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A Report To The Community Leaders

prepared by

Greater Clemson, Inc.

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In December of 1979, Greater Clemson, Inc. was formed under the auspices of the State Planning and Development Board and its Great Towns Program. Over the years, it evolved to become a major force in the community for establishing and maintaining lines of communication between all major elements, in particular, the City, The University and the Chamber of Commerce. It has been so successful in this that it has, in effect, outlived its usefulness. The lines are now firmly established and, through programs and committees, should be perpetuated and maintained in good order.

To feel that we have successfully "passed the baton" for the remaining laps, we have prepared this final report. It represents an assimilation of data collected over the years from many sources. We hope that our community leaders will find it beneficial.

## Committees/Organizations

### Joint University/City Committee

There was a period of time when the City and The University went their separate ways, with little or no concern about the need to plan together or to work together. With the rapid growth of these two adjoining municipalities, it became evident that this had to change. So in 1985, Mayor Larry Abernathy and President Walter Cox created the Joint University/City Committee.

Composed of representatives from both entities, its purpose is to serve as an advisory group to the President and to the Mayor on areas of mutual concern. Since its formation, it has proven to be one of the most effective and most important devices for dealing with major issues such as housing, transportation, recreation, police and fire protection, and utilities.

Greater Clemson, Inc. wholeheartedly endorses the continuation of and support of this excellent committee by the Mayor and the President: Its structure should be constantly monitored and altered to adjust to changing situations and conditions.

## The Chamber of Commerce

The Clemson community is fortunate to have an active, aggressive and involved Chamber of Commerce. Very few communities of this size can boast of such an effective organization. It not only supports and promotes local business and industry, but it has been a key player in supporting Clemson University - its students, faculty and staff. It promotes tourism and was instrumental in the formation by the City of a Downtown Revitalization effort as well as the appointment of a City-employed Economic Director. Greater Clemson, Inc. recommends the establishment of an organized, well coordinated group consisting of representatives from the University, the City, and the Chamber for the purpose of promoting industrial and commercial growth. Perhaps the new economic director could serve as the head of this body.

Here again, Greater Clemson, Inc. recognizes the immense value of the Chamber to the area and encourages its continued support by the City and the University as well as the business community.

## Documents

The Clemson community has looked to the future through many comprehensive studies carried out by very capable committees and organizations. It is important that our leaders be totally aware of the many reports and documents generated which are available and which provide an invaluable insight into where we need to go and how to get there.

### Campus Master Plan

Clemson University has a comprehensive Master Growth Plan available through its Master Campus Planner. Although the plan is in a state of constant evolution, it none the less provides a glimpse into the manner in which the University Physical Facility will most likely develop.

### City Growth Policy Statement

The City of Clemson has developed a formal Growth Policy Document which clearly states the City's position toward growth and the many ways in which it intends to address this growth. Copies of this are available through the City Administrator's office.

## Land Use Update

Every five years, as mandated by State Law, the City evaluates its land inventory and measures it against its present and anticipated needs. It deals with such issues as annexation, rezoning, and ordinances. This Land Use Plan is the guideline for the Planning Commission in its decisions and actions relative to land use. Copies of this document are available in the City Planning Office.

## Transportation Study

The City and the University co-sponsored a very intense and in-depth transportation study which has been nicely documented. It reflects the results of the anticipated growth of both entities and a long-range plan for dealing with the needs. This plan was endorsed by both the City and the University. Copies are available in the City Planning Office.

## Consolidation Study

The City and the University have recently authorized the Strom Thurmond Institute to conduct a study at comparable university and college communities into the manner in which they have dealt with common problems through the consolidation of services.

The Joint University/City Committee that recommended this be done will monitor its progress and review the results.

#### Joint University/City Dinner Work Session

For the past four years, Greater Clemson, Inc. has served as the coordinating unit for the annual dinner/work session. It has, indeed, been a most effective and beneficial event. Although Greater Clemson, Inc. will not be in existence next year, we encourage the continuation of the session under the guidance of the Joint University/City Advisory Committee.

The prevailing attitude at this meeting was one of great harmony and unity, with a strong desire to cooperate and to work together for the future. Although different elements were represented, it was obvious that everyone felt that they were a part of one community.

#### Housing

It is obvious that the University will rely even more in the future on the private sector to help meet the student housing needs. Therefore, it is incumbent upon the City and the University, to work together in projecting these needs and in preparing for them. The point was made that, regardless of

where students are housed, they impact many city services such as transportation and security.

### Transportation

The recently completed Transportation Study addresses such things as developing alternate commuter routes to campus and the diversion of traffic around the downtown core. The dinner/work session recommended that the State Highway Department be pushed to get the widening of Highway 93 under way and that the Perimeter Road/Highway 76 interchange issue be resolved as quickly as possible.

More traffic lights (especially on Highway 123), the addition of and upgrading of sidewalks, and bicycle paths on sewer rights-of-way were also encouraged. Turn lanes off the Ramada Inn/Comfort Inn area were mentioned. Perhaps the most frequently mentioned transportation topic was the development of a City/University shuttle system.

### Land Use

The City, unless it annexes, is extremely limited as to the amount of developable land. It is bordered almost entirely by either Lake Hartwell or University property. It would behoove both the University and the City if they were to

measure common needs now and into the future against available land resources. Through this analysis, comparable joint uses for the purposes of recreation and green space could be ascertained and possibly met through a cooperative effort.

Here again, it is imperative that the University and the City communicate on how they intend to use existing and/or annexed land.

#### Recreation

The employees (faculty, staff, administration) of Clemson University and their families as well as the other members of the Clemson community have recreational needs. With the diminishing support for the YMCA (land, facilities and money) by the University, it is imperative that the YMCA, The City and the University work together to meet these needs. The Foothills Area Communities organization is a logical group to establish and to provide the dialogue which could lead to an ultimate answer for meeting these needs.

#### Private Enterprise on Campus

There was a general consensus that private enterprise on campus such as eating establishments, day care centers,



hotels, and bookstores would have a negative effect on the local business and city revenues. On the other hand, the private sector must meet the challenge of adequately meeting these needs if they are to expect the University to refrain from doing so themselves through the private sector on campus.

There was also the concern about certain tax dollars which might be lost due to facilities being located on State property.

#### Consolidation/Contractual Arrangement of Services

It was agreed that certain services such as garbage collection, waste treatment and street maintenance should be looked at as soon as possible from the standpoint of consolidation. Future needs such as paving, signage and purchasing should also be considered.

The advantage of combining services such as police, fire, dispatching, EMS and others should be considered. If the City annexes more property, an additional fire sub-station must be considered.

While consolidation is being considered, it would be wise to explore the possible cost savings and increases in efficiency

by securing these services on a contractual basis through the private sector. A major example of this is ARA food services on campus.

### Beautification

Clemson University has a master beautification plan and is well under way in implementing it. The City must remember, however, that it serves as the gateway to the University, and for this reason, if for no other, it should show pride in its appearance. This would certainly apply to the major arteries (Highways 123, 76, 133 and 93) as well as the downtown corridor (College Avenue).

While Highway 93 is being widened, great care should be given to the promotion of orderly growth and development with careful attention to the aesthetics.

The City and the University should work together especially in the areas where their boundaries meet.

### Closing Statement

In closing, Greater Clemson, Inc. encourages the City and the University to give great emphasis to maintaining

communications through the Joint University/City Committee, the annual Dinner/Work Session, and other mechanisms. The continuous sharing of thoughts, plans, ideas and philosophies is imperative if we are to continue to grow and to prosper together.