

Chapter V. CULTURAL RESOURCES ELEMENT

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*An overview of this chapter is found in *Chapter 1 - Introduction and Executive Summaries*.

Cultural resources are an integral part of the City of Clemson’s history and future. Cultural resources encompass performing, visual, and physical arts, festivals and gatherings, special event spaces, museums and libraries, popular destinations, and historic entities – all of which make the City of Clemson an attractive and unique destination to live and play.

“The Beautiful Arts- the magic bonds which unite all ages and Nations”
- *Thomas Green Clemson*

A. HISTORY OF CLEMSON

The City of Clemson had its beginnings as the Village of Calhoun. Originally settled in 1872 before the establishment of Clemson University, the Town of Calhoun was officially chartered in 1892. The Town developed around the railroad and contributed to the agricultural growth that characterized upstate South Carolina.

In 1886, Thomas Green Clemson, the son-in-law of John C. Calhoun, willed the Calhoun plantation to the State of South Carolina for a school. With classes beginning at the Clemson Agricultural and Mechanical College in 1893, the Town’s growth began to gravitate towards the institution as a source of new opportunities for the local population.

While the Town served as a bridge between the College and the locals, it was clearly separate from the campus as housing, churches, and businesses continued to develop. Fort Hill Presbyterian Church was the first church established, followed by Holy Trinity Episcopal and First Baptist. Judge Keller’s Store, still operating at its original location on College Avenue, was one of the first businesses to open. It began as a tailor shop and later expanded to carry work clothes for local farmers.

While the Town of Calhoun was incorporated in 1937, its name was changed to “Clemson” in 1943 due in part to the confusion with Calhoun Falls, South Carolina, and Calhoun, Georgia, as well as to formalize ties to the college. During the 1950s, the Clemson community became more diversified, creating economic opportunities independent of the college. The commercial district grew along with industry in the region. Change continued with the completion of Lake Hartwell in 1963, which enhanced the scenic qualities of the City. Subsequent annexation more than doubled the Town’s population and tripled its land area. This expansion, combined with the University’s continuing growth, has opened the door for further economic and cultural diversification of this scenic foothills community.

B. DEFINITION OF CULTURAL RESOURCES

The term “cultural resources” is used in its broadest sense and defined as the multitude of distinct features and attractions that are reflective of the diverse heritage, history, and current

ways of life, and that have significant meaning or value to a community. Examples of cultural resources are festivals, historic sites, architecture, public art, drama, music, sporting events, museums and artifacts from the community's past, parks, celebratory events, significant buildings, and other iconic points of interest.

C. ARTS AND CULTURE COMMISSION

The City of Clemson created the Arts and Culture Commission in 2012 as an official board to advise and advocate for the arts to the City Council. The Commission provides visionary leadership in which to advance arts of all disciplines for the City of Clemson and its citizens. The Commission is responsible for creating policies, priorities, and plans for promoting, advancing, and maintaining public art projects and programs in the Clemson community. The Commission also maintains an annual arts and cultural calendar for the City that includes all relevant events and activities that are hosted by Clemson area arts organizations and entities. The Arts and Cultural Commission works with citizens to select artists for public projects and coordinates with the private sector and other governmental agencies to promote arts and cultural excellence as a tool for the encouragement of economic development, business relocation, and tourism. The body also works to organize and promote public art projects and programs that celebrate the City and its unique cultural heritage.

D. CULTURAL FACILITIES

The **Arts Center** in Clemson was founded in 2005 on the concept of creating an outlet for the growing artistic community of Clemson. The Arts Center is a nonprofit community art center that provides a creative outlet for growing artists of all ages and abilities. The Center is comprised of four studio classrooms, a conference room, offices, a coffee bar, a multipurpose room, and an art gallery. The classrooms accommodate various mediums including ceramics, drawing, jewelry making, painting, photography, and *Art After School* programs for children, while the multi-use room seats 185 and has a 427 square foot stage for use with special events and large classes. To further enhance the artistic community of Clemson, the Arts Center is also responsible for *The ARTS Center @*, which expands exhibit space to satellite galleries with partners throughout the area, including Clemson City Hall, the Clemson Area Chamber of Commerce, the Clemson Area Transit building, and the Clemson Little Theatre's Cox Hall Galleries at the Pendleton Playhouse.

The Arts Center continues to serve as an important component of the City's cultural assets. In 2018, the City began the process of seeking an architect to design a new home for the Center, a project planned to include additional space in the Morrison Annex to house the Clemson Area African American Museum. Although originally anticipated to take approximately two years to complete, the project was put on hold by City Council in 2019 for additional review.

The **Rudolph Lee Gallery** is located on the Clemson University Campus in Lee Hall. The Gallery hosts regional, national, and international artist exhibits that examine contemporary issues to serve the broad mission of the University. The Gallery also showcases the work of undergraduate and graduate student artists and faculty.

The **Brooks Center** is performing arts facility for Clemson University that opened in the fall of 1993. Music, dance, and dramatic arts performances are scheduled in the larger Brooks Theater as well as the Bellamy Theater. The Center has approximately 1,000 seats and is available for private functions. In addition, the University's historic **Tillman Hall** is the site of concerts and other cultural activities.

The **Pendleton Playhouse/Clemson Little Theater** is housed in a renovated old theater on Mechanic Street in the adjacent Town of Pendleton. The Theater has 225 seats and accommodates a variety of performances and special events. This non-profit organization is one of the oldest community theaters in the State.

The **South Carolina Botanical Garden** is located off Perimeter Road on the Clemson University campus. With 256 acres of lush natural vegetation and trails, the Gardens are a botanical and interdisciplinary center for environmental and cultural conservation. A number of festivals are held at the Gardens featuring regional performing and visual artists.

The **J. C. Stribling Barn at "Sleepy Hollow,"** off Issaqueena Trail in the City of Clemson, was placed on the National Register of Historic Places in 2001. It is available for weddings and other special events. The barn seats 150 for formal dinners but can accommodate approximately 225 persons for larger events. The property also includes a home permitted to operate as a bed and breakfast.

Southern Wesleyan Fine Arts Center is located at Southern Wesleyan University in Central. It offers numerous free events to the public throughout the year. The events are held in the Newton Hobson Chapel and Fine Arts Center.

Littlejohn Coliseum is a 10,000 seat, multi-purpose venue that enhances the quality of life in the Clemson community. It is owned and operated by Clemson University and serves as the home of Clemson Tiger Basketball. The Coliseum hosts more than 150 events each year including sporting competitions, concerts, trade shows, conferences, galas, and special events.

The **Peace Center** in Greenville houses two theaters and attracts a variety of major cultural performances and patrons throughout the Upstate region.

E. SPECIAL EVENTS IN THE CLEMSON AREA

There are numerous local special events and festivals that showcase the culture, music, arts, and community celebrations of the Clemson area. The location of these events and festivals are listed in Table V-1 and shown in Map V-1.

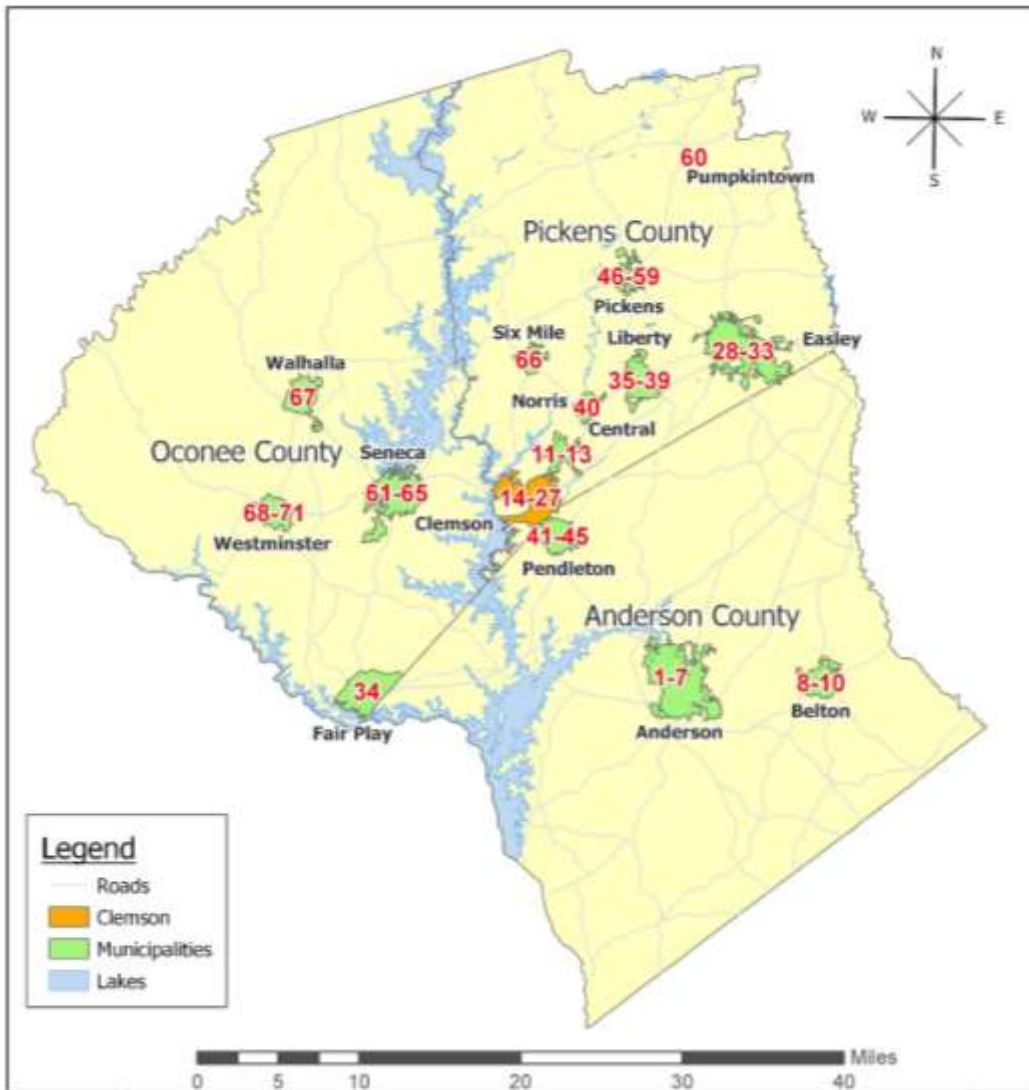
TABLE V-1. SPECIAL EVENTS AND FESTIVALS IN CLEMSON AND THE SURROUNDING AREA

#	Festival	Location	Season
1	Annual Starburst Storytellers' Festival	Anderson	Fall
2	Balloons Over Anderson Hot Air Balloon Festival	Anderson	Fall
3	Denver Downs Farm Corn Maze and Pumpkin Patch	Anderson	Fall
4	Main Street Father's Day Car Show	Anderson	Spring
5	The Great Anderson County Fair	Anderson	Spring
6	Anderson Lights of Hope	Anderson	Winter
7	City of Anderson Christmas Parade	Anderson	Winter
8	Bluegrass Festival in the Woods	Belton	Fall
9	Belton Holiday Market	Belton	Winter
10	Belton Christmas Parade	Belton	Winter
11	Central Railroad Festival	Central	Spring
12	Spitono Music Festival	Central	Summer
13	Central Christmas Parade	Central	Winter
14	Fall Harvest Festival in Pendleton	Clemson	Fall
15	First Friday Parade	Clemson	Fall
16	Halloween on College Avenue	Clemson	Fall
17	Homecoming	Clemson	Fall
18	Kick-Off for a Cure	Clemson	Fall
19	Parents Weekend	Clemson	Fall
20	Clemson Regatta	Clemson	Fall
21	Blues Festival	Clemson	Spring
22	Clemson Literary Festival	Clemson	Spring
23	International Week	Clemson	Spring
24	Passport to the Arts	Clemson	Spring
25	Picnic in the Park	Clemson	Spring, Fall
26	Dancing in the Streets	Clemson	Summer
27	Clemson Tree Lighting Ceremony and Christmas Parade	Clemson	Winter
28	Upper South Carolina State Fair	Easley	Fall
29	Big League Baseball World Series	Easley	Summer
30	Christmas in Easley Weekend	Easley	Winter
31	Easley Christmas Parade	Easley	Winter
32	Easley Spring Fling	Easley	Winter
33	Mistletoe Market Sip and Shop	Easley	Winter
34	Carolina Foothills Heritage Fair	Fair Play	Fall
35	Fall for Liberty	Liberty	Fall
36	Liberty Automotive Showcase and Festival	Liberty	Spring
37	Spring Festival and Cruz-In	Liberty	Spring
38	Holiday Bazaar	Liberty	Winter
39	Liberty Christmas Parade	Liberty	Winter
40	Norris Christmas Parade	Norris	Winter
41	Fall Harvest Festival in Pendleton	Pendleton	Fall
42	Historic Pendleton Spring Jubilee	Pendleton	Spring

#	Festival	Location	Season
43	Horse Play in May Horse Show	Pendleton	Spring
44	African American Heritage Day	Pendleton	Winter
45	Christmas at Ashtabula Plantation	Pendleton	Winter
46	Birchwood Center Annual Arts and Crafts Day	Pickens	Fall
47	Founders Day Festival Music	Pickens	Fall
48	Ole Time Fiddler's Convention & SC Fiddling Championship	Pickens	Fall
49	Parade of Quilts Quilt Show	Pickens	Fall
50	Blue Ridge Music Fest	Pickens	Spring
51	Pickens Azalea Festival	Pickens	Spring
52	Race to the Top	Pickens	Spring
53	Birchwood Center Annual Book and Author Fair	Pickens	summer
54	A Yuletide Celebration & Celtic Christmas Concert	Pickens	Winter
55	Christmas Parade	Pickens	Winter
56	Hagood Mill's Kids Fest	Pickens	Winter
57	Ringin' in the New Year at Hagood Mill	Pickens	Winter
58	Selugadu VII: A Native American Celebration, Hagood Mill	Pickens	Winter
59	Young Appalachian Musicians' Winter Jubilee	Pickens	Winter
60	Pumpkintown Pumpkin Festival	Pumpkintown	Fall
61	Heritage Arts and Music Festival	Seneca	Fall
62	National Hunting and Fishing Day at Duke's World of Energy	Seneca	Fall
63	Seneca Fest	Seneca	spring
64	Christmas Season High Tea at the Historic Ballenger House	Seneca	Winter
65	Santa's Workshop at Ram Cat Alley	Seneca	Winter
66	Six Mile Christmas Parade	Six Mile	Winter
67	Walhalla Oktoberfest	Walhalla	Fall
68	Carolina Foothills Heritage Fair	Westminster	Fall
69	South Carolina Apple Festival	Westminster	Fall
70	Mayberry Comes to Westminster	Westminster	Spring
71	Westminster Christmas Parade	Westminster	Winter

Source: City of Clemson, Planning and Codes Department, 2019

MAP V-1. FESTIVALS IN THE CLEMSON AREA



Source: City of Clemson, Planning and Codes Department, 2019

F. NATIONAL REGISTER OF HISTORIC PLACES IN THE CLEMSON AREA

1. PICKENS COUNTY HISTORIC SITES

The following properties in Pickens County are designated as National Register historic sites or districts:

CCC Quarry No. 1 and Truck Trail: The Civilian Conservation Corps (CCC) Quarry #1 is significant as one of four quarry sites used for materials in the construction of park structures and facilities at Table Rock State Park. This was the final quarry site used by the CCC for park construction and the second located off park property. The truck trail is significant for its construction by CCC workers to gain access to the quarry.

CCC Quarry No. 2: The Civilian Conservation Corps (CCC) Quarry #2 is significant as one of the four quarry sites used for materials in the construction of park structures and facilities at Table Rock State Park. It was the first quarry site located off park property used by the CCC for park construction. Much of the rock used in the construction of the dam, spillway, and the lodge was obtained from this quarry.

Central High School: Central High School is comprised of a 1908 building and a ca. 1925 rear addition. It is a typical example of a small-town educational building rendered in the Classic Revival style, popular during that period. It is also the work of a prominent architect, Christopher Gadsden Sayre, who designed many school buildings in South and North Carolina.

Clemson College Sheep Barn: The Clemson College Sheep Barn, built ca. 1915, is significant as the earliest extant and relatively intact building associated with Clemson University's early Agricultural Department. The building's principal section was constructed of clay brick that was probably handmade at the brick plant nearby and matches the brick of the University's Trustee House and Kinnard Annex.

Clemson University Historic District I: Clemson University Historic District I includes eight historic resources located on the northern portion of the campus. It is significant for its association with the founding, development, and growth of Clemson University, which has played a major role in higher education in South Carolina since its founding in 1889. The District is also significant as an intact collection of late nineteenth and early twentieth century educational buildings at a state-supported land-grant college. Properties in the District include Tillman Hall (1893), Godfrey Hall (1898), Bowman Field (1900), Sikes Hall (1905), Holtzendorff Hall (1916), Trustees' Park (1925), Long Hall (1937), and Mell Hall (1939).

Clemson University Historic District II: Clemson University Historic District II includes five historic resources located on the Clemson University Campus. The District is also significant as an intact collection of late nineteenth century and early twentieth century educational buildings at a state-supported land grant university. Properties in the District include Hardin Hall (1890), Trustee House (1904), Riggs Hall (1927), Sistine Hall (1938), and The Outdoor Theater (1940). Also located within the boundaries of the district is Fort Hill, the home of John C. Calhoun, which is listed separately on the National Register.

Easley High School Auditorium: The Easley High School Auditorium is historically significant for its long association with education and civic life in Easley in the first half of the twentieth century. It is an early example of the work of architects Frank H. and Joseph G. Cunningham that introduced steel trusses into traditional masonry-bearing wall and heavy timber construction.

Fort Hill: Fort Hill was the plantation home of John C. Calhoun during the last 25 years of his life and is well-maintained in the center of the Clemson University campus. When he moved to the house in 1825, Calhoun was Vice President of the United States, having gained national recognition as one of the "War Hawks" in the Twelfth Congress, as Secretary of War under James Monroe, and as Secretary of State under John Tyler in 1845. After his death in 1850, Calhoun's daughter Mary and son-in-law Thomas G. Clemson eventually inherited the estate. Thomas

Clemson lived in the mansion for many years and willed the estate to the State of South Carolina for the establishment of an agricultural and mechanical college, with a provision to provide for the preservation of the Calhoun mansion.

Griffin-Christopher House, Pickens County: The Griffin-Christopher House is a two-story, three-bay, side-gabled, frame, Folk Victorian I-house with a two-story rear wing creating an L-shaped plan. The two-tiered, full-height front and side porches with generous amounts of jigsaw cut wood trim are its defining features and characterize this house as Folk Victorian.

Hagood Mill: Built in 1826, Hagood Mill is an unpainted, clapboard building mounted on a fieldstone foundation. The building is a good example of the simple, functional building style employed by South Carolina upcountry pioneers in the first half of the nineteenth century. A good example of vernacular building and remaining as originally constructed with no alterations or additions, the mill is one of the few such mills still in existence in South Carolina. It is also the only grist mill in South Carolina that uses the original wheel components.

Hagood-Mauldin House: The earliest section of the house was built ca. 1856 in the Town of Old Pickens Court House. When the Pickens District was divided into Oconee County and Pickens County in 1868 the house was disassembled, each board and beam was numbered, loaded onto wagons, and reconstructed at its present site in the “new” Town of Pickens.

Hanover House: Paul de St. Julien built the house in 1714-1716 on one of three 1,000-acre tracts of land granted in 1688 by the Lords Proprietors to his grandfather. Paul named his plantation “Hanover” for the then ruling house of England. The house is a one and one-half story French Huguenot house with a distinctive gambrel roof. Hanover House was moved to Clemson University from Berkeley County in the 1940s due to the building of a hydroelectric plant that would have inundated the house.

Hester Store: Hester Store was built by Michael Washington Hester in 1893 and is an important example of a country store and mercantile business in the South Carolina Piedmont. It is a typical rural example of commercial gable-front buildings that served as important sources of supplies and credit for farmers and were vital links in the agricultural economy in the decades after the Civil War and through the Great Depression.

J. C. Stribling Barn: The J. C. Stribling Barn at “Sleepy Hollow,” built ca. 1900 by Jesse Cornelius Stribling (1844-1927), is an atypical example of barn design and construction from the turn of the twentieth century. Built into the side of a hill to allow ground-level access to all stories, this style of barn is commonly known as a “bank barn.” This form is usually found in New England and the Midwest but is relatively rare in the Southeast. Additionally, its construction of brick rather than weatherboard siding is even more unusual in the region and in South Carolina.

Liberty Colored High School: The Liberty Colored High School is located at the intersection of S.C. Highway 93 and Rosewood Street in the Town of Liberty in Pickens County. The one-story brick school was completed in 1937. The building was used by the school district until the 1990s. One of the last remaining buildings in the County associated with the history of segregated education

for African Americans, it is now owned by the Town and leased to a local church for youth activities.

Morgan House: The Morgan House is one of Central's prominent architectural and historical landmarks. The former single-family residence is presently the home of the Central History Museum and is an example of the late nineteenth century Classical Revival residential architecture. The house was constructed in 1893 and altered ca. 1917 with classical design elements. The Morgan House also is significant for its association with Jephtha Norton Morgan and his family, who were prominent in the growth of Central's economy.

Old Pickens Jail: The Pickens County Jail was constructed in 1903 to serve as a detention facility for county criminals and as the home for the Sheriff of Pickens County and his family. The Old Pickens Jail is significant as one of the few early jails still in existence in Piedmont South Carolina. The building today is used as a historical museum and art gallery.

Old Stone Church and Cemetery: The construction of Old Stone Church began in 1797 to replace a log meeting house that burned. The natural fieldstone, rectangular structure with medium gable roof was completed in 1802. The building is representative of the early pioneer church in South Carolina.

Roper House Complex: This house is significant as an example of Civilian Conservation Corps (CCC) design and also because of its association with CCC activity within the Table Rock State Park area.

Sheriff Mill Complex: The Sheriff Mill Complex includes a main house, grist mill, miller's house, millpond, and dam constructed in the nineteenth and early twentieth centuries. Owned and operated by the Sheriff family, the complex is representative of a late nineteenth and early twentieth century milling operation.

J. Warren Smith House: The J. Warren Smith House was built in 1927 and is an example of early twentieth century Colonial Revival. The House was constructed with a symmetrical façade, prominent classical entrance, and balanced window pairs. It is a two-and-one-half-story brick veneer on approximately one acre. The one-story entry porch features Doric columns clustered on the corners and a flat roof with a low balustrade covering the porticos.

Structural Science Building: The Structural Science Building is in Modernist tradition, with no ornamentation of any kind. It is a simple geometric form with an asymmetrical composition using floor-to-ceiling glass to dissolve the boundaries between indoor and outdoor spaces. The building was completed in 1958 and is significant for its association with the growth and development of the Department of Architecture at Clemson University.

Table Rock CCC Camp Site: The site of Table Rock Civilian Conservation Corps (CCC) Camps SP-5 and SP-6 is significant as a remnant of the types of camps built as a result of New Deal legislation that allowed CCC workers to be used in the construction of state, county, and municipal parks. The camp buildings at Table Rock included a headquarters, welfare building, supply building,

recreation hall, mess hall, barracks, officer's quarters, bathhouse, dispensary, school building, wood-working shop, latrine, oil house, and various sheds and facilitating buildings.

Table Rock State Park Historic District: Table Rock State Park Historic District is significant for its cultural and social relationship to the history of the area within the state park boundaries and is also architecturally significant as an example of the construction of a state park by the Civilian Conservation Corps (CCC). It is also significant as one of sixteen state parks constructed by the CCC, under the direction of the National Park Service, as part of the South Carolina State Park System.

Williams-Ligon House: The Williams-Ligon House is an example of Folk Victorian style architecture popular in rural Northern Pickens County in the late 1800s. The house was completed in 1895 by Barnet H. Williams with additions and alterations made by Henry G. Ligon. The house is an intact farm complex and landscape that conveys farm practices from the early and mid-twentieth century intended to promote diversity in agricultural production and to combat soil erosion. The 83 acres includes the main house, a barn ca. 1875, a smokehouse, and several barns and farm buildings from the mid-twentieth century.

2. ANDERSON COUNTY HISTORIC DISTRICTS

The following properties in Anderson County are designated as National Register historic sites or districts:

Pendleton Historic District: The area is bounded by Hopewell and Treaty Oak, Old Stone Church, Montpelier, and by town limits in Pendleton. The District consists of 50 buildings built between 1750 and 1874.

Anderson College Historic District: This District on the Anderson University campus includes five buildings built in the late nineteenth and early twentieth century revival style.

Anderson Downtown Historic District: The Anderson Downtown Historic District is on Main Street between Tribble and Market Streets. The District was built in Romanesque and early commercial styles between 1850 and 1924.

Anderson Historic District: The District is bounded by Hampton, Main, Franklin, McDuffie, Benson, and Fant Streets. It includes 15 buildings in Romanesque and Classical Revival styles.

North Anderson Historic District: The District is an intact collection of early twentieth century Revivals and American Movements including Tudor, Colonial, Neo-Classical, Craftsman bungalows, and Minimal Traditional homes. The district is located on East and West North Avenue between Boundary Street and Mauldin Drive.

Fort Rutledge Historical Marker: This historical marker was erected in 1908 by Trustees of Clemson Agricultural College and is located on a replica of the fort at the end of Dyke Road, approximately 50 yards into the woods. Fort Rutledge was erected in 1776 by Patriot troops

under the command of General Ander Williamson. The exact location of Fort Rutledge is unknown.

3. OCONEE COUNTY HISTORIC DISTRICTS

The following properties in Oconee County are designated as National Register historic sites or districts:

Newry Historic District: This 1890s mill village is an example of a self-contained mill community and consists of 108 buildings.

Ram Cat Alley Historic District: Ram Cat Alley and North Townville Street in Seneca consist of 18 buildings in the late nineteenth and early twentieth century Revival styles.

Seneca Historic District: This District is roughly bounded by South First, South Third, Townsville, and Poplar Streets. It includes 23 buildings in the Bungalow/Craftsman and Late Victorian styles from the 1850s to 1920s.

Oconee State Park Historic District: The Oconee State Park Historic District contains 63 contributing resources and 60 non-contributing altered, deteriorated, or modern resources. It is significant for its association with the Great Depression era efforts of the Civilian Conservation Corps (CCC) to protect South Carolina's natural areas through conservation and recreational development.

Oconee Station State Historic Site: The oldest structure in Oconee County, the old stone "station" building is the main feature of the park. Once used as a fortified blockhouse and a Native American trading post, the building and the nearby house survived from a time when the foothills were part of the Indian frontier. The existing layout of the park remains faithful to the original design laid out by the CCC between 1936 and 1942.

G. OTHER HISTORICALLY SIGNIFICANT SITES AND BUILDINGS

1. CHURCHES AND CEMETERIES

Soapstone Baptist Church: Located in Little Liberia, this is the oldest African American church in the Upstate, formed in the late 1860s by freedmen who settled there after the Civil War.

Old Pickens Presbyterian Church: Located on the grounds of Duke Power's Oconee Nuclear Site, the Church/meeting house is the only original building still standing on the site where the Town of Pickens Courthouse was established in 1828.

Oolenoy Baptist Church and Cemetery: Originally built in 1795, the Church is still in use today. Leading pioneer settlers of the valley are buried in this cemetery in Pumpkintown, one of the earliest settlements in the area.

McKinney Chapel: Constructed in 1891 in Pickens, the church is still used for weddings and funerals.

Freedom's Hill Church: Freedom's Hill Church was constructed in 1847 as the first Wesleyan Methodist Church in the south. Named Freedom's Hill because slaves and non-slaves could worship together, the church is now located on the Southern Wesleyan University Campus.

Saint Paul's Episcopal Church: The oldest Episcopal church in the area and the second oldest in what is now the Diocese of Upper South Carolina, this historic white clapboard church in Pendleton features a Jaridine pipe organ from 1848. The Churchyard includes burial sites for several historically important people, including a Polish countess, soldiers who died during the Civil War, and Thomas Green Clemson.

Good Hope Presbyterian Church: The Church was founded in 1789 in Iva and has a beautiful stained glass window and oak wood interiors.

Old Good Hope Presbyterian Church Cemetery: The cemetery in Iva is where the original church was established over 200 years ago. The church was later moved to the Town of Iva.

Ben Robertson's Grave: Buried in the Robertson's family cemetery in Liberty is locally famous journalist, author, and war correspondent Ben Robertson, who is the author of three novels, including *Red Hills and Cotton*.

Carmel Church: With a congregation originally formed in the mid-1700s, this church in Liberty is one of the oldest churches in the Upstate.

2. BUILDINGS AND PROPERTIES

Ashtabula Plantation: The 1825 Pendleton home has been restored and furnished with many antiques, including some items that belonged to families of the original owners. It is one of two old plantations a few miles apart -- Woodburn and Ashtabula. Ashtabula recalls the early 1800s, when Lowcountry planters built upcountry mansions and moved their households seasonally to the more healthful climate of the foothills.

Woodburn Plantation: The four-story Greek Revival house was designed for the enjoyment of the Upcountry climate. Woodburn was built around 1830 as a summer home by South Carolina Lt. Governor Charles Cotesworth Pinckney.

Pendleton Town Square: Seat of the Pendleton District that once included Anderson, Oconee, and Pickens Counties, Pendleton attracted the well-to-do from the Lowcountry as well as Upland farmers. Farmers Hall was begun in 1826 and has been in continuous use for farmer society meetings ever since. The square is a quaint business district with shops and restaurants facing the Village Green. On one corner of the square is Hunter's Store, the heart of commerce in 1850 and now the home of the Pendleton District Historical, Recreational and Tourism Commission.

Golden Creek Mill: A reconstructed example of the nineteenth century mills that provided cornmeal, grits, and flour in early American communities. The mill is located in Easley.

3. MUSEUMS AND LIBRARIES

Bob Campbell Geology Museum - Clemson University: The Bob Campbell Geology Museum at Clemson University illustrates geologic principles with southeastern U.S. and global examples. The Museum demonstrates interrelationships between geology, botany, and the human experience. Located next to the Fran Hanson Discovery Center, the facility features a collection of minerals, fossils, and gems from around the world and helps interpret the origin and significance of the region's natural landscape.

Clemson Area African American Museum (CAAAM): The Museum is located in the Calhoun Bridge Center. Its mission is to document, collect, and showcase the historical accomplishments of local African Americans in the Greater Clemson Area. The CAAAM was established by a diverse group of local residents, graduates from the former Calhoun Elementary School, and volunteers from Clemson University. Today the museum serves as a resource center to engage the community in intellectual discourse about the past. In 2018, as part of an effort to relocate and expand the Arts Center, space currently occupied in the Morrison Annex by the Center was slated to be renovated and allocated to the CAAAM. The project is currently on hold for further review by City Council.

Central History Museum: Located in the Jessie and Jennie Morgan House, the museum is the headquarters for the Central Heritage Society.

Central Jail Museum: The Central Jail was constructed in the 1920s from granite blocks. It was used as a jail for town offenders and as a City Hall. In 1994, Central City Council gave the Central Heritage Society permission to use the structure as a museum.

Clemson University Arthropod Collection: The original Clemson University Arthropod Collection began in the 1890's shortly after the College opened. The present collection and state faunal survey were initiated in 1926. The collections consist of approximately 102,000 pinned insects identified at least to genus and another 36,000 pinned adult insects roughly sorted to various categories above the generic level. There are over 45,000 vials of specimens preserved in ethyl alcohol and over 29,000 specimens on microscope slides. The South Carolina State Faunal Records contain state reports of species of insects and other arthropods (also of mollusks, echinoderms, coelenterates, protozoans, and fish) from 1926 to the present.

Hagood-Mauldin House and Irma Morris Museum of Fine Arts: Built in 1828 and moved to its present location in Pickens in 1868, this classical Greek revival house features seventeenth and eighteenth century art and furnishings.

Pickens County Museum of Art and History: New and permanent art and Upstate history exhibits are housed in the 1902 Victorian jail building that is listed on the National Register of Historic

Places. The building is an example of turn of the century Gothic architecture. In 1976, the building became home to the Pickens County Museum of Art and History.

Anderson County Museum: The Anderson County Museum contains artifacts and photographs relating to Anderson County's history.

Chiquola Mill: This mill in Honea Path was organized in 1902, began operations in 1903, and is still operating with over 500 employees. In 1934, the mill was the site of one of the national worker protests that helped reshape American attitudes and government policy about the workplace.

Farmers' Society Hall: Built on the site of the old courthouse ca. 1828 after the district was divided, the landmark building is the centerpiece of historic Pendleton and is the oldest farmers' hall in continuous use in the nation.

Hunter's Store: This 1850 mercantile establishment houses the Pendleton District Historical, Recreational and Tourism Commission. It features an arts and crafts shop, bookstore, tour center, exhibit area, and research library.

Jennie Erwin-Carnegie Library: Honea Path is the smallest of the fourteen South Carolina communities with libraries funded by the Andrew Carnegie Foundation. The Library Association was established in 1907 and the library was opened in 1908.

Keese Barn: This local African American landmark in Pendleton began as a country store ca. 1910. It was later expanded to include a café and antiques store, serving as a gathering place and focal point for the local African American community. Built mostly with scrap materials, the building is an example of African American vernacular architecture of the time period.

Pendleton District Agricultural Museum: Exhibits include pre-1925 farm equipment and tools as well as Cherokee Indian artifacts, a replica of McCormick's reaper, a surrey with a fringed top, and the first boll weevil found in South Carolina.

Reviva Building: Originally the Iva town bank, the building is now serving as the Visitor Center and Museum. The REVIVA Museum features local history artifacts and photographs.

Ruth Drake Museum: This Belton museum has exhibits pertaining to Belton and Anderson County history in a refurbished railroad depot on Main Street in Downtown Belton. The building also houses the S.C. Tennis Hall of Fame.

South Carolina Tennis Hall of Fame: The museum opened in 1984 and honors the state's top professional and amateur tennis players and tennis officials. Trophies, racquets, and other memorabilia from the past are on display.

General Store Museum: The small Westminster museum houses an eclectic collection of more than 2,000 items, including antique toys, clothes, glassware, crockery, medical equipment, photos, and documents.

Lunney Museum: Located in Seneca, the California-style bungalow house museum was built in 1909 and houses Victorian furnishings, period costumes, and other Oconee County memorabilia.

Museum of the Cherokee in South Carolina: Located in Walhalla, the Museum of the Cherokee in South Carolina is the only Native American Museum in the State of South Carolina. The museum opened in 2013 and houses a large representation of local artifacts including tools and pottery.

Oconee Heritage Center: The Oconee Heritage Center (OHC) first opened in 2004 and is housed in the historic Tobacco Warehouse in Walhalla. The OHC brings history back to life through museum exhibits, educational programs, festivals, and more.

Patriot's Hall: Patriots Hall in Walhalla offers an opportunity to see how veterans have contributed to and often sacrificed for our county, the world, and our freedom.

World of Energy - Duke Power: Adjacent to the Oconee Nuclear Plant on Lake Keowee, Duke Energy's energy education center offers an audiovisual tour on how electricity is generated using water, coal, and uranium with animated displays, computer simulations, and a short nature trail.

4. ARTS

Anderson County Arts Center: The historic Carnegie Library Building houses a gallery featuring works by local, regional, and nationally known artists and is the hub of artistic activities in the area.

Blue Ridge Arts Center - Cultural Arts Center and Gallery: The Blue Ridge Arts Center (BRAC) in Seneca is a volunteer-based, nonprofit organization whose mission is to promote a knowledge and appreciation for the arts and humanities, nurture talent, encourage excellence, and preserve the culture of the region as a part of the Heritage Corridor. In 1994, the Blue Ridge Arts Council became eligible to request grants and serve as an umbrella for other non-profit organizations. The BRAC gallery is housed in one of Seneca's oldest buildings that was originally the first church in Seneca, consecrated in 1882. The BRAC gallery is listed in the South Carolina Register of Historic Buildings.

Oconee Conservatory of Fine Arts: The Oconee Conservatory of Fine Arts is a non-profit organization in Walhalla dedicated to providing first class arts instruction to promote the understanding and enjoyment of fine arts, to develop performance skills, and to provide a valuable outlet for self-expression for students of all ages and levels of experience.

Upstate Heritage Quilt Trail: Created in 2009, the Upstate Heritage Quilt Trail paints quilt panels depicting existing quilt patterns with historical connections and places them on homes and businesses in Anderson, Oconee, and Pickens Counties.

H. STATE PARKS

The location of State parks and historic sites in the Clemson area are shown on Map V-2.

Keowee-Toxaway Natural Area: With its stunning view of the Blue Ridge Mountains and the Jocassee Gorges Visitor Center, the park provides an informative start to exploring the area. Two hiking trails and rustic camping sites are offered nearby.

Table Rock State Park: Offering 3,000 acres of scenic beauty, the park also offers a historic lodge, two lakes, camping, and a variety of activities for all ages. CCC-built structures in the park are listed on the Historic Register. Hikers can also access the Foothills Trail in the park.

Caesars Head State Park: The Park is comprised of 11,000 acres of pristine southern mountain forest in the Mountain Bridge Wilderness Area with a rocky peak in the Blue Ridge Escarpment. Caesars Head is home to a visitor's center and several hikes, including a two-mile hike to the 420-foot Raven Cliff Falls.

Devils Fork State Park: The Park is located on the shores of Lake Jocassee, providing the only public access point to the 7,500-acre mountain spring-fed lake. The lake provides some of the best trout fishing in South Carolina and is also a frequent destination for scuba divers and swimmers.

Jones Gap State Park: The Park is located in the Mountain Bridge Wilderness Area, joining Jones Gap to Caesars Head State Park. The State's first designated scenic river, the Middle Saluda River, runs through Jones Gap and offers some of the best trout fishing in South Carolina.

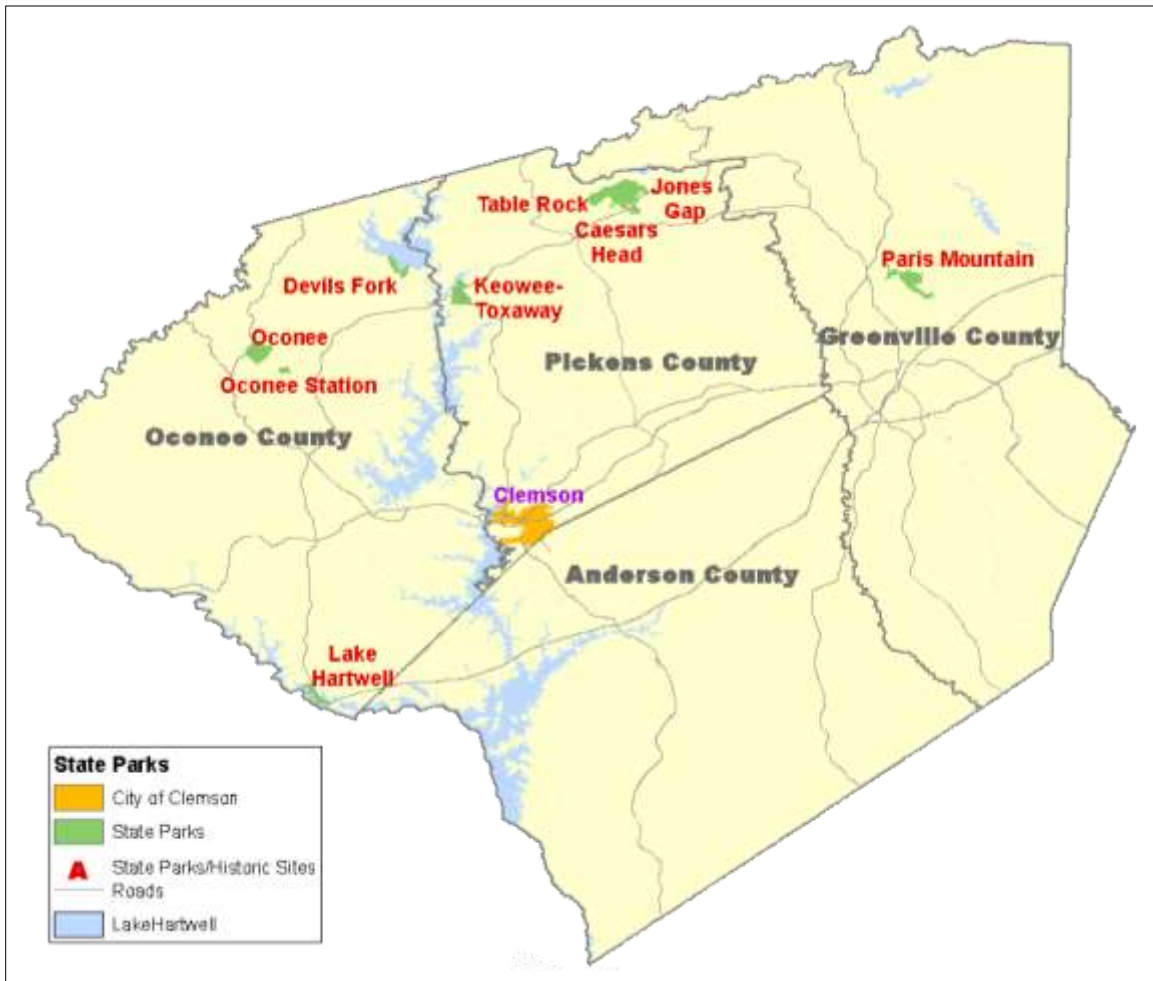
Oconee Station: Oconee Station, a stone blockhouse, was used as an outpost by the S.C. State Militia from about 1792 to 1799. The site offers both recreational opportunities and a unique look at eighteenth and nineteenth century South Carolina. The Park also offers an abundance of wildflowers, hiking trails linking to Station Cove Falls, and a fishing pond.

Oconee State Park: Serving as the trailhead for the Foothills Trail, Oconee State Park is a relaxing summer getaway for families. With rustic CCC-era cabins, the park offers numerous summer activities including hiking, square dancing, and other nostalgic activities.

Paris Mountain State Park: Paris Mountain is a natural oasis just outside of the rapidly growing Greenville metro area. Its history as a CCC project is on display through the preserved stone and timber outside of the renovated bathhouse, which is now used as the Park Center. Inside, the Center features historical exhibits and a classroom to teach about the park's ecology.

Lake Hartwell State Park: The Park is located on the shores of Lake Hartwell and boasts superb fishing, a basketball court, publicly accessible boat ramp, and hiking. It is also the only park in the State that offers unique, single-room camper cabins.

MAP V-2. STATE PARKS AND HISTORIC SITES IN UPSTATE SOUTH CAROLINA



Sources: City of Clemson, Planning and Codes Department, 2014; www.southcarolinaparks.com

I. CLEMSON UNIVERSITY RESOURCES

South Carolina Botanical Garden: Dedicated as the State's Botanical Garden in 1992, the South Carolina Botanical Garden (SCBG) serves as an interdisciplinary, public resource center that advances awareness of natural and cultural resources through research, education, and outreach programs. Located on Clemson University's east campus and part of the original land grant of John C. Calhoun, the Garden consists of 295 acres and thousands of varieties of ornamental plants and trees. Of special interest are the azalea and camellia trails, wildlife nature trails, Heirloom Vegetable Garden, and display garden of trial bedding plants. Niche gardens such as the Dwarf Conifer Garden, Wildlife Habitat Garden, Butterfly Garden, Xeriscape Garden, and Hosta Garden make this a living museum of regional horticulture. Other unique features are natural woodlands, streams, a 40-acre arboretum, and the only nature-based sculpture collection of its kind in the nation.

Osher Lifelong Learning Institute: The Osher Lifelong Learning Institute (OLLI) at Clemson University is a membership organization with the mission to provide opportunities for mature adults to further their knowledge in both academic and recreational pursuits, and to share their experiences and interests with other members. OLLI is located in Charles K. Cheezem Education Center at Patrick Square, with additional classes held at multiple locations in Pickens and Oconee County.

J. CITY OF CLEMSON COMMUNITY RESOURCES

Littlejohn Community Center: Established in 1996 through community development block grants, Littlejohn Community Center's primary mission is to provide services and programs to residents in low to moderate-income brackets. Programs offered include Head Start, a homework center, Adult Education/GED, English as a Second Language, Job Readiness Training, and a variety of seasonal and annual festivals, fairs, and activities.

Littlejohn Community Center is built on the site of Littlejohn's Bar and Grill, where nationally known musical artists such as James Brown, Ray Charles, and Ruth Brown performed in the 1950s and 1960s. Littlejohn Community Center was named after Horace Littlejohn, owner of the property.

Although the existing 5,276 square foot facility continues to fill a critical void for many in the Clemson community, its age and size now limit the Center's effectiveness. Of particular concern is the lack of space that, despite the wide range of programs and activities offered, allows for few events to run concurrently. To address this need, the City of Clemson began the effort in 2018 to identify grant funding to pay for improvements through the Community Development Block Grant program. Although the initial application was not approved, a second proposal resulted in an award of \$500,000 to help pay for the proposed \$1.2 million expansion and renovation. Upon completion of the project, the Littlejohn Community Center will have the capacity to provide more efficient service through existing programs, as well as expand programming and outreach.

Morrison Annex Building: The site of the Morrison Annex building in the Goldenview community was once home to the African American Calhoun Elementary School during segregation. The school was preceded by a one-room schoolhouse that stood near the Goldenview Baptist Church. The current annex building was built by the Pickens County School District in the 1940s to serve the needs of the growing number of African American families in the Calhoun area.

After desegregation, both the name and use of the Calhoun Elementary School building changed. In 1971, the building was converted to a kindergarten and first grade facility and re-named the Morrison Annex, with grades two through five attending Margaret Morrison Elementary School. The City of Clemson acquired the Annex property after the opening of Clemson Elementary School at its new location. The City currently leases the Annex space to several non-profit groups in the area including the Clemson Arts Center, Clemson African American Museum (CAAAM), and Clemson Child Development Center. In 2018, as part of an effort to relocate and expand the Arts

Center, space currently occupied in the Morrison Annex by the Center was slated to be renovated and allocated to the CAAAM. The project is currently on hold for further review by City Council.

K. CITY OF CLEMSON POPULAR CULTURE RESOURCES

Mac's Drive-In: Built in 1964 on Pendleton Road by Harold "Mac" McKeown, (Clemson University, class of '56), Mac's Drive-In has long been part of the Clemson popular culture. The restaurant serves a menu of hamburgers, cheeseburgers, hot dogs, onion rings, fries, coleslaw, and sweet tea to students, professors, coaches, students, and alumni who often come back to visit.

The Esso Club: "Guzzle down a cold one on the deck of The Esso Club in Clemson, S.C." ranks as number 86 in ESPN Magazine's list of "things every sports fan should do."

Judge Keller's Store: When Clemson was a military school, the popular Downtown shop was the only place cadets could have their uniforms altered. Mr. Keller was nicknamed "judge" because he could determine a hem just by looking at it. Today, the third generation of his family runs the store in its original location on College Avenue.

In 2017, eleven properties deemed to be integral to the cultural identity of the City were identified as *Culturally Significant Properties*. The designation provides relief from zoning codes that would, in the event any of the properties were subjected to damage that necessitated major repairs, potentially require changes that would result in a negative impact on the structure's character and appearance. Properties included were The Esso Club, the former Gulf Station at 121 Old Greenville Highway, TD's, the former Clemson Theater, Judge Keller's, the Masonic Lodge, the former Lynch's Drugstore, the Study Hall, St. Andrews Catholic Church, Fort Hill Presbyterian Church, and Calhoun Corners Restaurant.

In addition to structures formally identified as important components of Clemson's cultural identity, there are many others that also play a critical role in maintaining the basic cultural fabric of our communities. Among these are the churches that have for many decades served Clemson's predominantly African American neighborhoods, sustaining these communities through the decades. As a result, these churches are a major asset in the cultural life of the City, helping retain an important part of the community diversity and culture.

L. SUMMARY OF FINDINGS

The Committee started the comprehensive planning process guided by a cultural resources vision: *"Cultural resources, activities, and opportunities will be prominent as an essential element of community life, contributing to the vibrancy, place, and identity of the City of Clemson and the well-being of its residents and will create a positive memorable experience for all."* Committee members completed the planning process even more committed to that vision and convinced of its importance to the City of Clemson. One need look no further than the nearby City of Greenville to see the potential impact of translating this vision into action.

Arts and culture are important to the residents of Clemson. Approximately 50% of the respondents to the 2014 Comprehensive Plan survey indicated it was “very important” to have arts and cultural offerings in Clemson and an additional 33% said it was “important.” When asked to identify specific activities the City should fund if it provided financial support for arts and culture, approximately 78% identified festival and community events, youth programs (60.8%), providing space for exhibitions or performance (42.6%), and art in public places/public art (40.9%). Many of the Cultural Resources objectives and strategies reflect these preferences. In 2018, as part of the effort to update the Plan, the Planning Commission undertook another survey that revealed continued support for cultural activities. In response to a question asking respondents to rate a list of items in terms of importance to the City in years to come, nearly two-thirds (63%) (398 of 631 respondents) rated Cultural Resources as either *important* or *very important*.

The updated Cultural Resource Element is built on the same five goals identified in the 2014 Comprehensive Plan:

1. Expand the role of the City in the cultural growth of the community.
2. Encourage and welcome diversity and promote a sense of belonging for all residents by using arts, cultural, and historic resources as a means.
3. Preserve and enhance the City’s culture and historic resources as a source of unique community identity, vitality, and history.
4. Incorporate arts as a prominent element of daily life.
5. Develop and enhance Clemson’s wealth of cultural resources to promote employment, small business development, and tourism in Clemson.

M. ISSUES AND TRENDS

Although progress has been made in meeting the goals of the 2014 Comprehensive Plan, the committee recognized that much remains to be done. As a result, several new objectives and strategies were added to those in the 2014 Plan, with most focusing on the incorporation of arts and culture into the fabric of the City.

Three overriding needs emerged from the Committee’s work:

1. Integrating cultural resources and programs into community life will require buy-in and support from multiple constituencies including government, commercial and non-profit entities, and the citizens of Clemson.
2. Strengthening the presence, vitality, and visibility of cultural resources will require additional resources, including allocation/identification of funding, City personnel dedicated to accomplishing the goals identified in this plan, and an on-going

commitment by City officials to utilize cultural resources as a vehicle to enhance social and economic impact.

3. Focusing on ways to make Downtown Clemson the focal point of a metamorphosis of the City of Clemson into a vibrant arts and culture community is essential to future success. Downtown Clemson needs to become a visible manifestation of the importance of culture and cultural resources in the identity of Clemson.

In 2018, as part of the initial stage of the 2019 Comprehensive Plan review process, committees comprised of citizens, City Officials, and staff reviewed and assessed the progress made toward achieving the goals established in each of the plan elements. The results of the review of the Cultural Resources element revealed that little progress had been made on the vast majority of the strategies identified as necessary for achieving the goals. The consensus of the review committee was that the main shortcoming stemmed from the lack of a departmental or staff member with the delegated authority and responsibility to oversee implementation.

F. GOALS, OBJECTIVES AND STRATEGIES FOR IMPLEMENTATION

<p>Cultural Element Vision <i>“Cultural resources, activities, and opportunities will be prominent as an essential element of community life, contributing to the vibrancy, place, and identity of the City of Clemson and the well-being of its residents and will create a positive memorable experience for all.”</i></p>			
Goals/Objectives/Strategies	Accountable Agencies	Time Frame for Completion	Status
<p>Goal V.1. Expand the role of the City in the cultural growth of the community.</p>			
<p>Objective V.1.1. Increase the role of the City of Clemson in developing cultural resources.</p>			
<p><u>Strategy V.1.1.1.</u> Expand the mission of Clemson City Parks and Recreation Department to specifically include a cultural component.</p>	<p>City Council Administration Parks, Recreation and Cultural Affairs</p>	<p>Short-term</p>	
<p><u>Strategy V.1.1.2.</u> Rename the Parks and Recreation Department to include “Cultural Affairs” to reflect the expanded mission with divisions specifically focused on parks, recreation, arts, and cultural resources.</p>	<p>City Council Administration</p>	<p>Short-term</p>	
<p><u>Strategy V.1.1.3.</u> Develop a job description for Cultural Resource Coordinator.</p>	<p>City Council Administration Parks, Recreation and Cultural Affairs The Arts Center</p>	<p>Short-term</p>	
<p><u>Strategy V.1.1.4.</u> Hire a Cultural Resource Coordinator to coordinate and champion cultural resource initiatives citywide.</p>	<p>City Council Administration Parks, Recreation and Cultural Affairs The Arts Center</p>	<p>Short-term</p>	
<p><u>Strategy V.1.1.5.</u> Continue support of the Arts and Culture Commission in their work to promote arts and cultural resources in Clemson.</p>	<p>City Council Administration Parks, Recreation and Cultural Affairs</p>	<p>Ongoing</p>	
<p><u>Strategy V.1.1.6.</u> Include cultural resources in the scope of all future City master planning efforts.</p>	<p>City Council Planning Commission Parks, Recreation and Cultural Affairs Cultural Resource Coordinator</p>	<p>Short-term</p>	

Goals/Objectives/Strategies	Accountable Agencies	Time Frame for Completion	Status
Objective V.1.2. Increase cooperation between the City of Clemson and other community entities in the City to expand cultural resources.			
<u>Strategy V.1.2.1.</u> Identify potential partners in expanding cultural resources.	Arts and Culture Commission Cultural Resource Coordinator	Ongoing	
<u>Strategy V.1.2.2.</u> Sponsor a cultural resource summit to identify opportunities for collaboration in developing cultural resources.	Arts and Culture Commission City Council Cultural Resource Coordinator	Short-term	
<u>Strategy V.1.2.3.</u> Expand participation in the Arts and Culture Commission to include all city non-profit and for-profit organizations.	Arts and Culture Commission	Short-term	
<u>Strategy V.1.2.4.</u> Forge partnerships with local and regional schools, museums, and performing arts resources to include OLLI.	Cultural Resource Coordinator	Ongoing	
<u>Strategy V.1.2.5.</u> Develop a Cultural Resources Master Plan with plan implementation initiated by January 1, 2021.	Cultural Resource Coordinator City Council Arts and Culture Commission	Mid-term	
Objective V.1.3. Encourage and fund art installations on land and parks owned by the City of Clemson.			
<u>Strategy V.1.3.1.</u> Design an Arts and Culture Trail through the City and Clemson University, utilizing grants assistance or other sources for cultural asset mapping and planning.	Planning and Codes Parks, Recreation and Cultural Affairs Cultural Resource Coordinator	Mid-term	
<u>Strategy V.1.3.2.</u> Develop a Public Art Master Plan for parks and City property.	Cultural Resource Coordinator Parks, Recreation and Cultural Affairs Arts and Culture Commission	Mid-term	Done
<u>Strategy V.1.3.3.</u> Inventory appropriate locations for public art installations.	Planning and Codes Cultural Resource Coordinator	Ongoing	Done

Goals/Objectives/Strategies	Accountable Agencies	Time Frame for Completion	Status
<u>Strategy V.1.3.4.</u> Initiate a process for including a cultural arts component on all appropriate City properties.	City Council Administration Arts and Culture Commission Cultural Resource Coordinator	Ongoing	
<u>Strategy V.1.3.5.</u> Seek support for an “Arts in Public Places” program that requires dedication of a specified percentage of the cost of new, renovated, and/or expanded buildings to art.	City Council Arts and Culture Commission Cultural Resource Coordinator	Ongoing	Done
Objective V.1.4. Increase funding for cultural resources.			
<u>Strategy V.1.4.1.</u> Conduct a city-wide referendum asking voter approval of an “arts initiative” to fund a public art project in Clemson.	City Council	Long-term	
<u>Strategy V.1.4.2.</u> Dedicate annual funding for the development of cultural resources that focus on attracting visitors to Clemson.	City Council Administration	Ongoing	Done
<u>Strategy V.1.4.3.</u> Seek funding opportunities for the development of cultural resources, such as a National Endowment for the Arts Grant (NEA) and Our Town Grants.	Administration Cultural Resource Coordinator	Ongoing	
<u>Strategy V.1.4.4.</u> Encourage developers of commercial properties in the City to include a cultural arts component in their plan.	City Council Planning Commission Planning and Codes Cultural Resource Coordinator	Ongoing	
<u>Strategy V.1.4.5.</u> Encourage adoption of an ordinance for capital projects being built in the Downtown to allocate 1% of the project total to art elements in public areas.	City Council Arts and Culture Commission	Short-term	Tried and failed
<u>Strategy V.1.4.6.</u> Create a coalition of people, programs and agencies to develop and submit an <i>ArtPlace America Creative Placemaking</i> grant by 2024.	Arts and Culture Commission Cultural Resource Coordinator	Mid-term	

Goals/Objectives/Strategies	Accountable Agencies	Time Frame for Completion	Status
Goal V.2. Use the arts and cultural and historic resources as a means to encourage and welcome diversity and promote a sense of belonging for all residents.			
Objective V.2.1. Identify, preserve, celebrate, and share the variety of historic and cultural resources present in Clemson.			
<u>Strategy V.2.1.1.</u> Highlight significant places, events and people that have helped shape the City of Clemson.	Cultural Resource Coordinator Arts and Culture Commission	Ongoing	
<u>Strategy V.2.1.2.</u> Identify the cultural corridors on City maps wherever possible.	Cultural Resource Coordinator GIS	Ongoing	
<u>Strategy V.2.1.3.</u> Establish a <i>Passport to History</i> event to increase awareness of significant historic places and events in Clemson.	Administration Parks, Recreation and Cultural Affairs Cultural Resource Coordinator	Mid-term	
<u>Strategy V.2.1.4.</u> Hold regular citywide events designed to raise awareness and encourage the use of the cultural corridors.	Administration Parks, Recreation and Cultural Affairs Cultural Resource Coordinator	Ongoing	
Objective V.2.2. Increase resident knowledge and use of the cultural resources in the City of Clemson.			
<u>Strategy V.2.2.1.</u> Initiate an annual “Celebrate Clemson” day focusing on cultural arts as a means for strengthening resident attachment to Clemson.	City Council Parks, Recreation and Cultural Affairs Cultural Resource Coordinator	Mid-term	
<u>Strategy V.2.2.2.</u> Feature a cultural resource in every issue of the Community Connection publication.	Administration	Ongoing	
<u>Strategy V.2.2.3.</u> Establish a Clemson City Artist Laureate program.	City Council Arts and Culture Commission	Ongoing	
<u>Strategy V.2.2.4.</u> Expand, unify, and increase awareness of the Arts and Culture Calendar, working with other organizations to increase calendar information and details.	Arts and Culture Commission Chamber of Commerce Tourism Director Cultural Resource Coordinator	Ongoing	
<u>Strategy V.2.2.5.</u> Develop an oral history program to raise awareness of Clemson’s past, current, and future residents.	Cultural Resource Coordinator	Mid-term	

Goals/Objectives/Strategies	Accountable Agencies	Time Frame for Completion	Status
<u>Strategy V.2.2.6.</u> Create a Clemson History and Culture Exhibit in a highly visual and visited area of the City.	City Council Arts and Culture Commission Cultural Resource Coordinator	Long-term	
<u>Strategy V.2.2.7.</u> Develop a social media campaign to expand awareness of cultural resources.	Administration Arts and Culture Commission Cultural Resource Coordinator	Short-term	
Objective V.2.3. Develop a sense of community pride in the centrality of culture in the City of Clemson.			
<u>Strategy V.2.3.1.</u> Implement all aspects of the Cultural Resources Element of the 2024 Comprehensive Plan.	City Council Planning and Codes Chamber of Commerce	Ongoing	
<u>Strategy V.2.3.2.</u> Identify a new “brand” for the City of Clemson or strengthen the current brand of “In Season, Every Season” to tie in to the cultural and historic background of the City.	City Council Administration Chamber of Commerce	Long-term	
<u>Strategy V.2.3.3.</u> Develop programs to increase the contribution of all residents to the cultural life of the City of Clemson.	City Council Administration Chamber of Commerce	Mid-term	
<u>Strategy V.2.3.4.</u> Identify a visible and walkable location to establish an arts and culture presence in Downtown Clemson.	City Council Arts and Culture Commission Planning and Codes Cultural Resource Coordinator	Mid-term	

Goals/Objectives/Strategies	Accountable Agencies	Time Frame for Completion	Status
Goal V.3. Preserve and enhance the City’s cultural and historic resources as a source of unique community identity, vitality, and history.			
Objective V.3.1. Create a clear identity for the City of Clemson.			
<u>Strategy V.3.1.1.</u> Utilize the branding program to market the City to potential residents, employers, and visitors	City Council Chamber of Commerce Tourism Director Cultural Resource Coordinator	Ongoing	
<u>Strategy V.3.1.2.</u> Plan, promote, and hold events designed to celebrate the sesquicentennial anniversary of the Village of Calhoun in 2022.	City Council Administration Tourism Director Cultural Resource Coordinator	Mid-term	
Objective V.3.2. Update the inventory of historic and cultural resources of significance to the local community, region, and state.			
<u>Strategy V.3.2.1.</u> Work with students from Clemson University to document resources that exemplify the historic resources of Clemson life.	Planning and Codes Administration Clemson University Cultural Resource Coordinator	Ongoing	
<u>Strategy V.3.2.2.</u> Develop and implement a strategy for updating the inventory of historic resources at least every five years.	Administration Planning and Codes Clemson University Cultural Resource Coordinator	Mid-term	
<u>Strategy V.3.2.3.</u> Work with Clemson University students to complete an audit and digitize all official City of Clemson documents and update the information on cultural resources as needed.	Administration Clemson University Cultural Resource Coordinator	Short-term	
Objective V.3.3. Present incentives to encourage owners of historic resources to preserve and rehabilitate their properties.			
<u>Strategy V.3.3.1.</u> Maintain a database of state, federal, and private incentive programs for historic resources.	Planning and Codes Cultural Resource Coordinator	Ongoing	
<u>Strategy V.3.3.2.</u> Implement a local program to encourage historic preservation that includes incentives such as a revolving loan fund, the offering of density bonuses for the preservation of significant historic structures or sites, and local tax programs.	City Council Administration Planning and Codes	Short-term	
<u>Strategy V.3.3.3.</u> Encourage neighborhood-based efforts to preserve significant resources.	Planning and Codes Cultural Resource Coordinator	Ongoing	

Goals/Objectives/Strategies	Accountable Agencies	Time Frame for Completion	Status
<u>Strategy V.3.3.4.</u> Encourage identification of historic resources through the placement of plaques and markers.	Planning and Codes Cultural Resource Coordinator	Long-term	
<u>Strategy V.3.3.5.</u> Develop an awards program to recognize efforts in preservation, rehabilitation, and education.	City Council Cultural Resource Coordinator	Short-term	
<u>Strategy V.3.3.6.</u> Identify future historic properties and neighborhoods and investigate programs to help with their preservation.	Planning and Codes	Short-term	
Objective V.3.4. Institutionalize the preservation and enhancement of significant cultural and historic resources.			
<u>Strategy V.3.4.1.</u> Include cultural resources in the scope of all future City master planning efforts.	City Council Planning Commission Parks, Recreation and Cultural Affairs Cultural Resource Coordinator	Ongoing	
<u>Strategy V.3.4.2.</u> Appoint a Town Historian who will encourage, monitor, and report to City Council on activities related to historic preservation efforts.	City Council Parks, Recreation and Cultural Affairs Planning and Codes	Mid-term	
<u>Strategy V.3.4.3.</u> Designate one City Council member as the “champion” for cultural resources in the City of Clemson.	City Council	Ongoing	Done
Objective V.3.5. Bring cultural and historic resources to bear on all City activities.			
<u>Strategy V.3.5.1.</u> Complete a cultural and historic resource inventory of public and private resources in support of culture and history.	Administration Parks, Recreation and Cultural Affairs Cultural Resource Coordinator Clemson University	Mid-term	
<u>Strategy V.3.5.2.</u> Identify cultural and historical lead organizations and champions in anticipation of expanded roles in future City development.	Administration Planning and Codes Parks, Recreation and Cultural Affairs Cultural Resource Coordinator Clemson University	Long-term	

Goals/Objectives/Strategies	Accountable Agencies	Time Frame for Completion	Status
Objective V.3.6. Protect key cultural and historic resources and enhance their effects on their surroundings.			
<u>Strategy V.3.6.1.</u> Identify cultural and historic areas in Clemson neighborhoods and find associated key organizations in each area.	Planning and Codes Cultural Resource Coordinator	Ongoing	
<u>Strategy V.3.6.2.</u> Develop a model ordinance for cultural and historic preservation.	Planning and Codes Cultural Resource Coordinator	Short-term	
Goal V.4. Incorporate arts as a prominent element of daily life.			
Objective V.4.1. Maximize access to the arts.			
<u>Strategy V.4.1.1.</u> Effectively communicate information about arts and cultural offerings by continuing to emphasize outreach to all areas within the City.	Arts and Culture Commission Chamber of Commerce Cultural Resource Coordinator	Ongoing	
<u>Strategy V.4.1.2.</u> Seek to identify and overcome barriers to community participation in the arts and cultural events.	City Council Arts and Culture Commission Chamber of Commerce Cultural Resource Coordinator	Short-term	
<u>Strategy V.4.1.3.</u> Provide assistance to City residents to incorporate art into their neighborhoods.	City Council Art and Culture Commission Cultural Resource Coordinator	Ongoing	
Objective V.4.2. Designate and promote Downtown Clemson as an arts and entertainment district, creating a sense of Downtown Clemson as a distinct area.			
<u>Strategy V.4.2.1.</u> Develop public gathering areas to provide performance venues.	City Council Planning and Codes Arts and Culture Commission Cultural Resource Coordinator	Mid-term	
<u>Strategy V.4.2.2.</u> Amend the City Code to provide opportunities for musicians and street performers to perform in designated areas on sidewalks in order to enliven sections of Downtown.	City Council Police Department Planning and Codes	Short-term	Tried and failed
<u>Strategy V.4.2.3.</u> Install pedestrian-oriented public art in appropriate Downtown locations.	Board of Architectural Review Planning and Codes Arts and Culture Commission	Short-term	Done

Goals/Objectives/Strategies	Accountable Agencies	Time Frame for Completion	Status
<u>Strategy V.4.2.4.</u> Establish a permanent public venue for the display of art in Downtown Clemson.	City Council Planning and Codes Chamber of Commerce Cultural Resource Coordinator	Short-term	
<u>Strategy V.4.2.5.</u> Support music and cultural event performances in Downtown Clemson, such as Clemson Bluesfest.	City Council Administration Police Department	Ongoing	
Objective V.4.3. Include an arts component in public construction and renovation.			
<u>Strategy V.4.3.1.</u> Develop a model ordinance for public art in public places.	Planning Commission Planning and Codes	Mid-term	Done
<u>Strategy V.4.3.2.</u> Develop a plan for arts in the streets.	Planning and Codes Arts and Culture Commission Cultural Resource Coordinator	Mid-term	
<u>Strategy V.4.3.3.</u> Install artistically designed and built benches, bus stops, and other streetscape amenities, including replacements, as needed or as funds become available.	City Council Administration Arts and Culture Commission Public Works Cultural Resource Coordinator	Ongoing	
<u>Strategy V.4.3.4.</u> Include public art along all CAT bus routes and City designated bike paths.	City Council Administration Arts and Culture Commission Public Works	Long-term	
<u>Strategy V.4.3.5.</u> Incorporate public art, along with sound urban design and architecture in public projects.	City Council Administration Arts and Culture Commission Public Works Cultural Resource Coordinator	Ongoing	
<u>Strategy V.4.3.6.</u> Install art at all major entrances to the City.	City Council Administration Arts and Culture Commission Public Works Cultural Resource Coordinator	Long-term	

Goals/Objectives/Strategies	Accountable Agencies	Time Frame for Completion	Status
Objective V.4.4. Include an arts component in private commercial and planned developments.			
<u>Strategy V.4.4.1.</u> Encourage the inclusion of public art as a component in appropriate non-residential district and planned developments.	Planning Commission Planning and Codes BAR	Short-term	
<u>Strategy V.4.4.2.</u> Amend the development project review process to provide an opportunity for the Arts and Culture Commission to have input on all proposed public art displays in the City.	Planning Commission Planning and Codes BAR Arts and Cultural Commission	Short-term	
Goal V.5. Develop and enhance Clemson’s wealth of cultural resources to promote employment, small business development, and tourism in Clemson.			
Objective V.5.1. Document the actual and potential economic impact of Clemson’s cultural resources.			
<u>Strategy V.5.1.1.</u> Complete a social impact study of the contribution of cultural resource locations and events to Clemson’s quality of life.	Chamber of Commerce City Council Cultural Resource Coordinator	Long-term	
<u>Strategy V.5.1.2.</u> Complete a study to determine the economic impact of increasing the number of tourism and cultural events available in Clemson.	Chamber of Commerce City Council Parks, Recreation and Cultural Affairs Cultural Resource Coordinator	Long-term	
Objective V.5.2. Increase employment opportunities related to Clemson’s cultural resources.			
<u>Strategy V.5.2.1.</u> Visit the City of Greenville and other arts rich communities, to identify best practices for the integration of art and cultural resources into the economic vitality of the community, including employment opportunities.	City Council Arts and Culture Commission Cultural Resource Coordinator	Short-term	
<u>Strategy V.5.2.2.</u> Meet with regional representatives and local individuals involved in cultural resources in Clemson to develop an increased understanding of how culture and art can become engines for employment.	City Council Arts and Culture Commission Chamber of Commerce Cultural Resource Coordinator	Ongoing	
<u>Strategy V.5.2.3.</u> Develop and implement a plan designed to add at least 20 part time employment opportunities in the cultural arts sector by 2024.	City Council Arts and Culture Commission Chamber of Commerce Cultural Resource Coordinator	Long-term	

Goals/Objectives/Strategies	Accountable Agencies	Time Frame for Completion	Status
Objective V.5.3. Develop links between small business opportunities and Clemson’s cultural resources.			
<u>Strategy V.5.3.1.</u> Provide a workshop on turning art into a business opportunity.	City Council Chamber of Commerce The Arts Center Cultural Resources Coordinator Clemson University	Ongoing	
<u>Strategy V.5.3.2.</u> Establish incentives for creating or relocating art/culture-related small businesses in Clemson.	City Council Arts and Culture Commission Chamber of Commerce	Mid-term	
<u>Strategy V.5.3.3.</u> Identify and reduce barriers to opening culture/arts related small businesses in the City of Clemson.	City Council Arts and Culture Commission Chamber of Commerce	Short-term	
<u>Strategy V.5.3.4.</u> Implement a plan to remove barriers to businesses opportunities.	City Council Arts and Culture Commission Chamber of Commerce	Short-term	
<u>Strategy V.5.3.5.</u> Establish and support an arts incubator in the City of Clemson, preferably in a highly visible and well-visited pedestrian area, such as Downtown Clemson or Keowee Trail.	City Council Arts and Culture Commission Chamber of Commerce The Arts Center Clemson University	Mid-term	
<u>Strategy V.5.3.6.</u> Create a Summer Art Colony with support from the City and Clemson University.	City Council Arts and Culture Commission Chamber of Commerce The Arts Center Clemson University Cultural Resource Coordinator	Mid-term	
Objective V.5.4: Leverage Clemson’s cultural resources to enhance the quantity and quality of tourism opportunities.			
<u>Strategy V.5.4.1.</u> Develop a strategy for integrating cultural activities with sport activities.	City Council Clemson University Chamber of Commerce Joint City University Advisory Board Cultural Resources Coordinator	Long-term	

Goals/Objectives/Strategies	Accountable Agencies	Time Frame for Completion	Status
<u>Strategy V.5.4.2.</u> Initiate an awards program to recognize local organizations that provide high quality tourism experiences in the City of Clemson.	City Council Administration Planning and Codes Cultural Resource Coordinator	Long-term	
Objective V.5.5. Build a more accessible presence for visitor information.			
<u>Strategy V.5.5.1.</u> Support the creation and maintenance of a calendar promoting cultural, sporting, festival, and other events in the City and on Clemson University’s campus.	City Council Administration Arts and Culture Commission Chamber of Commerce Cultural Resource Coordinator	Mid-term	
<u>Strategy V.5.5.2.</u> Expand listings on <i>visitclemson.com</i> , especially lodging, dining, nature, and online brochures.	Chamber of Commerce	Short-term	
<u>Strategy V.5.5.3.</u> Increase awareness of the Chamber of Commerce by creating a visitor center Downtown or on Keowee Trail.	City Council Administration Chamber of Commerce	Mid-term	