





**Clemson University**

**Marina**

**Walker Golf Course**

**Highpointe**

**Pointe West**





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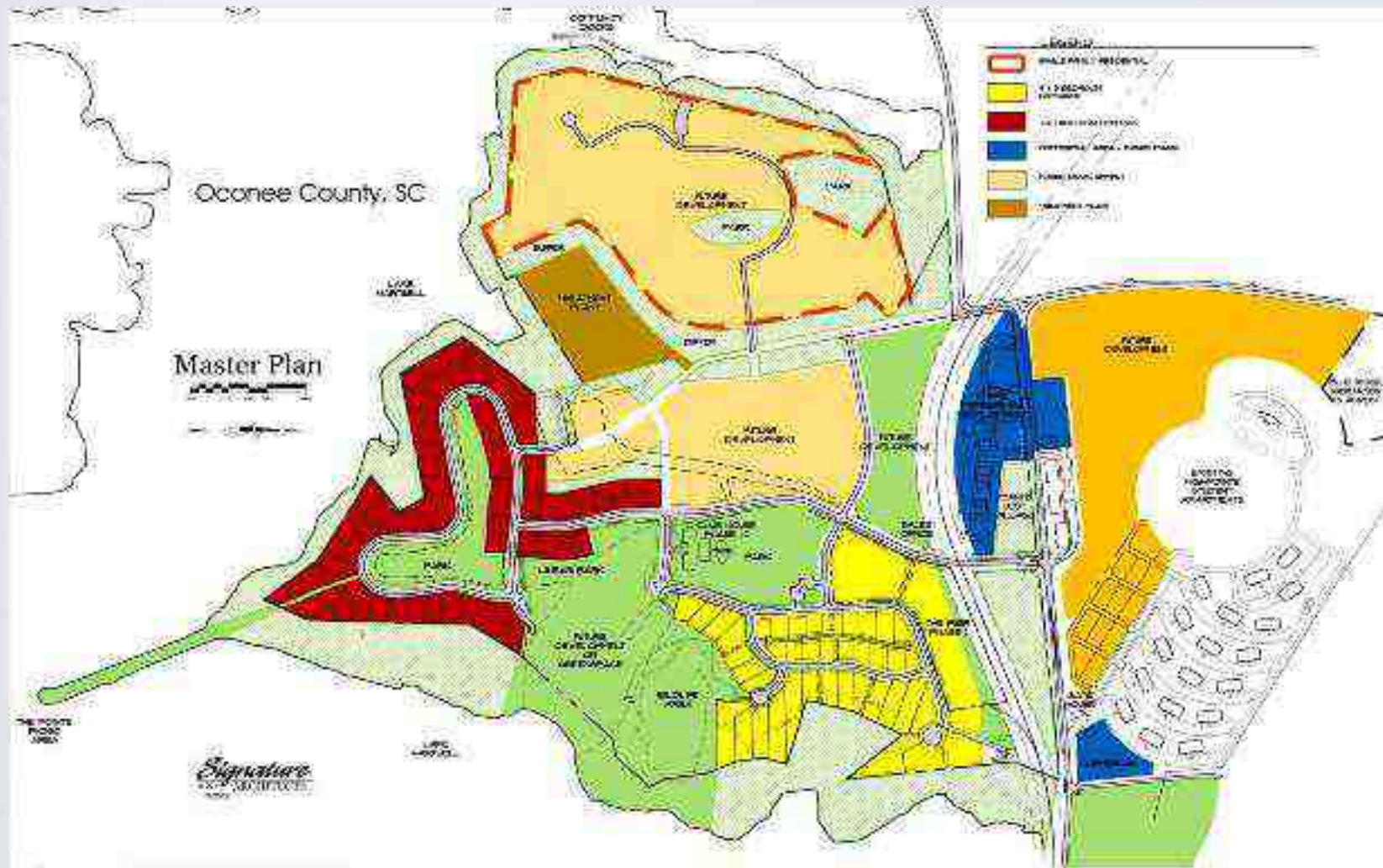
# Reason for Delay in Pointe West

- Continued economic down turn
- Too much general lot inventory in area
- Lack of financing from banks to lot purchasers
- Competition from failed subdivisions including bank owned lots
- Little or no new construction. No lending therefore no spec. building
- Environmental delay. Change of roadways

# New Plan for Pointe West

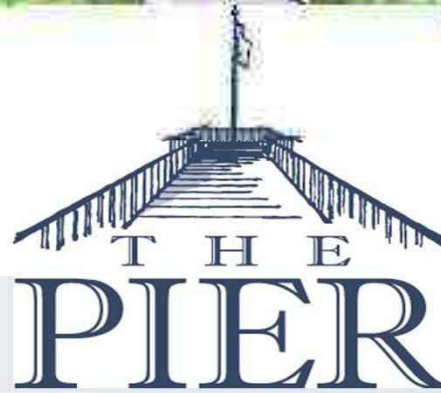
- New focus residential rental units
- Continue with T&D (Traditional Neighborhood) design concept
- Perhaps waterfront and interior lots, developed when market returns

# Master Plan





# Student Cottages





# Cottages

- Cottage Concept - ranked multi-family top project of the year in 2010 is student cottages
- Winner of 3 awards in student housing magazine
- Billed as future of student housing based on site availability

# Student Housing Business Magazine Award

## **BEST NEW DEVELOPMENT, COTTAGES — OFF-CAMPUS**

**Winner: The Cottages of Baton Rouge**

**Location: Louisiana State University (Baton Rouge, Louisiana)**

**Submitted by: Capstone Companies**

Opening in August 2010 with 100 percent occupancy, The Cottages of Baton Rouge consists of 159 units ranging from one to five bedrooms, and an 11,000-square-foot spa-like clubhouse for residents. With prices starting at \$530 per bedroom, residents enjoy a unique lifestyle in Baton Rouge, while paying rates very comparable to other student communities in the area. With a growing enrollment at Louisiana State University, which is projected to increase each year, The Cottages have brought a development with the student in mind to a community in need of additional housing. With the initial success of The Cottages at Baton Rouge — all 583 bed spaces were occupied the first year — a second phase was started and is due to open in August 2011. Once completed, the entire project will house a total of 1,290 LSU students in 382 units. As of February 2011, 1,100 beds of the 1,290 available have already been leased. Our judges were tough on this category, but believed this to be the strongest of the entries.

"A terrific, large scale deal that has performed remarkably well," said one. "Although different than other cottage product, its style resonates with LSU students."



# Student Housing Business Magazine Award

## BEST ARCHITECTURE/DESIGN, COTTAGES — OFF-CAMPUS

Winner: Aspen Heights College Station

Location: Texas A&M University (College Station, Texas)

Submitted by: Aspen Heights



After developing two other successful cottage projects, Aspen Heights entered the College Station market with a project of 119 single-family cottage homes designed for Aggies. The gated community also features a California-style pool, state-of-the-art fitness center, a private shuttle to class, and many other luxurious amenities was born. Design was based around research Aspen Heights conducted in the market. For instance, research indicated most units in College Station did not provide a guest bathroom. All of the cottages were designed to have four beds and 4.5 baths to accommodate

this need. The need for storage space was also an issue in the market. Aspen Heights designed multiple walk-in storage closets throughout each house. As well, the 8,000-square-foot clubhouse was designed for use 24 hours a day. The clubhouse concept includes a comfortable, coffee shop atmosphere so that students can relax in our inviting and distinctive movie theater, or focus on their studies in our large study loft filled with cozy couches. Since opening for the 2009-10 academic year, Aspen Heights College Station has remained 100 percent leased and experienced 54 percent renewal rates.

"[This project has] a great neighborhood feel and overall character/scale," said one of our judges. "The pool feature is over the top. It will always be a winner, even in a soft market with its unique features and single-family feel."

# Student Housing Business Magazine Award

## **BEST PACKAGE AND OFFERING OF AMENITIES — OFF-CAMPUS**

Winner: The Retreat at Lake Tamaha

Location: University of Alabama (Tuscaloosa, Alabama)

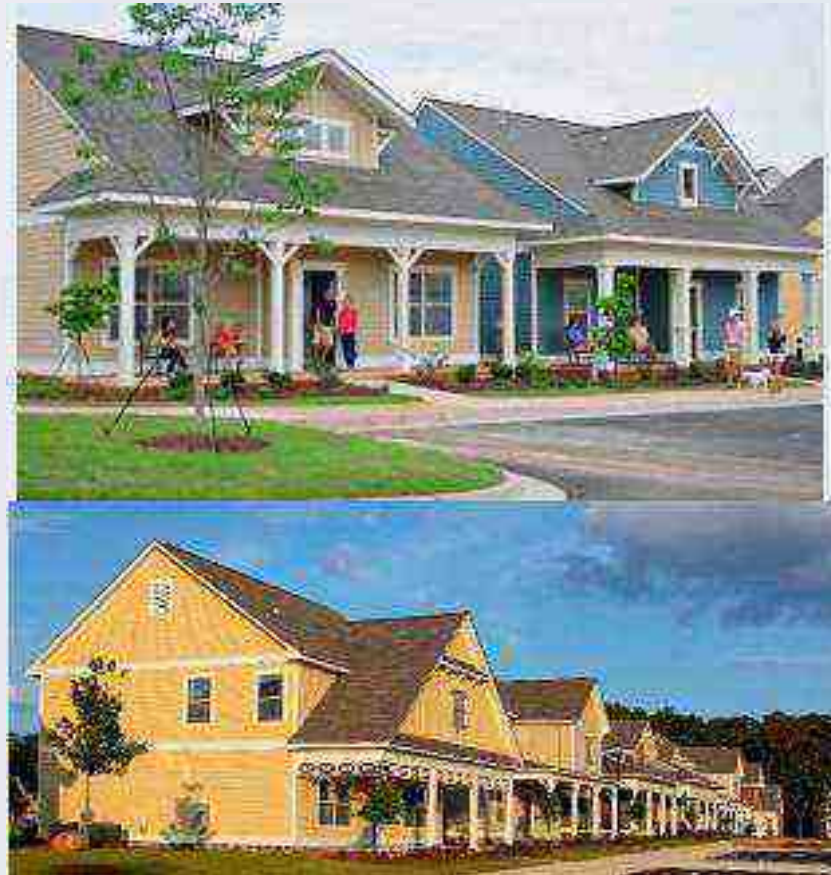
Submitted by: Landmark Properties

The resorts of Hawaii, Florida and Las Vegas have nothing on The Retreat at Lake Tamaha. Landmark Properties wanted to make sure it had an over-the-top pool at its cottage development near the University of Alabama, and it's paid off. The pool — the largest in Tuscaloosa — is one of the top amenities students cite for leasing at the project. It's flanked by an 11,000-square-foot clubhouse that has a fitness center, poker room, tanning beds, movie theater and golf simulator, as well as two club rooms. Other property amenities include a campus shuttle, stocked lake for fishing, swimming and canoeing, hiking trails, intramural field, grilling stations, volleyball court, two horseshoe pits, two tennis courts, a basketball court and a putting green, among others.

"The golf simulator, horseshoe pit, putting green and lake are the key amenities that differentiate this community from the rest of the standard amenities offered by most student housing developers/operators," said one judge, who was, like most students, swayed by the pool with her final comments. "The pool is impressive; makes you want to dive in."



# The Retreat at Lake Tamaha



# Cottages of Baton Rouge





# Aspen Heights



# Chimney Ridge of Clemson





# The Retreat of Clemson



# The Pier Phase I

- Starting February 2012
- 30 cottages in Phase 1
- Available August 2012
- Phase II construction projected start in Fall 2012 to include 100 cottages
- Final phases based on market demand



# Public Access

- 35 acres of Parks open to the public
- Walking and Biking Trails
- Boardwalk and Pier
- Beach and Picnic Area
- Village and Town Green

# The Pier

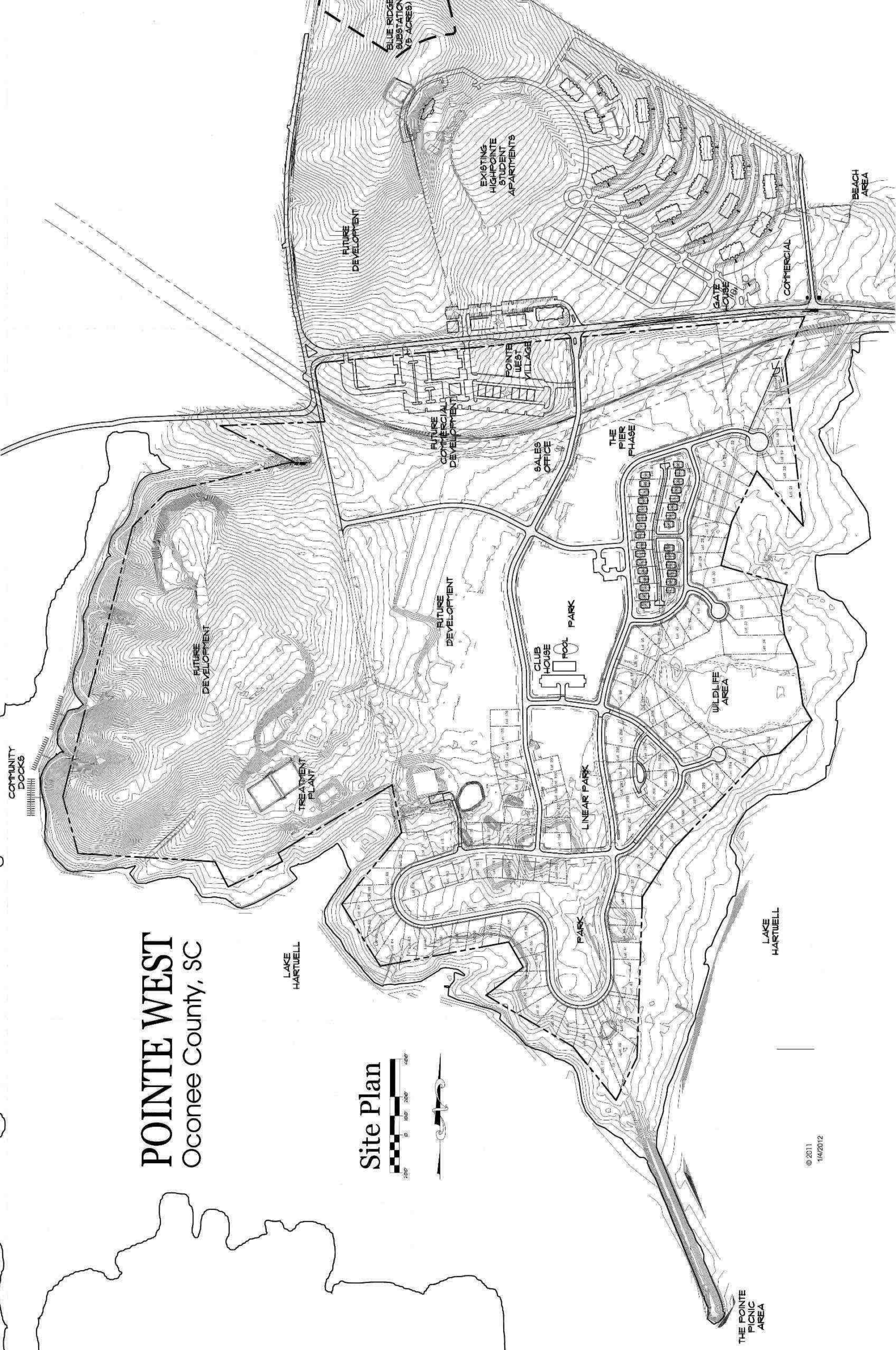
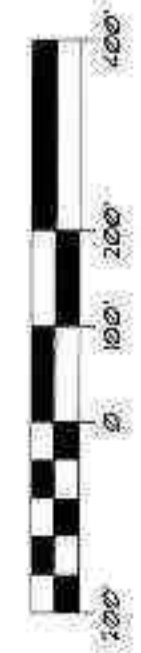
- Higher density
- Tax base can grow faster
- Taxed at 6% low impact on schools
- Density will allow faster development of commercial area



# POINTE WEST

Oconee County, SC

## Site Plan





# Oconee County Board of Zoning Appeals



415 S. Pine Street  
Walhalla, SC 29691  
Telephone (864)638-4218 Fax (864)638-4168

## ORDER ON VARIANCE APPLICATION

**Application Date: May 11, 2011 Permit Application No.: 100614-1**

The Board of Zoning Appeals held a public hearing on January 26, 2012 to consider an appeal by Pointe West Inc. which may be approved by the Board pursuant to Section 26-1 of the Oconee County Unified Road Standards for the unincorporated areas of Oconee County (Chapter 26 Article 1). The applicant appealed for the Board's affirmation of support for variances granted on June 2, 2011 for the construction of a proposed single-family project located on a parcel near West Cherry Road, Seneca, SC 29672 (Tax Map #271-00-01-002).

Subsequent to receiving said variances to road standards for the single-family development, the developer proposed a change in land use to one or more sections of the development, specifically including four and five bedroom student-housing rental cottages.

After consideration of the evidence and arguments presented, the Board concludes:

- 1) The variances granted on June 2, 2011 are consistent with the proposed change in land use; therefore, the developer is permitted to continue and complete planning and design of the proposed project utilizing said variances for the cottage style housing as presented to the Board. A new variance will be necessary for any additional proposed deviation from adopted road standards.

THE BOARD, THEREFORE, ORDERS that the variances are affirmed and upheld.

Date issued: \_\_\_\_\_  
Chairman

\_\_\_\_\_  
Secretary

Date mailed to parties in interest: \_\_\_\_\_

Notice of appeal to Circuit Court must be filed within 30 days after date this Order was mailed.





# Oconee County Planning Department

415 S. Pine Street, Walhalla, SC 29691

Telephone: 864-638-4218  
Fax: 864-638-4168

January 27, 2012

To: Mack Kelly (County Engineer)  
Tom Winkopp and Neal Workman (Pointe West, Inc.)

From: Yancey Green

Re: Affirmation of previously granted variances

This is to inform you that the Oconee County Board of Zoning Appeals affirmed and upheld the previously granted variances with regard to the change in land use from single family homes to four or five bedroom cottages for rent that were originally granted on June 2, 2012.

- 1) The Board Affirmed and Upheld the previously granted variances for Pointe West, Inc., originally granted on June 2, 2011.

A copy of the signed Board Order will be provided for your records when complete.

# Oconee County Board of Zoning Appeals



415 S. Pine Street  
Walhalla, SC 29691  
Telephone (864)638-4218 Fax (864)638-4168

.....LEGAL AD.....

**PLEASE ADVERTISE IN THE NEXT ISSUE  
OF YOUR NEWSPAPER**

TO: DAILY JOURNAL [classadmgr@dailyjm.com]

The Oconee County Planning Commission will conduct a public hearing on Monday, January 23<sup>rd</sup>, 2012 at 6:00 p.m. and the Oconee County Board of Zoning Appeals will conduct a public hearing on Thursday, January 26<sup>th</sup>, 2012 at 6:00 p.m. in the Council Chambers of the County Administrative Complex, 415 S. Pine Street, Walhalla, SC 29691. The applicant, Pointe West, Inc is requesting previous variances to be affirmed and upheld due to a proposed change in land use. If you would like additional information concerning this request, please contact the Planning Department at 864-638-4218.

# Oconee County Planning Department



415 S. Pine Street  
Walhalla, SC 29691  
Telephone (864)638-4218 Fax (864)638-4168

## NOTICE OF PUBLIC HEARING

This notice is to all owners of properties adjacent to a parcel located at:  
Cherry Road, **Tax Map # 271-00-01-002.**

The Oconee County Planning Commission will conduct a public hearing on Monday, January 23<sup>rd</sup>, 2012 at 6:00 p.m. and the Oconee County Board of Zoning Appeals will conduct a public hearing on Thursday, January 26th, 2012 at 6:00 p.m. in the Council Chambers of the County Administrative Complex, 415 S. Pine Street, Walhalla, SC 29691. The applicant, Pointe West, Inc is requesting previous variances to be affirmed and upheld due to a proposed change in land use. If you would like additional information concerning this request, please contact the Planning Department at 864-638-4218.

A copy of the variance is available for public viewing in the Oconee County Planning Department (Telephone 864-638-4218).