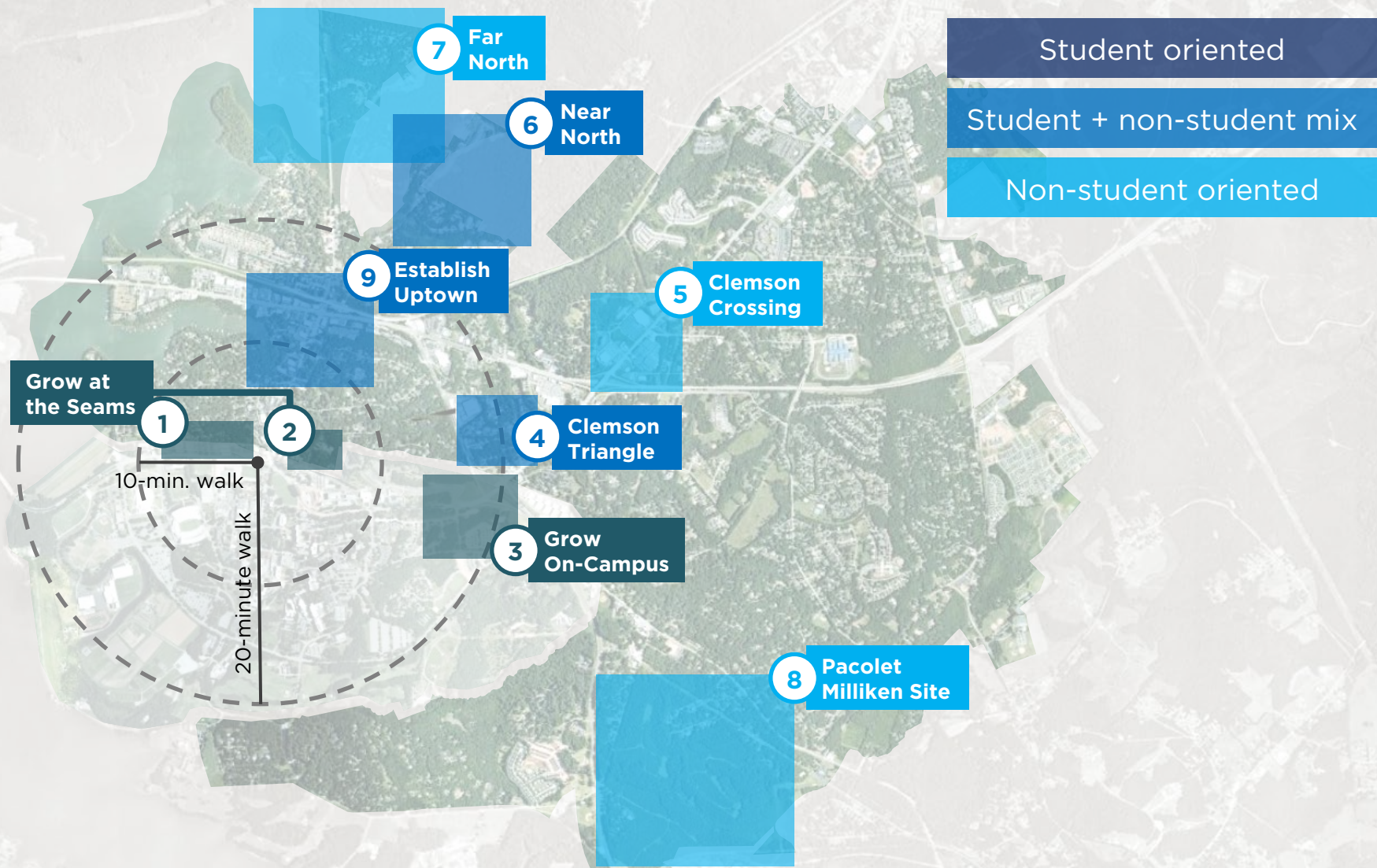


STRATEGY 6

Establish Development Opportunities

STRATEGY 6: ESTABLISH DEVELOPMENT OPPORTUNITIES

A STRATEGIC APPROACH



CATALYST AREAS

OVERALL SUITABILITY FOR DEVELOPMENT & STUDENT HOUSING

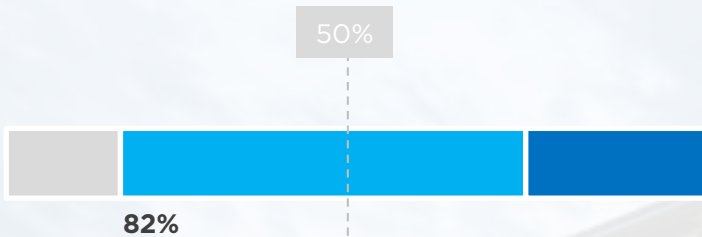


FAR NORTH



CATALYST AREAS

1: FAR NORTH (SURVEY RESPONSE)



Overall support for growth/development in this area



Mixed-income housing oriented to non-students



Neighborhood-serving commercial and retail



Significant **transit investments**

CATALYST AREAS

1: FAR NORTH (SURVEY RESPONSE)

Retain the natural environment as much as possible.

Investment in College Ave/Tiger Blvd intersection, particularly **pedestrian safe areas on either side, better sidewalks, paths, bike waiting lanes, etc.**

Excellent area for incorporating **sustainable practices and possible entrepreneurship activity**

NEAR NORTH



6

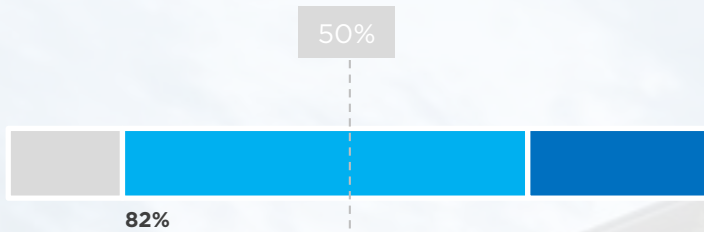
Near North

10-min. walk

20-minute walk

CATALYST AREAS

2: NEAR NORTH (SURVEY RESPONSE)



Overall support for growth/development in this area



A mix of student and non-student housing



Neighborhood-serving commercial and retail



Inclusion of office



Significant transit investments

CATALYST AREAS

2: NEAR NORTH (SURVEY RESPONSE)

Attempt to **integrate the character of the existing neighborhoods**

The **intersection of 123 and College** is BY FAR the worst part of Clemson. If the **bottlenecks** can be fixed by reducing traffic flow, then I would support further development. But until then, this **needs to be tightly controlled to prevent even further degradation.**

Work from home norms may make investment in office space risky.

ESTABLISH UPTOWN



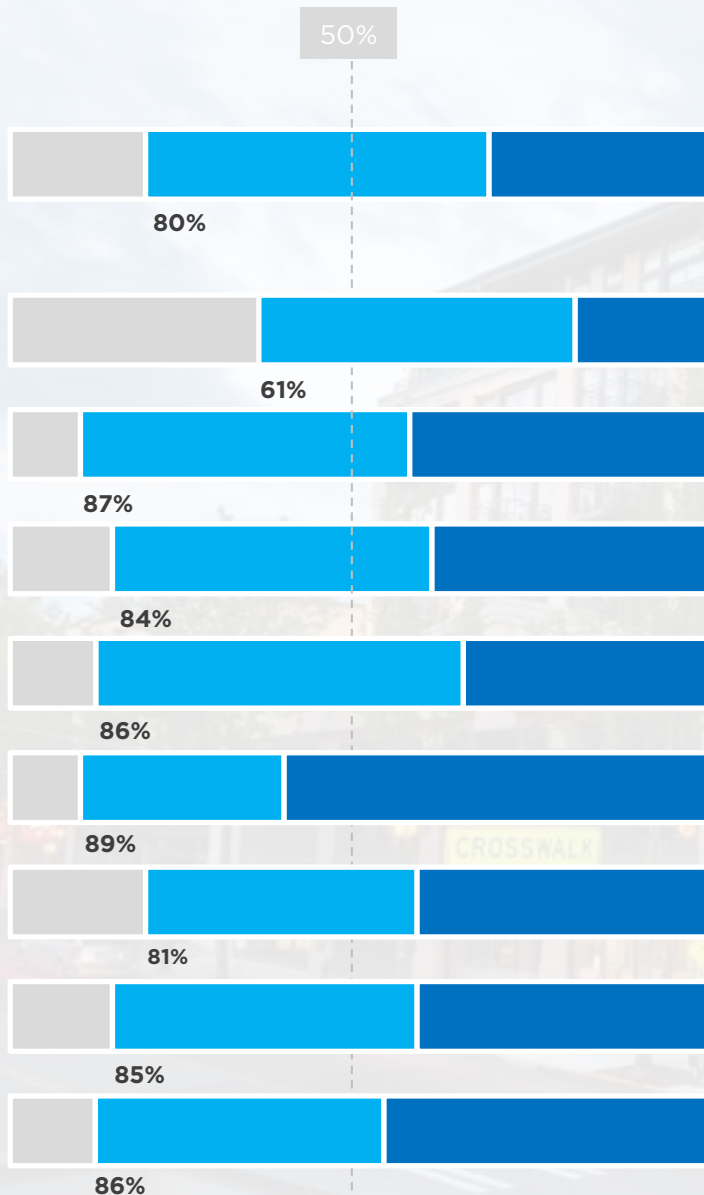
9 Establish Uptown

10-min. walk

20-minute walk

CATALYST AREAS

3: ESTABLISH UPTOWN (SURVEY RESPONSE)



Overall support for growth/development in this area

A mix of student and non-student housing; significant density

Ground-floor retail with destination-style uses

Business incubator

Inclusion of office space

Improved **bike and pedestrian infrastructure**

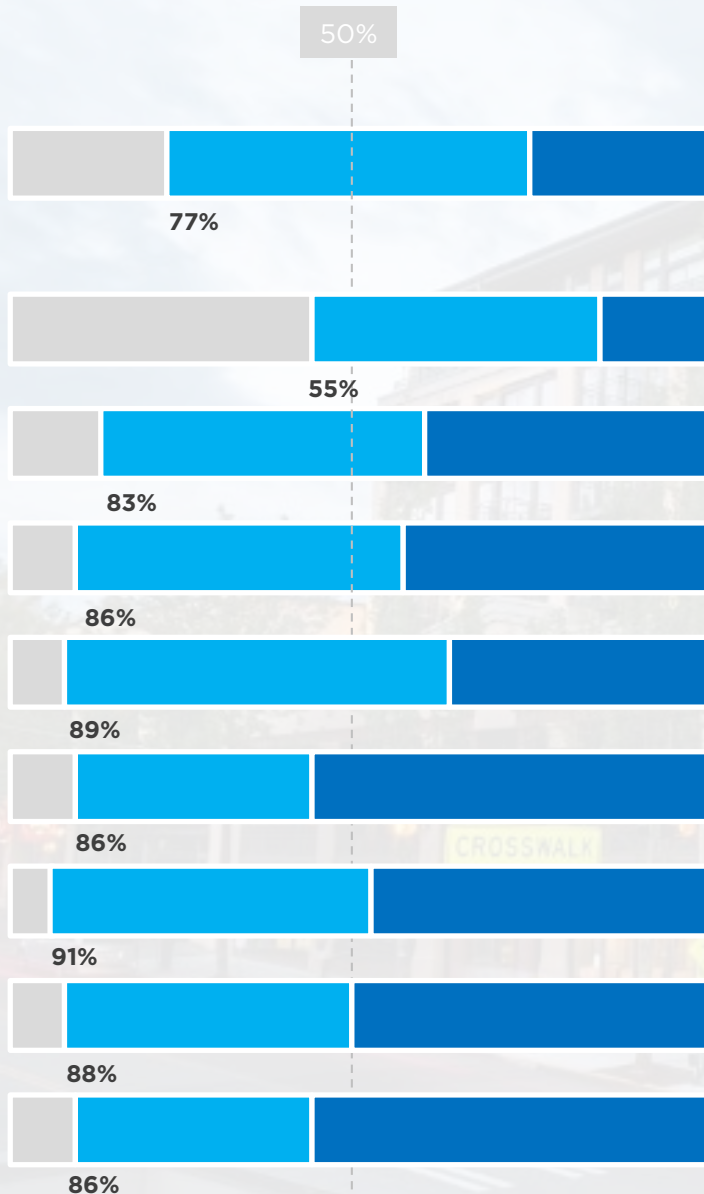
Expanded **Arts Center**

Civic uses at the gateway to Downtown

Enhanced lake access

CATALYST AREAS

3: ESTABLISH UPTOWN (DOWNTOWN SURVEY RESPONDENTS)



Overall support for growth/development in this area

A mix of student and non-student housing; significant density

Ground-floor retail with destination-style uses

Business incubator

Inclusion of office space

Improved **bike and pedestrian infrastructure**

Expanded **Arts Center**

Civic uses at the gateway to Downtown

Enhanced lake access

CATALYST AREAS

3: ESTABLISH UPTOWN (SURVEY RESPONSE)

Make the **lake access** a **more attractive area with room for businesses.**

Include **play areas for children and for seniors.** If housing is included, need options for more than just students.

Use of **Keowee Trail** for expanded arts, civic uses, and enhanced lake access is critical.

GROW AT THE SEAMS



Grow at the Seams

1

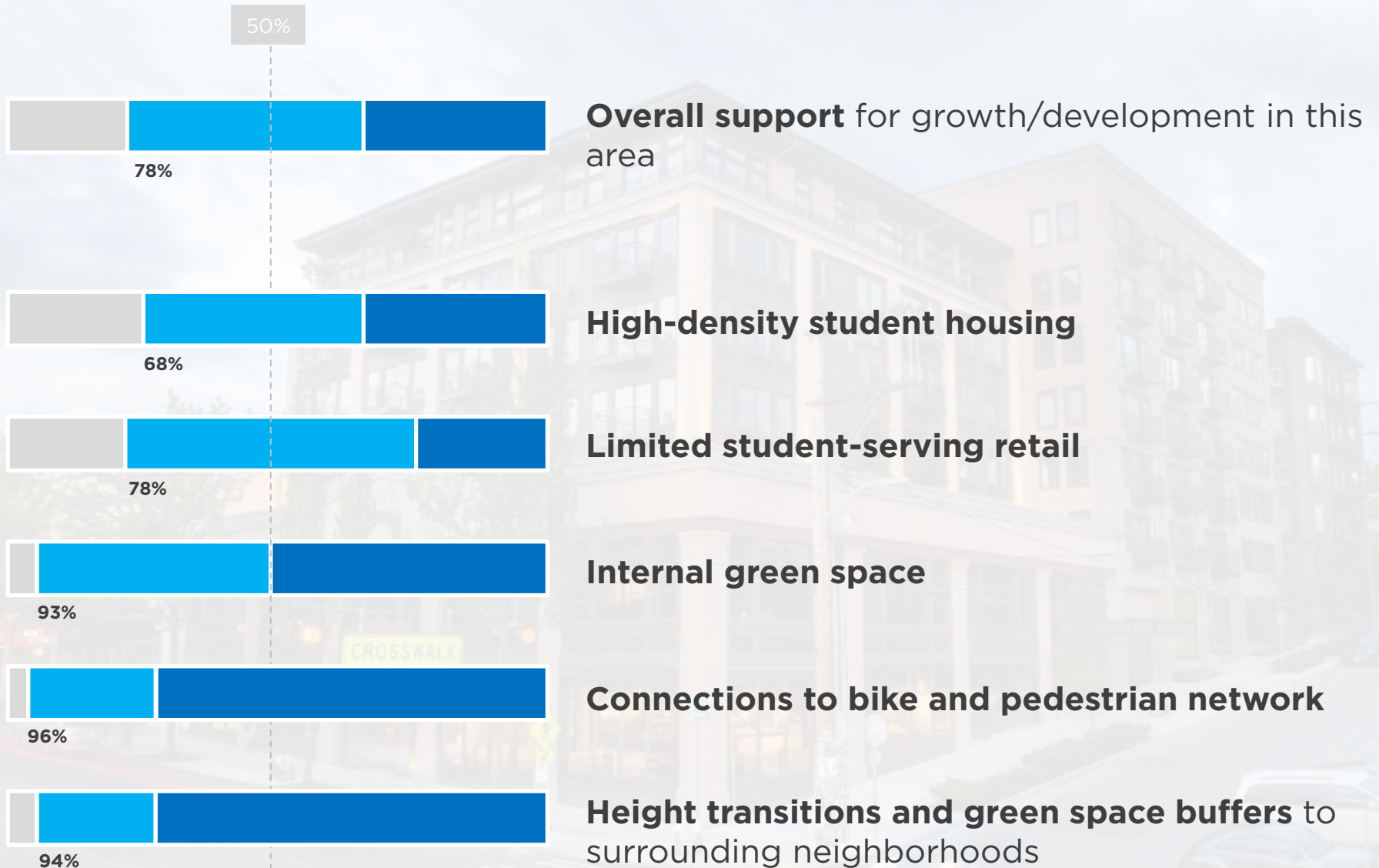
2

10-min. walk

20-minute walk

CATALYST AREAS

4&5: GROW AT THE SEAMS (SURVEY RESPONSE)



CATALYST AREAS

4&5: GROW AT THE SEAMS (DOWNTOWN SURVEY RESPONDENTS)

50%



67%

Overall support for growth/development in this area



54%

High-density student housing



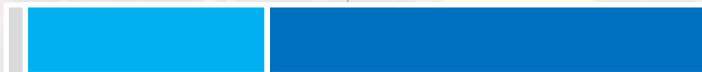
70%

Limited student-serving retail



96%

Internal green space



96%

Connections to bike and pedestrian network



98%

Height transitions and green space buffers to surrounding neighborhoods

CATALYST AREAS

4&5: GROW AT THE SEAMS (SURVEY RESPONSE)

Stronger architectural review is critical

As long as walking & bike is easy/safe, **student-serving retail is not necessary because of proximity to downtown & campus.**

GROW ON-CAMPUS



10-min. walk

20-minute walk

3 Grow On-Campus

CATALYST AREAS

6: GROW ON-CAMPUS (SURVEY RESPONSE)

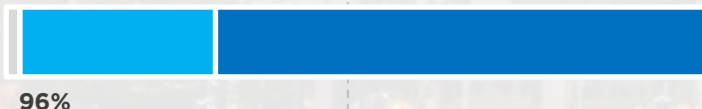
50%



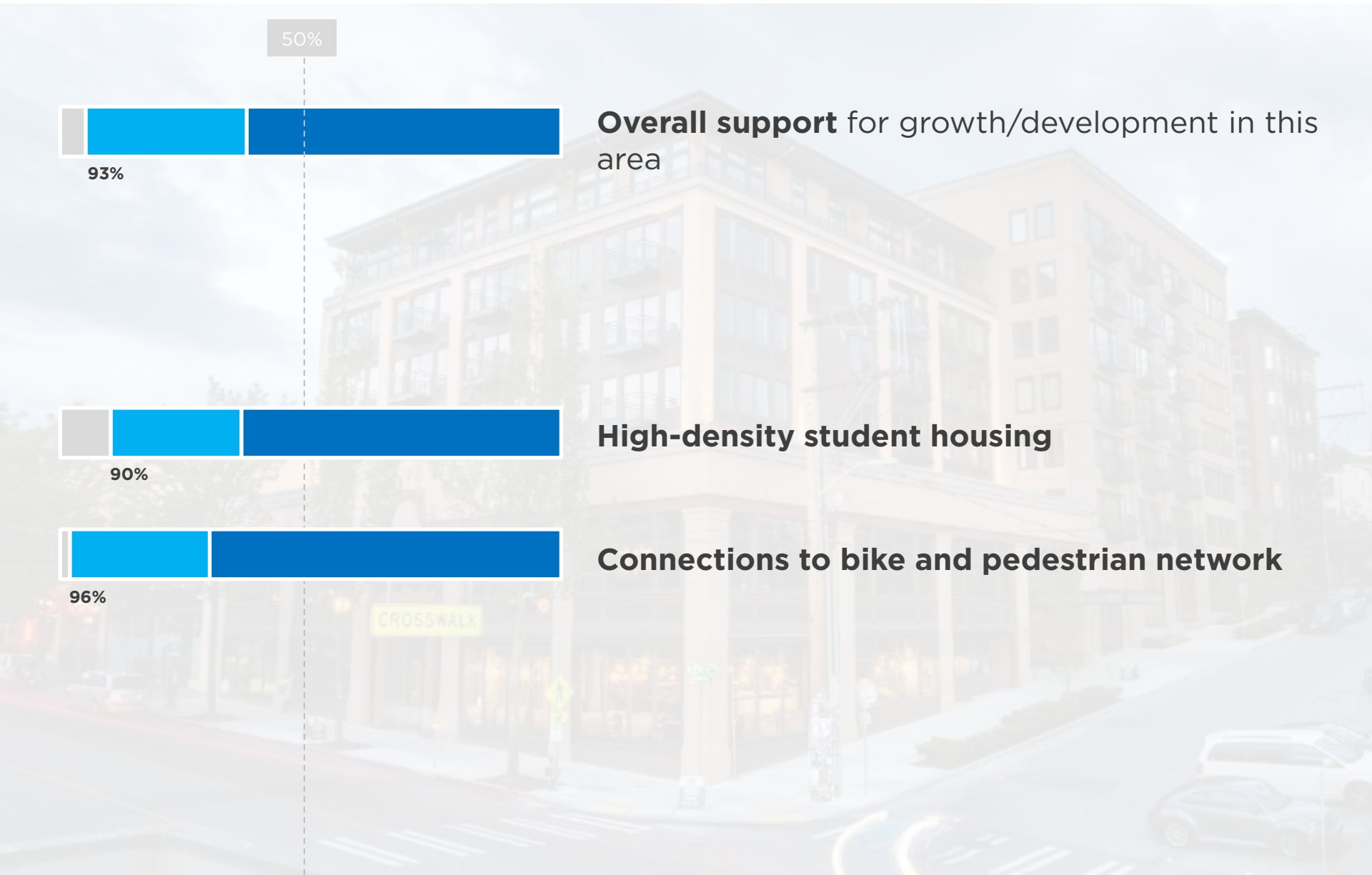
Overall support for growth/development in this area



High-density student housing



Connections to bike and pedestrian network



CATALYST AREAS

6: GROW ON-CAMPUS (SURVEY RESPONSE)

Development in this area is by far the most efficient solution to the current problem; **providing on-campus student housing (and also requiring some students to live on campus).**

The University needs to **develop the Thornhill Village area**, that could be used to keep students on campus.

This development should not simply be more dorm space but designed as **urban mixed use development that serves as an extension and interconnected transition between the town and campus core.**

CLEMSON TRIANGLE



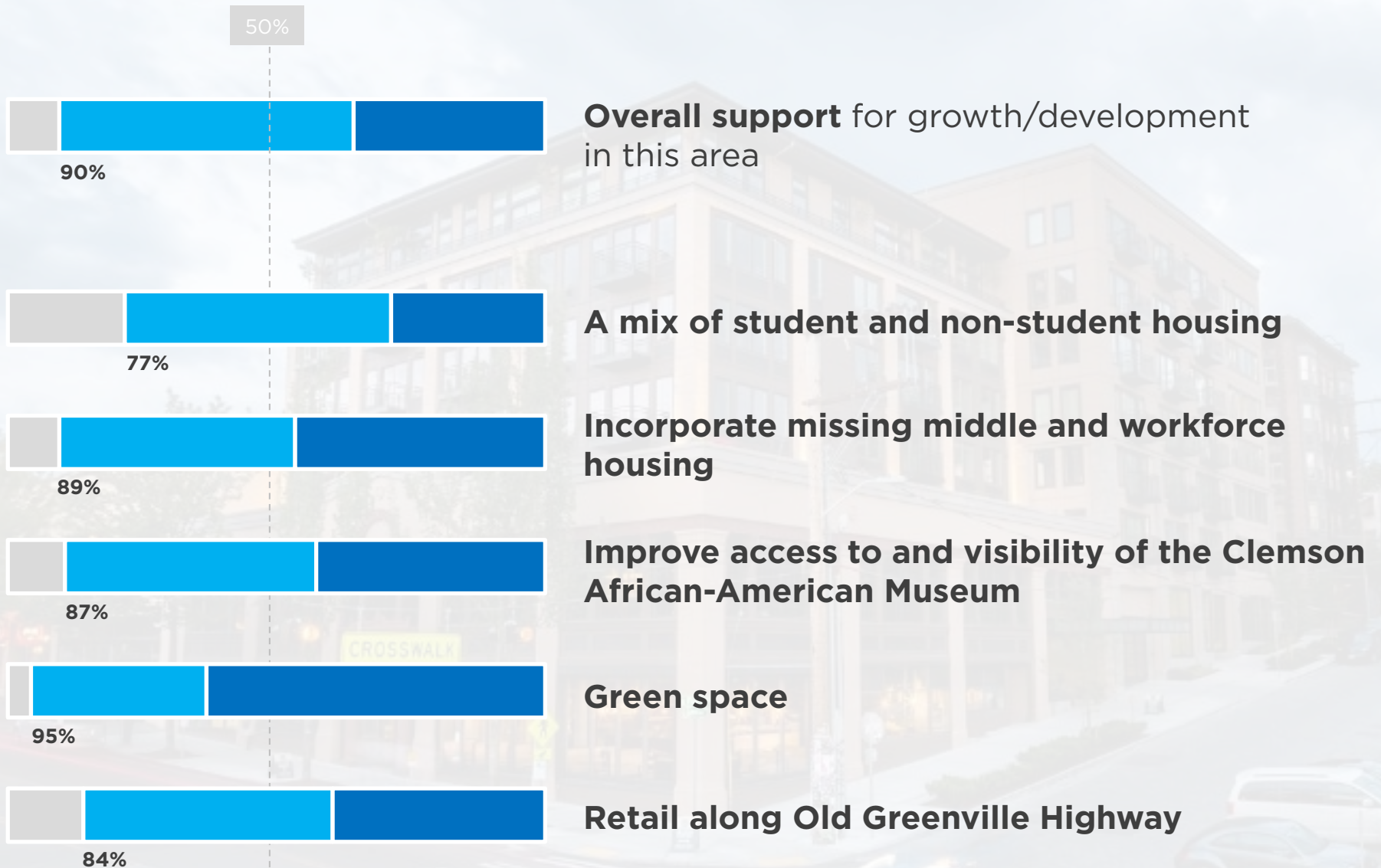
4
Clemson Triangle

10-min. walk

20-minute walk

CATALYST AREAS

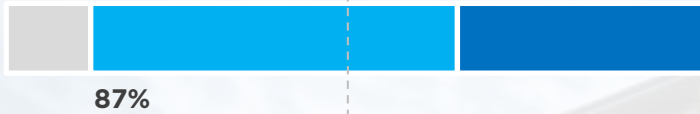
7: CLEMSON TRIANGLE (SURVEY RESPONSE)



CATALYST AREAS

7: CLEMSON TRIANGLE (DOWNTOWN & NORTHEAST SURVEY RESPONDENTS)

50%



Overall support for growth/development in this area



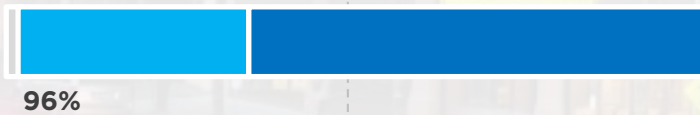
A mix of student and non-student housing



Incorporate missing middle and workforce housing



Improve access to and visibility of the Clemson African-American Museum



Green space



Retail along Old Greenville Highway

CATALYST AREAS

7: CLEMSON TRIANGLE (SURVEY RESPONSE)

I hope to see this area **remain historic and focused on serving the historically Black community.**

Transit between here and down/up town would be essential. **This proximity lends well to workforce housing for those unable to afford higher-end single family densities.**

Traffic issues would diminish chances of success for most retail. **It would have to be commuter oriented.** This area has suffered from being both too close to campus and yet not part of many improvement plans.

CLEMSON CROSSING



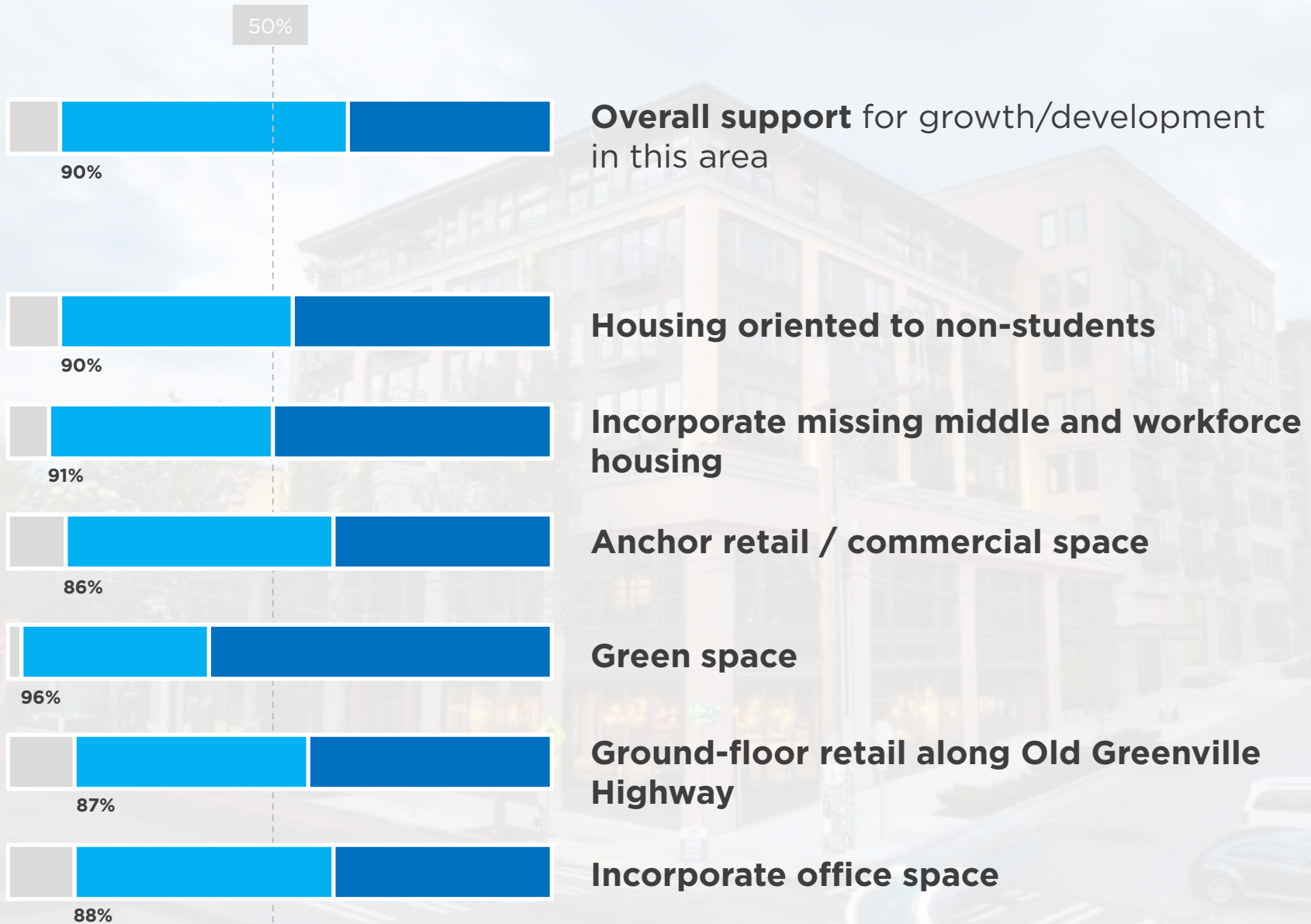
5 Clemson Crossing

10-min. walk

20-minute walk

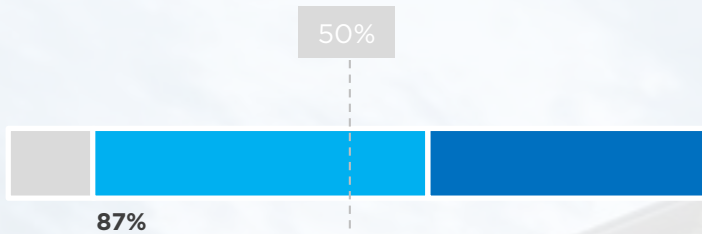
CATALYST AREAS

8: CLEMSON CROSSING (SURVEY RESPONSE)



CATALYST AREAS

8: CLEMSON CROSSING (EAST & NORTHEAST SURVEY RESPONDENTS)



Overall support for growth/development in this area



Housing oriented to non-students



Incorporate missing middle and workforce housing



Anchor retail / commercial space



Green space



Ground-floor retail along Old Greenville Highway



Incorporate office space

CATALYST AREAS

8: CLEMSON CROSSING (SURVEY RESPONSE)

This area seems to be the most viable of all the areas presented, that are close to campus. It is also the only area that **seemingly can accommodate the most traffic**, even though it is sometimes a speedway.

This area should **also support student housing** if buffered adequately from surrounding neighborhoods and focused retail along the street.

PACOLET MILLIKEN SITE



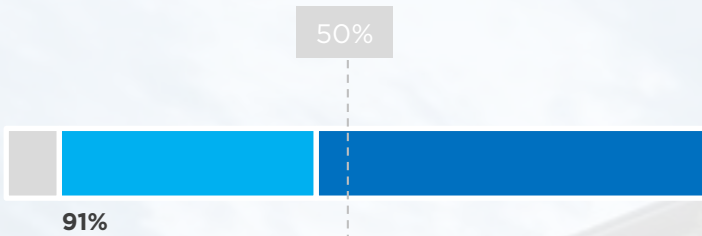
10-min. walk

20-minute walk

8 Pacolet Milliken Site

CATALYST AREAS

9: PACOLET MILLIKEN SITE (SURVEY RESPONSE)



Overall support for growth/development in this area



Housing oriented to non-students



Incorporate workforce housing



Neighborhood-serving retail

CATALYST AREAS

9: PACOLET MILLIKEN SITE (SURVEY RESPONSE)

Some of this housing should be **geared toward those who want to live in Clemson**, but work in Anderson, Greenville, etc. Easy access to HWY 85.

This area is where we have the **greatest opportunity to have affordable housing**. Right now Pendleton is killing the growth of Clemson because they are building affordable housing for their citizens.