

On-Campus Housing at Clemson University: A Social Impact Assessment

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Abstract/Executive Summary

The city of Clemson, South Carolina is a college town where the University's students make up a large part of the population. Clemson University (CU) has inundated the town as a result of the growing popularity in the University. In recent years, the number of accepted students has increased, and is planned to continue increasing enrollment by 2% each academic year (Suggs, 2023). As a result, Clemson has reached a limit on how many people can live on campus. Building more on-campus housing would benefit the University and the town since there is currently not enough student housing opportunities being offered to continuing undergraduate students at CU. Many of CU's continuing students live in apartments, condos, houses, etc not offered by the university itself. Since continuing students make up the majority of CU students, there is a desperate demand for more apartment complexes. In response, many developers have brought forth upscale student housing to Clemson and surrounding neighborhoods and communities like Central and Seneca. Developments like these create fewer opportunities for residents to find non-student housing and for students to find affordable housing. This extends to residents whose family legacies have survived generations at Clemson, some even prior to the town's establishment of CU in 1889. Residents who have lived here their entire lives in the Clemson neighborhoods are now being forced out as a result of housing costs, work opportunities, and land availability. The town of Clemson is turning into an apartment-filled area optimized for CU students to live off-campus, if they can afford it. For those unable to meet these monthly expenses, the only plausible option is to seek out housing outside of Clemson, SC and commute to the campus on a daily basis. This population includes staff and faculty who do not fall under the 'student' category. This Social Impact Assessment (SIA) will address the option of building additional on-campus housing using the five variable

categories which are 1) Population Impact; 2) Community/Institutional Arrangements; 3) Communities in Transition; 4) Individual and Family Level Impacts; and 5) Community Infrastructure Needs.

Background

Clemson University and the surrounding areas have seen their population steadily increase over the last few decades, a projected recurrence for the university's future. Many of CU's continuing students live off-campus. This is for a variety of reasons, but most importantly because there is a lack of available housing for non-first year students. When looking at the entire student body of CU, 59% of students live in an off-campus housing facility (US News, 2023). The CU board "emphasized the importance of a 2% enrollment growth each year, which [they] strive never to be over or under" (Suggs, 2023). The city of Clemson has gained almost 10,000 more residents since 2000 (Neilsburg Research, 2023). This is as a result of more students moving off campus and into the city's apartment-style housing. The demand for off-campus housing developments has allowed developers to drive up land costs and consequentially, rent.

The insufficiency of off-campus housing for continuing CU students has led to a higher demand for on-campus housing, which would benefit students who wish to live on-campus, have been waitlisted, or cannot afford to live off-campus for a plethora of internal and external conflicts. This development would also aid the families and individuals who have called Clemson home for many generations, yet are being forced out due to the rising cost of living and rent, as a direct result of the off-campus student housing phenomenon. Additionally, employees of the University could benefit as well if there were a reduction of student housing and instead an increase in non-student apartments and houses.

Proposed Action: Increased On-Campus Housing at Clemson University

With the addition of new on campus housing, students will be able to live closer to where they study and surrounding neighborhoods will have the ability to expand occupancy for permanent and seasonal residents. CU has on-campus living accommodations for freshmen, but very little on campus housing available for sophomores, juniors, seniors, and graduate students—i.e. the dreaded on-campus housing waitlist. CU has the financial resources to build more on-campus housing and the ability to raise sufficient funds through charities like Give Day.

The town of Clemson is nationally known for its town-gown relations with the University, but the town is slowly transitioning to accommodate more student-only apartment complexes. CU can learn from other universities in similar situations. The University of Vermont has recently decided to construct a brand new housing complex on campus that may house around 540 students (Schonemann, 2023). The plan is for this complex to provide housing options for students wishing to remain on campus and leave housing potential for local residents who have been and continue to be forced out due to the ever-increasing student population. In a collaborative effort with the project's developers, the mayor of Burlington, Virginia is putting out a plan to increase affordable housing and decrease homelessness (Redell, 2021). The mayor's goal is to build shelters on city-approved land during the winter while the new affordable housing complexes are being built. The mayor is declaring nearly a quarter of the future affordable housing complexes as 'permanently affordable' which would give those who cannot afford the price of a home in the Burlington area to reside in.

Methodological Approach to Social Impact Assessment

To effectively collect data to construct this Social Impact Assessment (SIA), a methodological approach had to be used. First, the SIA was approached from a pragmatic

worldview, which demands two things: 1) the research be conducted to lead to real-world change and impact while acknowledging the complexities of the study and 2) both qualitative and quantitative methods be used in a mixed methods approach to data collection and analysis (Creswell & Poth, 2018). Therefore, a complimentary mixed methods design was used. Quantitatively, secondary descriptive statistics were used and analyzed to draw conclusions and identify relationships between populations and variables. Qualitative data were collected through interviews (using various formats, guides, and structures) and personal communications with stakeholders and stakeholder representatives and from guest lecture engagements while enrolled in RS 4010/6010: Human Ecology at CU during the Fall 2023 semester. Secondary statistics were identified from reliable sources to ensure both validity and reliability of the data used. Trustworthiness for qualitative data was established through triangulation, member checking, and data saturation (Lincoln & Guba, 1985).

Scoping

Scoping is an essential phase of Social Impact Assessment, used as an early measure to identify a diverse group of stakeholders who should be included in the assessment, as well as identify the social issues that should not be neglected in the assessment approach. Further, land-connected people should be given specific attention when conducting SIAs (Vanclay et al., 2015). Utilizing scoping for these two particular topics of concern poses to increase the potential success of a proposed project (Esteves et al., 2012).

Stakeholders

During the scoping phase of this SIA, the following key stakeholders were identified concerning an increase in on-campus housing at CU:

1. **Community Groups and Organizations:** Advocates for Quality Development of Oconee and Pickens Counties
2. **Indigenous (Aboriginal) Population:** Pickens County was land that was once in the possession of the Cherokee tribe. In 1776, it became land for Clemson. Many historic properties found on the campus hold African-American legacies. Any foresoon development should avoid disturbing the Cherokee and Black heritage still found in the area today.
3. **Interested Citizens:** Bridge students, CU applicants, Clemson residents, continuing students, donors (includes possible alumni who may wish to contribute financially to the development of good-quality and/or new student housing on-campus), first-year/freshman students, graduate students, and in-state/out-state students.
4. **Local, Municipal Governments:** Clemson City Council and Government Affairs of Clemson University, South Carolina.
5. **Project Proponents:** Developers/construction companies wishing to settle contracts with CU. Duke Energy and other utility services for the city of Clemson.
6. **Special Populations:** Low-income students on the Pell Grant, or receiving any federal aid. Students with disabilities that limit their employment/income.
7. **State, Provincial, Federal Governments:** Clemson Architectural Foundation, part of the University, therefore, part of the state. Internal Revenue Code, Section 501(c)(3): As a public university of higher learning, Clemson is a tax-exempted institution– property taxes may not be a concern in building on-campus (student) housing.

Social Issues

Analyzing social issues and social dynamics is paramount to the success of any project. Understanding social issues that are already present prior to the beginning of a project can reduce the number of exacerbated socio-political issues that may arise from the project itself. The scoping phase of this Social Impact Assessment revealed a number of key social issues that should be acknowledged and heavily considered for the proposed project. Not granting these issues the appropriate attention could be detrimental to the project's success. These issues are presented in Table 1.

Table 1

Social Issues Associated with On-Campus Housing

Social Impacts	Brief Description
Economic impact on local community	Building on-campus housing can have positive effect on local community by providing more jobs and bringing more students that create a increase in property value
Improved safety	On-campus housing tends to have more security measures than off campus housing therefore students will tend to feel safer
Increased student engagement	Living on campus leads to higher involvement in on-campus activities, organizations, and events
Reduced commuting stress	Reduce students' time for transportation to and from class
Reducing housing insecurity	By providing more on-campus housing Clemson can help address housing insecurity that students may feel when being forced to live in off-campus housing

SIA Variables Assessed

Within SIAs, variables should be identified in a way that allow for assessors and project planners to effectively “1) Identify issues and baseline conditions, 2) select for further investigation, 3) assess local economic impacts, and 4) base projections & local response to significant impacts” (Robinson, 2023, slide 7). Variables were determined based upon (Burge, 1998), who listed 28 variables within 5 categories. The variables determined to be the most significant and relevant to the development of additional on-campus housing at CU are as follows:

- 1. Population Impacts:** Population Change (#1), Influx and/or out flux of temporary workers (#2), Presence of seasonal (leisure) residents (#3), Relocation of individuals and families (#4)
- 2. Community/Institutional Arrangements:** Formations of attitudes toward the project (#6)
- 3. Communities in Transition:** Presence of weekend residents (#19)
- 4. Individual and Family Level Impacts:** Disruption in daily living and movement patterns (#20)
- 5. Community Infrastructure Needs:** Land acquisition and disposal (#27), Effects on Known cultural, historical, sacred, and archeological resources (#28)

Population Impacts: Population Change

To assess the impact additional on-campus student housing has on the population of both the city of Clemson as well as CU, SIA variables 1-4 were viewed as having the greatest significance. Population change is something that the town and neighborhooding towns of Clemson deal with as a result of all the seasonal residents (i.e., students). Students largely

occupy the community three-fourths of the year, but during the remaining fourth it is nearly a ghost town. Clemson undergoes heavy human traffic flow in the fall, as a result of all the seasonal residents who leave during the summer months but remain in the fall.

Local living habits differ during the school year versus during the summer months. Local residents have grown weary in competing with the CU student body, as well as an influx of homeowners because of lake living. Factors like these are causing life-long residents to move out from the densifying lake-locked area. As Table 1 shows, the population continues to grow, even without the inclusion of the student population. In just a few years, Clemson will be overpopulated with new residents who are attracted by the city's boom and business opportunities. It is quite remarkable how popular Clemson has become as a destination for many individuals to live whether that be full-time or seasonally. The percent change of .91% shows the increase in people even during the timeframe of this project. The estimated population of 17,843 people is continuously growing and will soon someday overshoot.

Table 2

Population Change in Clemson, South Carolina from August 2023 - December 2023

Population Criteria	Clemson
Present Population	17,681
Est. Population Following Project	17,843
Difference (+ or -)	+162
% Change	+0.91%

Source: Neilsburg Research, 2023

Population Impacts: Influx and/or Outflux of Temporary Workers

Over the last decade, Clemson has experienced an increased period of growth. The City of Clemson and CU have had an influx of temporary workers through their multiple development projects. These workers include those involved in development projects, such as contractors, developers, and surveyors. This variable is important to consider since construction is dependent on the presence of temporary workers. The influx and subsequent outflux will impact the current stakeholders.

The influx of temporary workers provides much needed development for the area. This can be seen through Clemson's multiple projects: the current renovation of the high-rise buildings, the renovation of the perimeter road, etc. As these projects continue to expand the city and University, they will provide flexible job opportunities for those who need them most, for a duration of time. This is a good option for those struggling to find a permanent position.

Table 3

Construction Worker Trends in Clemson, SC

Construction Worker Criteria	City of Clemson
Average # of Workers/Month	73
Average # of Workers Hired from outside/Month	70
% Workers Hired from Outside the Community/Month	60%
Length of Construction Period	18 months

Source: The Construction Association, Construction Data

Table 4 highlights Clemson's demographics and the construction workers' demographics. For example, 63.78% of Clemson residents are under 35 years old, and only 30.9% of construction workers in the area are under 35 years old. Similarly, Clemson has a higher female

percentage with 40.78%, but only 10.88% of the workers are women. In this regard, Clemson's population does not represent the construction demographic. This can hinder the notion that temporary workers, specifically construction workers, can serve as job opportunities, especially when the city's demographic does not align with the current employment.

Table 4

Demographic Characteristics Amongst Construction Workers & Residents in Clemson, SC

Demographic	City of Clemson	Construction Workers
% Under 35	63.78	30.9
% Minority	23.28	36.9
% Female	40.78	10.88
% Hispanic/Latino	4.49	30.0

Source: United States Census Bureau, 2020; Construction Employers Association, 2023

Table 4 highlights how the construction workers have a higher minority percentage than the city of Clemson. This difference in percentages shows how the work positively impacts the minority demographic who is in need of employment. However, when the development project is finished, there is potential onslaught for job insecurity. Because their assignments and projects are not permanent, neither is their job. This loss of security will lead to limited benefits, lack of career progression, and social exclusion.

Regarding on-campus housing, it is essential to consider the stakeholders in this situation and how it impacts them. Specifically for Clemson students, the presence of temporary workers would be beneficial because that means that construction is for their betterment, such as more spaces for students to live on campus and become a part of that community. For other members of the community, this will free up living spaces that were once occupied by students. Other

stakeholders, such as taxpayers; local and state governments; and developers, will also be impacted. Namely, those who are burdened with the additional tax dollars and who are not in need of housing may not see value in building more on-campus housing. Observing these impacts allows us to anticipate potential problems and develop a mitigation plan. The influx and outflux of temporary workers bring both positive and negative impacts. It is important to have a nuanced understanding of the potential impacts, as the community's values and needs are most important.

Population Impacts: Presence of Seasonal (Leisure) Residents

The presence of seasonal or leisure residents in Clemson, South Carolina significantly impacts on-campus housing and the community. The terms seasonal/leisure define residents who do not live in Clemson full-time and are only around during parts of the year. The biggest example of a seasonal resident is the typical CU student. Clemson, South Carolina experiences an influx of seasonal residents during certain times of the year, specifically during the school year because of the University. One of the primary consequences of the seasonal presence is the increased demand for temporary housing options. While CU typically provides ample on-campus accommodation for students during the academic year, the arrival of seasonal residents often coincides with periods when the campus may not be fully utilized. During peak times when students are away or during breaks, the university might explore ways to optimize the utilization of housing facilities by offering short-term leases or accommodations tailored to seasonal residents. The presence of seasonal residents in Clemson also influences the local rental market and housing availability off campus. Increased demand for rental properties during specific periods might lead to fluctuation in rental prices or a scarcity of available housing options for both students and permanent residents (Nicholson, 2019).

Moreover, the influx of seasonal residents could positively impact the local economy by boosting business in restaurants, shops, and entertainment establishments. The fluctuating population strains local infrastructure, such as transportation, healthcare, and amenities that aren't able to keep up with potential surges in price. With the influx of seasonal residents affecting the need for more on-campus housing, the university is unable to keep pace with the demand for student housing. Therefore, students move to off-campus housing, which in return takes housing away from the permanent residents. Table 5 shows the percentage compared to the current population and identifies the majority of the population as being seasonal residents. Overall, the presence of seasonal residents in Clemson critically affects on-campus housing, local accommodations, community dynamics, and the regional economy. Balancing the needs and interests of both temporary and permanent residents remains a challenge that requires careful planning, resource allocation, and collaboration between the University, developers, local government, and community stakeholders to ensure sustainable development for all parties.

Table 5

Seasonal Residents Population Change in Clemson, South Carolina

Population Criteria	City of Clemson
Current Population	17,681
Seasonal Residents Projection	11,509
% of Seasonal Residents to Current Population	65.1%

Source: United States Census Bureau, 2020

Population Impacts: Relocation of Individuals and Families

Clemson, South Carolina has witnessed drastic changes to the environment, communities, and individuals who reside there. Individuals and families who are wealthier, however, are now

moving to the area for abstract reasons, such as the university and the lake being right on their doorstep. Additionally, large-scale development companies see Clemson as a hotbed for student housing since the majority of upperclassmen live off campus. They come in and take advantage of the land prices, build these apartment complexes designed for students, and then move onto a different college town, leaving the community to deal with the repercussions. Table 6 shows how many individuals and households have been relocated.

Community/Institutional Arrangements: Formations of attitudes toward the project

With every project there will be support and pushback from local residents. With the addition of more on-campus housing, there will be people who support this idea. This will probably be people, such as Rosa Grayden, who do not want their land taken away from them because of the rising housing costs and need for more on-campus housing. Houses in the neighborhoods where residents are being uprooted are having their trouble maintaining their houses (Nicholson, 2021). People like Rosa Grayden are key to leading the charge for the construction of additional on-campus housing. Contrarily, some groups have formed to express their hesitation to welcome additional on-campus housing. Such groups are mainly student-led and composed of individuals who prefer the off-campus lifestyle which offers them extended freedom and amenities, as opposed to on-campus housing (Cox et al., 2017). The formation of attitudes toward the addition of more on-campus housing will certainly occur, it is simply a matter of how big each side of the argument is.

Communities in Transition: Presence of Weekend Residents

A weekend resident is someone who only comes to Clemson over the course of a weekend. Due to Clemson having such a popular football team and gameday environment, the number of weekend residents skyrockets on game-day weekends in the fall. Over 100,000 people

come into the Clemson area every game day (Scar, 2021). Nearly every fraction of land is occupied up by people tailgating or parking for the game, as well as the local restaurants and bars filled to accommodate so many people (Scar, 2021). This leads to an overflow of traffic coming into Clemson pregame and then out postgame. That is why so many roads become one-way as a result of all the cars and people that are leaving the area at the same time (Clemson University, 2015). With Lake Hartwell being a primary designation to visit in Clemson, the amount of weekend residents present for lake activity especially increases on the hotter days (South Carolina Department of Parks, Recreation & Tourism, 2023).

Individual and Family Level Impacts: Disruption in Daily Living and Movement Patterns

Clemson, South Carolina is not suitable for the amount of people in the area, including local residents; undergraduate and graduate students; university faculty and staff; and other seasonal residents. The roads are not suitable for the amount of daily traffic Clemson and CU demand. People who want to get in and out of the area have to sit in traffic for lengthy periods of time. Tiger Blvd is one of the main ways people travel in and out of the area. As a result the traffic is very heavy during rush hours. Restaurants in Clemson are typically very busy unless you have a reservation ,weeks or even months in-advance. Grocery stores have very long checkout lines, and oftentimes fast food restaurants have lines out the door.

The city of Clemson was not architecturally designed for such large amounts of human interaction and this has had a major impact and disruption on daily living and movement patterns. To consider the effects a proposed action such as developing additional on-campus housing for an already territorially maxed-out CU would have on any employee, student, or faculty member, developers must understand how detrimental infrastructure and the presence of ongoing construction can be to quotidian activities. These activities can include the transit to

work, home, school, and location of employment; the transit to locations for leisure; and the optimal setting for human essentials like sleep, eating, and shelter. From beginning to end, construction puts a strain on people's mobility by limiting options and, thus, can lead to tension between developers, the university, and associated individuals who value their daily habits.

Community Infrastructure Needs: Land Acquisition and Disposal

Land acquisition and land disposal are important to consider because, though they are essential for development, there can be some adverse impacts. The acquisition of land can lead to the displacement of community members or a loss of access to natural resources. With this in mind, CU does not have the luxury of excess land plots for development. One proposed solution is to build additional on-campus housing onto where there is existing housing. Currently, Thornhill Village lies on the outskirts of campus and has 169 available spaces for students. These residential spaces are about 400 square feet each and 50 buildings between McMillan and Morrison Road. There is an opportunity to expand on this existing space. Some examples include clearing the space to make room for a highrise or renovating each space to be able to hold more students. Similarly, on the other side of campus, the low rises on Fort Hill Street could be renovated to house more students. Between the three buildings, they have 404 available spaces. These renovations provide a way to preserve the area's unique character while supporting the need for additional housing.

Clemson also has some residential spaces on campus that are only designated for members of the Bridge Program who are students at Tri-County Technical College (Tri-County Tech.) intending to transfer into the university the following year. Some of these spaces, such as Lightsey Bridge I and II, are occupied by students whom, some would argue, are not Clemson students. Freeing up those spaces will aid in housing the increasing number of accepted students.

As for those in the Bridge program, Tri-County Tech. can develop housing for their own students.

It is important to consider the stakeholders and potential effects of these proposed projects. Undergraduate students would benefit from this change as increased space on campus would be available. They would no longer have to pay large sums of money for an off-campus apartment. Inversely, Bridge students would be negatively impacted; they are now part of the population that has to be relocated.

Community Infrastructure Needs: Effects on Known Culture, Historical, Sacred, and Archeological Resources

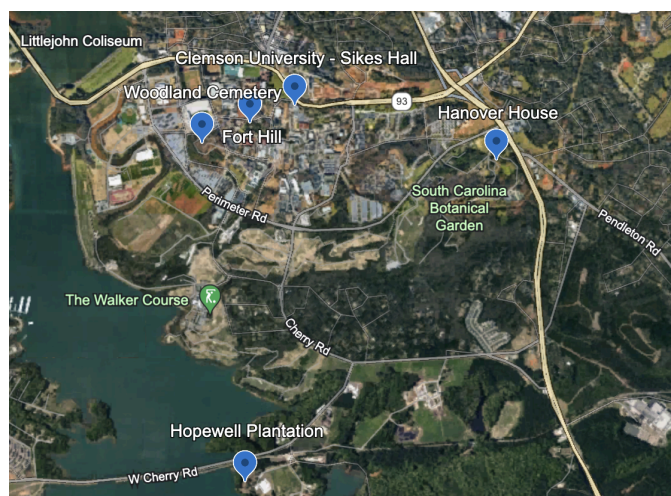
As a land grant, public institution of higher education, CU must adhere to federal regulations that prohibit the utilization and alteration of historically, culturally, sacred, and archeological resources protected by the state of South Carolina under the Heritage Act of 2000. Since its establishment in 1889, CU has expanded their conceptual understanding of *Community Infrastructure Needs* by giving precedence to these resources and bequeathing the accountability for any unforeseen disturbance of law-inflicted peace to their students, faculty, and staff. The segmented campus has several regions designated for the legal preservation of history and culture under the CU Department of Historic Properties. The department's mission statement suggests using "[their] past as a bridge for the future" (Clemson University, n.d). Several properties under their management include the Hopewell Plantation, Fort Hill, and the Hanover House. In addition to these landmarks, the Native American Reflection Site and Woodland Cemetery are both valued pieces of Clemson's history that signify peace and remembrance.

Hopewell Plantation housed General Andrew Pickens, his family, and many slaves following the American Revolution. The property was later sold to the Cherry family, and finally

deeded to the university in 1954 (Franklin et al., 2006). The Hopewell Treaty Oak bore witness to the negotiation of several treaties between Nation tribes such as the Cherokee, the Chickasaw, and the Choctaw (Hiott, 2006; Crawford, 1987). These treaties acknowledged the importance of friendship, peace, and mutual respect in a newborn country. Although violence later overtook these tribes' lives, the civil rights listed in the treaties are still legally recognized through the Bureau of Indian Affairs (Harreld, 1926). Fort Hill, a former slave plantation, is currently a Clemson-Calhoun family legacy and a grim memorial to the lives of enslaved African Americans (Dyches, 1991). The Hanover House was once a rice plantation but is now a nationally recognized historic house museum for 18th and 19th century artifacts (Franklin 2006). The Native American Reflection site, built by CU architecture students commemorates the land ceded over by the Nation tribes in the treaties of Hopewell (Hiott, 2006). In a more recent effort to preserve history, CU has funded the preservation of over 500 unmarked graves (of presumably laborers) in the Woodland Cemetery on campus all while documenting the process so as to remain transparent with the public (Seramur et al., 2023).

Figure 1

Map of Historical Sites Managed by Clemson University



Source: Clemson University, 2023

The historic properties on Clemson University's campus are primarily maintained through several organizations affiliated with the Department of Historic Properties. Such organizations include the American Association of State and Local History (AASLH); American Alliance of Museums (AAM); Associated of Academic Museums and Galleries (AAMG); Southeastern Museum Conference (SEMC); South Carolina Federation of Museums (SCFM); Preservation of South Carolina (PSC); and South Carolina Historical Society (SCHS). These organizations jointly finance, plan, and advocate with the department to sustain long-term historic, cultural, sacred and archaeological preservation. These organizations accept donations, hold tours, and have a storefront on the online CU Marketplace to fund the upkeep.

When considering the development of additional on-campus student housing, developers must crucially work alongside the university to ensure their planning and actual construction do not alter, destroy, diminish, or use any segment of land protected under the South Carolina Heritage Act (Lewis, 2018). Deliberately disobeying the Bureau of Land Management may lead to legal persecution, in addition to negatively influencing donor loyalty, upsetting family legacies, and invoking general community opposition to the planned development. This is especially important bearing in mind that there is little land available on-campus for CU to sustainably expand student housing opportunities.

Mitigation, Enhancement, and Monitoring

Mitigation

New projects, especially those that involve building on or using land, are rarely completely successful. There will always be opposing viewpoints from any number of people. Therefore, it is important to examine how to avoid issues, minimize adverse impacts, and compensate for the problems that arise. Avoiding any foreseen issues is the first step in the

mitigation process. This entails avoiding problems before they arise. One method to prevent this includes being open and honest with populations that may be affected by the project. Honesty and transparency are always the best policy, so at least these issues can be identified before building and adjusted to meet holistic needs. For example, informing the locals, as well as CU students, that more on-campus housing is being discussed and organized can give people more time to adjust and understand how the complex would be beneficial to both students and local residents. This can also come in the form of using signs that can be placed in residents' front yards in support of, or against, the new project for on-campus housing. The land that would be used for the new on campus housing can use a sign showing what the finished project would look like with facts about the construction, such as the projected number of rooms.

Additionally, developers could prioritize making significant, yet brief, constructional progress during the time periods of least occupancy on the university's campus—June to August and mid-December into January—rather than extending the project to get it done as quickly as possible in one-go. This will cost more on the forefront, but it would be most beneficial to all parties involved. This is because you would be able to work while there is less car traffic and pedestrians. If construction was to occur during the so-called busy months, then there may be significant changes to daily living, as well as a new need for external funding. Traffic would have to be rerouted, parking spaces would be taken away, etc. With this approach, it limits the amount of significant changes to an individual's lifestyle. Ongoing construction is a distraction and disturbance to many whose sole purpose of being on campus is to maximize their learning experience. Permanent residents not there for education still suffer the burden of student-construction traffic on a daily basis while also calling a city home that is always “in-progress.” Although this would undoubtedly result in loss of profit for developers, its

enforcement should be considered for the wellbeing of all residents, permanent and temporary, whose opinions matter if the University wishes to retain returning students and consumers.

The second step is minimizing, and with every proposed project there will always be people who do not want the plan to go forward. Maintaining low numbers of this population will be very beneficial for project completion. For instance, with the case of more on-campus housing, CU can use social media platforms like Instagram and Facebook to raise awareness about their goals, which would give people an idea about what is projected to occur. This can also come in the form of university emails sent to anyone affiliated with CU. Another way to minimize the pushback is through the University's classes or projects, guest speakers, lecturers, etc. Educating as many people as possible on the potential project can only help because it exposes people to the potential for new benefits that may very well affect their lives. In terms of the local communities, the local and municipal governments could send out both physical and electronic mail informing residents of the plan to build additional on-campus housing. Board meetings can be held where anyone may be present to either support or argue against building more on-campus housing. Another example would be to broadcast the information on local radio stations, or TV newscasts to further ensure the full audience is being met. In order to minimize potential damage to land, infrastructure, and campus mobility, developers could plan to build alternative routes of passage by car, bus, bike, and ambulate prior to constructing the actual student housing. With this, populations would not only carry a smaller burden, they would also recognize the developers' attempt at alleviating any construction-induced stress related to the changes in their transit to work, school, and home.

The last step in the mitigation process is compensation. This comes in the form of addressing trade-offs or a cost benefit analysis. People who have been completely affected in a

negative way by the proposed development must be compensated for their burdens. For example, the historically Black neighborhoods that are being impacted with new construction in the Clemson area are amongst the many stakeholders who should be considered for compensation. This appears in the form of historic land being bought by large-scale development companies and constructing apartment complexes which are eventually used by mainly students. The large development companies then leave the area since they have no connections or ties to the area. This is why the locals give such pushback to outside companies from coming in and leaving.

The three-step process of mitigation is very crucial to any SIA. However, it is much easier and economical when examining all of the variables presented. Increasingly, this process becomes less cumbersome by addressing the three components of mitigation prior to beginning a project, as is done in this SIA.

Enhancement

Enhancement is primarily about increasing and improving the quality of life for those individuals who live in the historically Black neighborhoods of Clemson. The balance between students and locals needs to become a priority. Currently, Clemson has become a student-driven area where everything built is targeted towards CU students. The balance between appealing to students and local residents needs to be assessed in order to improve the lives of everyone living in, and surrounding, the Clemson area. That is where the idea of having less students overrunning neighborhoods and communities and putting them on campus can only benefit everyone involved. Students can get more involved with the campus and reduce traffic since students are within walking distance to classes. This would be very beneficial especially on home gameday weekends where the amount of traffic coming into the area is more than Clemson can handle. This would reduce (car and bus) traffic because more students would be walking as

opposed to driving and taking the bus. This also allows local residents to have available housing in and around the Clemson area which would provide housing needs for all people involved.

Monitoring

In order to ensure that everyone in the community is getting what they need, planners need to monitor the progress of available housing that is either being built or opened up for local residents, especially those in the historically Black neighborhoods. It is also important to monitor how many new on-campus housing units are built or created in order to know how many students will stay on campus vs going off campus for housing. This can be information sent through town-wide emails or through CU-based emails. It can be information that keeps everyone informed of the progress to decrease the amount of students taking over the communities with the likes of off-campus housing. The first benchmark would be finding the land, and the second would be breaking ground on the construction. This would follow the timeline which would include laying the foundation, starting the construction, all the way up to full completion. Hitting the full completion would help give students the desire to live there. Hopefully, once new on-campus housing is built, pictures of the progress can be posted on social media and through university websites to show people how close construction is to being completed as well as an estimated timeline of completion. By following this timeline, plans can be developed on how to get the students out of the neighborhoods of Clemson and into on-campus housing. It will take years to change but there is a need to trust that in the end the process will have paid off and benefited all parties involved.

Participation Plan

When configuring a participation plan, it is important to engage the identified stakeholders. Their involvement in the project can lead to more diverse perspectives. To do this,

key stakeholders such as students, community members, and the local government, must include their input on the proposed projects. For this reason, there need to be several modes of communication to understand the stakeholders' thoughts and opinions. One solution to get undergraduate students involved would be through an online survey. This approach provides a convenient and accessible platform for students to express their thoughts and feelings about the current housing situation.

Another solution to encourage involvement would be to hold city council meetings with the hopes of encouraging community members' participation. In the event that the council does not generate a lot of feedback, then flyers, newspaper articles, and posts could supplement. Through this, planners could learn their opinions of the project and see if the negative impacts have been mitigated to allow the project to continue. Acknowledging their perspectives will contribute to a well-informed decision. A successful participation plan ensures the current project's success and establishes a foundation for lasting and positive relationships within the community.

Conclusions and Recommendations

Out of the five SIA variable categories, our team identified four to hold the greatest significance in analyzing the social impacts inflicted upon the community of Clemson, South Carolina by the development of additional on-campus student housing. Assessing *Population Impacts*, *Communities in Transition*, *Family and Individual Level Impacts*, as well as *Community Infrastructure Needs* illuminates various stakeholders concerned with physically altering CU's campus once more for the sake of 'growth'. Of the *Population Impacts* category, the team chose to analyze variables 1-4 : Population Change, Influx and/or Outflux of temporary workers, Presence of seasonal residents, and Relocation of individuals and families. These variables were

deemed most crucial to understanding the effects the proposed action would have on the population of Clemson, SC. The second and third variable categories, *Community/Institutional Arrangements* and *Conflicts Between Local Residents and Newcomers*, were categories the team felt were least impacted by the proposed action. The Formations of attitudes towards the project and Presence of weekend residents were identified as most critical to analyze as the city of Clemson is dynamic and constantly evolving with the times. The University is considered ‘home’ to thousands of diverse ethnic groups with different cultural norms and satisfying them all is nearly impossible, yet worth attempting. From the fourth variable category, *Individual and Family Level Needs*, the team considered the Disruption in daily living and movement patterns as a significantly impacted variable. The proposed plan would alter optimal routes of transit, leisure and work schedules, as well as stagger population clusters throughout the day. In the fifth and final category, *Community Infrastructure Needs*, the team examined the Land acquisition and disposal, in addition to the Effects on Known cultural, historical, sacred, and archaeological resources. These variables can be overlooked by developers who are only concerned with profit and timely outputs, so the team highlighted the reasons these needs matter. Building new housing opportunities for students will always remain controversial and multilaterally opinionated amongst the populations who consider themselves incredibly affected. Arguably, there is a certain burden-lifting quality most important to the low-income and minority student populations at CU and Clemson when a proposed action as such is destined to affect the economy, the environment, the population density and composition.

The team recommends that CU adopt preemptive strategies to avoid the need to repeat a SIA too soon – or ever again. In an ideal world, the university’s authoritative figures would recognize a tangible limit to their growth, in terms of revenue and population. Preferably, the

university would take notice sooner rather than later and set in motion a plan to finish all foreseen infrastructural development, leaving room in the budget for only small modifications and remodels necessary for safety and well-being. This may involve the rebuilding or remodeling of several on-campus student housing options already available in order to maximize living capacity. Making the low-rise buildings taller and individual rooms smaller would at least aid in the university's mission to continue guaranteeing freshmen housing for years to come.

Participating in precautionary, perhaps daunting, tasks such as building new infrastructure layouts of the campus to offer the citizens, students, faculty and staff alternative routes of transit would lay a stronger foundation for peaceful relations prior to the development of additional on-campus housing. If there are any old buildings that hold few classes, yet take up acres atop of acres of land then perhaps it could be demolished to make new student apartments, again seeking maximum capacity through small rooms, communal showers and toilets, and more floors.

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