



From left, Tajh Boyd, Steve Mudge and Leighton Cubbage talk about their upcoming development project, Lakeside Lodge. The mixed condo and hotel will be built in close proximity to Clemson University. PHOTOS BY JOSH MORGAN/STAFF

LAKE CONDOS TO FILL VOID FOR FANS

When Clemson House closed, developers leaped

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When the doors of Clemson House closed for good earlier this year, Steve Mudge knew it was leaving behind a massive void — and a massive legacy.

As a real-estate developer and a Clemson graduate, he said he knew there wasn't anything that paralleled the Clemson House in the area. So when a piece of land on Lake Hartwell's shore went up for sale, he and his business partner Leighton Cubbage decided it was time to build a new legacy.

"We've always talked about when the market would be right to do something at Clemson," Mudge said. "When we saw this property come available, we jumped all over it."

Mudge and Cubbage, both Clemson University football alumni, are leading a \$30 million project they believe will become



Cubbage points out an area of the Lakeside Lodge project.

another iconic Clemson residence for fans who are looking for a permanent, luxury resort to call home when they're back in the area for games. They are joined by one of the more popular Clemson players in recent years, former quarterback Tajh Boyd, who is managing sales for

the project.

Lakeside Lodge Clemson is an 8-acre development on Lake Hartwell's shore just south of U.S. 123 near Memorial Stadium that will bring 116 condominiums to the Clemson area in 2019. The

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condos, which will range from 465-1,502 square feet and will cost anywhere from \$200,000 to \$700,000, will be part of a hotel-style facility that's both family- and pet-friendly.

The complex will feature a swimming pool, fire pit and a fitness center, Cubbage said. It also will have hotel-style amenities, like room service and housekeeping, and will have a bar in the lobby, as well.

"It's run like a hotel, so housekeeping goes in the unit every day," Mudge said. "It operates and feels totally like a full-service hotel."

One of the resort's draws, Cubbage said, is the rental program it will offer. Condo owners can opt to have the development rent out their space when they're not using it and receive 60 percent of the profit.

"That's a very appealing thing to everybody," Cubbage said. "If they sign up for the rental program, they can block out the days that they want to use. ... It gives the owner in the rental program a lot of flexibility."

Fusing the benefits of both a condominium and a hotel has worked for the duo in the past, Mudge said. Since they first teamed up in 2009, they've built several other developments, including a very similar condo-hotel project in Asheville called the Residences at Biltmore.

Cubbage and Mudge also lead Allie Capital LLC, which is partnering with Southern Resort Group and Sundog Development Company, LLC — along with

more than 30 other investors — to develop Lakeside Lodge Clemson.

Sundog Development, run by Joel Sowers, worked on the Biltmore project as well, Mudge said. Many of the additional investors in the Clemson project are Clemson fans, residents and graduates, which Mudge said also sets the development up for success.

"It's a team that's done a lot of stuff together," Mudge said. "The bottom line is the group wants to do a really good job, and wants it to be a legacy."

Boyd saw the appeal in Lakeside Lodge Clemson's business model and has joined Mudge and Cubbage as the development's sales manager.

"I look at myself as a big-picture guy," Boyd said. "These guys are veterans in the industry, so the biggest thing for me, at this point in my life, is who I'm surrounding myself with and who can help me continue to grow into who I want to be."

Those interested can reach Boyd via email at tajh.boyd@lakesidelodge-clemson.com to get more information and to place a refundable deposit.

The development, Boyd said, is something he believes will become a place Clemson fans will love to tailgate and relax on game day.

"We obviously enjoy Clemson and how much that university means to us," Boyd said. "The sports arena is continuously growing, the community is growing — they need something they can call home, something that's special, and I think this is it."

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