Cliffs developing big piece of Keowee land



PHOTOS BY LAUREN PETRACCA/STAFF

A dock leads out to Lake Keowee from The Landing at Keowee Springs on Friday.

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The Cliffs has begun developing one of the few remaining large tracts of Lake Keowee waterfront in a sign its business continues to heal from the Great Recession.

The development of nearly 600 acres is the biggest new development for The Cliffs since the recession, when its business collapsed along with other developers around the country.

The Cliffs, with headquarters near Travelers Rest, owns and operates seven luxury real estate communities in the Upstate and western North Carolina.

It has already built docks and started cutting roads out of the woods for its latest project, which is called The Landing at Keowee Springs.

The Cliffs sales team hosts potential buyers of the first 35 lots on site in early June.

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Kent Smith, CEO of Cliffs Land Partners, stands on a dock at The Landing at Keowee Springs.



A dock at The Landing at Keowee Springs is reflected in the glasses of Kent Smith, CEO of Cliffs Land Partners.



An available lot at The Landing at Keowee Springs has a view of Lake Keowee and the Blue Ridge Mountains.

Cliffs

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Bruce May, co-owner of Jocassee Real Estate in Seneca, said he figures the property is the best of what's left of Lake Keowee waterfront

"For the most part, the biggest and best chunks have already been developed," said May, who specializes in Lake Keowee homes and isn't affiliated with The Cliffs.

Meanwhile, a Cliffs competitor, The Reserve at Lake Keowee, already is selling off its last sizeable waterfront property, said David Hurst sales director. He said The Reserve has sold 19 of 61 lots on the peninsula property.

The new Cliffs development will be located a short drive from Clemson on the southeastern side of Lake Keowee.

Kent Smith, chief executive officer of Cliffs Land Partners, the division that handles real estate development and sales, said 160 of the 200 lots will front the water.

The development will include a central area with country store, post office, wrap-around pool, bar and fitness facility.

Property owners will be able to reach three existing Cliffs golf courses by boat.

The Cliffs is still deciding what to charge for lots, but the prices should range between $300,000 and almost $1 million, Smith said.

He said the development will be marketed as an extension of the existing Cliffs at Keowee Springs, though the two properties are not contiguous.

Smith said The Cliffs bought the property for $19.5 million from investors who had been holding it for Cliffs founder Jim Anthony.

Anthony, a former telephone lineman from Pickens County, founded The Cliffs 25 years ago but lost control of it in the wake of the recession. It's now owned by Arendale Holdings, a luxury real estate developer based in Jacksonville Beach, Florida.



jet skier is seen on Lake Keowee from a lot at The Landing at Keowee Springs.

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