

THE PALMETTO PLANNER



American Planning Association
South Carolina Chapter
Making Great Communities Happen

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Presidents Message



Past Presidents of SCAPA

If you weren't able to attend SCAPA's 40th Anniversary Celebration, you missed a great time. It was wonderful to see so many faces of new and veteran members of our organization. SCAPA's founding members were in attendance as well and were recognized for their hard work. Please look through the pictures and related information in this edition of the *Palmetto Planner*. I would like to thank Cheryl Matheny, FAICP for serving as chair of the Anniversary Committee as well as those members of her committee for making the evening memorable.

The recession has affected many organizations over the last year – and APA is no different. At the APA Leadership Meetings in Washington D.C. last

September, APA proposed a fee increase to chapters to recoup costs that they absorb each year for chapters. The initial request was for a fee of \$10 per chapter member to be taken out of APA's chapter payments. Since our chapter membership fee is \$35, this would be a substantial hit to our chapter's income for 2010. The Chapter Presidents' Council requested that further study and evaluation be made to this proposal. APA reviewed our request and has made some further cuts to their 2010 expenditures. In so doing, some member services that have been provided by APA may be discontinued or reduced over the next year.

As a compromise, for the next two years APA will charge chapters for their members' usage of credit cards and bank fees and data recordkeeping – essentially charging chapters for the costs they incur. For our chapter, the estimate of this fee would be \$3.74 per member. This is a projection of \$1,856 that we will not receive from APA in 2010. Based on this reduction, your Executive Committee will be determining ways to provide the same quality of services and conferences at a reduced cost. If you have concerns or comments concerning this fee schedule, please let me know.



December 31 is the deadline for AICP members to log their CM credits for the first cycle. If you have not done so, go to www.planning.org and log your credits as soon as possible. If your credits have not been logged in by the deadline date, you risk losing your AICP certification. Opportunities for acquiring free or reduced cost credits are available at the APA website. If you have problems logging your credits, directions are provided at the APA Year to you and your family! and SCAPA websites to assist you.

Lastly, many jurisdictions are furiously working with the Census Bureau on address changes and modifications in preparation for the

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Membership Minute

SCAPA EMAIL LIST SERVE TOPS 200

Last month, the SCAPA/SC Planners Email List Serve reached a major milestone as its 200th member subscribed! More and more professionals are joining this community every month to help you answer the proverbial question, "What are they doing in _____ [insert City or County name here]?" Visit www.groups.google.com and search on "SC Planners". Be sure to use the quotation marks. Also, joining the List gives you access to 40 previous questions and responses from the

past year. Lastly, and equally important, use features of the List to shorten the miles between us! Edit your profile to include your community name, your title, and a picture of yourself! That way, when we see each other at the next conference, we'll be that much more familiar! For questions or comments about the List, contact Marc Mylott, AICP at (803) 545-3333 or msmylott@columbiasc.net.

Chapter Only Memberships

Chapter Only memberships are available through APA. Join SCAPA without joining APA for \$35.00 annually. To become a chapter only member please go to the APA website under membership.

Benefits of a chapter only membership include:

- Reduced rates to all SCAPA conference
- Quarterly Newsletter
- Training Workshops

Does APA have your correct information?

SCAPA distributes all informational materials electronically. In order to ensure receipt of these materials you need to make sure that your email address in the APA record is up to date. All members can access their APA profiles and make changes online. These changes become effective immediately (mailed or faxed changes requiring manual entry will take longer to appear). To access your APA profile go to www.planning.org/myprofile. Enter your APA ID (from the Planning magazine mailing label or invoice) and password (click on "create new password" if you have forgotten it or do not have one). If you need assistance contact Webmaster@planning.org.

Dollar\$ and ¢ents

by Robert Moody, AICP, SCAPA Secretary/Treasurer

2009 marked our 40th year as the voice of planning in South Carolina. During these past four decades, SCAPA matured from a close-knit band of practitioners into a sizable organization of respected professionals.

The finances of SCAPA have also grown to such point that we are able to host three statewide conferences each year, sponsor AICP exam training sessions, and employ a part-time administrator. The last few years have seen a surge in membership and conference attendance due, in part, to state-mandated training and AICP CM requirements.

While we welcome our new members and conference attendees with open arms, SCAPA has experienced some growing pains in terms of our budget. *[This is probably not news to anyone who has previously served on the Executive Committee of SCAPA or any other non-profit organization.]* For those of you who may not know, SCAPA relies heavily on the conferences to generate

income to fund the chapter's operations.

This year's summer conference was particularly challenging because the large crowd that convened in Columbia to hear Randall Arendt brought about the need to move into (and pay for) a larger room. The result was that the summer conference ran a deficit of \$7,000. This loss was offset by profitable spring and fall conferences that generated a total of \$4,254. Not to be overlooked, attendance at the fall conference was lower than expected due to belt-tightening at many local governments. To be sure, these yo-yo attendance figures caused some sleepless nights for the Programs and Executive Committees. The net effect was a \$2,901 deficit for conferences in 2009.

For the record, SCAPA has a healthy reserve fund balance of over \$19,000. The Executive Committee will use these funds to cover this year's deficit. The EC will also continue to make efforts to be good stewards of your dues and fees.

To do this we will need your help. Please contact me or any EC member to share your ideas about:

- opportunities to partner with an allied profession to host a conference (or two);
- conference session topics that are appealing to a broader audience;
- locations for spring and summer conferences in the greater Columbia area that will accommodate 150+ at a reasonable rate; or anything that will better serve the membership.

Thanks for giving me the opportunity to serve SCAPA as Secretary/Treasurer. I look forward to hearing your ideas about how we can prepare to meet the challenges of 2010 and beyond.

Robby

Robert Moody, AICP
SCAPA Secretary/Treasurer

SCAPA'S 40 ANNIVERSARY CONFERENCE CELEBRATES THE PAST AND PREPARES FOR THE FUTURE

The 2009 SCAPA Fall Conference was held in beautiful downtown Greenville Oct. 15-16 and celebrated not only how we have grown as an organization but laid the groundwork for meeting future challenges. We were fortunate to have members of the APA leadership not only in attendance but participating in planned sessions and impromptu dialogue. These included Bruce Knight, FAICP, and President of APA, who gave an enlightening opening plenary speech on advancing the planning movement and APA's role in meeting the challenges of the next 100 years. Carol Rhea, Region II representative on the APA Board of Directors, participated as a panelist for the session on Ethics and the Planning Professional. Carol was also instrumental in assisting the Anniversary Committee with some of the celebration activities. Paul Farmer, APA Executive Director, was the featured speaker at the closing plenary session and left us with much to think about as we grow into the next decade.

Sessions were offered in four different tracks: Planning and Development in the Future, Environment and Sustainability, Planning Practice and Professional Development, and The New Economy. These tracks broke down into topics as diverse as the green revolution, integrating schools into community planning, leveraging market conditions to maximize success, and updates on planning law. In addition there were 3 mobile tours to places of planning interest and significance in Greenville. Overall, the educational value and the caliber of instruction exceeded all levels of anticipation.

The high point of the Conference was the 40th Anniversary Celebration and Dinner on Thursday eve-

ning. The atmosphere of fun was set with a rousing rendition of SCAPA Trivial Pursuit emceed by the incomparable Charlie Compton. The evening was capped with a moving tribute and recognition of our founding members, a number of whom were in attendance.

We are in the early stages of planning for the 2010 winter/spring, summer, and fall conferences. Applying lessons learned in 2009, we will make every effort to keep costs down while providing the quality our members have come to expect. We welcome your ideas, input, and offers of assistance. If you would like to be involved, please contact Susan Britt via email at susan.britt@yorkcountygov.com or by phone at 803.909.7242.



The SCAPA Executive Committee is soliciting proposals from interested cities/counties to host one of our conferences for 2010. We have two 1-day conferences (March and July) and our annual multi-day conference in the Fall (October). If your organization is interested in receiving information please contact me at susan.britt@yorkcountygov.com or Pat Collins at ipcol44@bellsouth.net.

2009 SCAPA Fall Conference Sponsors

Please join us in thanking the sponsors of SCAPA's 2009 Fall Conference. With their support we had another very successful conference.

GOLD SPONSOR



SILVER SPONSORS

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- Kimley-Horn and Associates, Inc.:** Logo with three stylized shapes (triangle, square, triangle) and the company name below.
- BP Barber:** Logo with "bpb" in a stylized font with arrows, and "BP Barber Engineering • Experience • Excellence" below.
- White & Smith, LLC:** Logo with the company name and contact information: "255 KING STREET CHARLESTON, SC 29401 TEL 843-937-0201 WWW.PLANNINGANDLAW.COM". Services listed include "IMPACT FEES", "DEVELOPMENT EXACTIONS AND AGREEMENTS", "ZONING AND SUBDIVISION REGULATIONS", "SMART GROWTH CONSULTATION", and "LAND USE LITIGATION".
- URG:** Logo with the letters "U R G" in a bold font above "URBAN RESOURCE GROUP" and "A DIVISION OF KIMLEY-HORN AND ASSOCIATES, INC." below.
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GREENVILLE COMPLETES COMPREHENSIVE PLAN
BY JENNIFER RIGBY

The City of Greenville has a rich history of planning dating back to a 1904 plan that recommended Cleveland Park, a 126 acre park along the Reedy River, that many residents today affectionately call “The City Park”. Over the years, the City of Greenville has conducted various master plans, which have resulted in some of the most impressive public-private partnerships and innovative developments in the state. So, it was within this historical context of successful planning that the City of Greenville embarked on efforts to update the city-wide comprehensive plan in the spring of 2007.

This two-year process helped the city set a new standard for citizen participation and create a framework for new land use classifications and development principles over the next twenty years. Initially, staff members began creating a marketing strategy to complete this process. Essentially, staff had to plan for the plan. Staff members first worked together to develop the goals and objectives they hoped to achieve through this process. Embedded within the initial goal-setting was a desire to capitalize on previous successes while avoiding prior pitfalls, such that the end result would be a plan city officials, citizens, and staff members would refer to and employ on a regular basis.

City staff divided the plan into six distinct phases, and decided to have each phase adopted incrementally by the planning commission and city council. This approach was intended to keep the comprehensive plan active in the minds of the planning commission and

city council, encourage a focus on the end goal, and allow all of the stakeholders the opportunity to celebrate movement toward completion. Additionally, this approach ensured a buy-in by the planning commission and city council, which facilitated the adoption of the Future Land Use Map. Each of these phases included written reports, which were compiled to create the final report for the comprehensive plan. Figuratively speaking, the phases were put together like pieces to create the final puzzle.

Staff began the process with a marketing strategy to facilitate citizen participation. For this comprehensive plan, city staff sought diverse input, not only the voices of a small core of involved citizens who would have independently sought out opportunities to provide input. Staff brainstormed hundreds of ways to get varied individuals involved in the planning process. These ideas included radio interviews, billboards, bus shelter advertisements, passing out brochures at all city events, an interactive computer kiosk in City Hall, a dedicated website, e-mail lists, meeting with school children, churches, neighborhood associations, and community centers. All of these outreach efforts were intended to capture citizen attention and participation. To this end, we also adopted a catchy title: “Plan-it Greenville: Planning for the next generation!” and offered appealing giveaways.

The efforts to garner citizen participation worked well and ultimately resulted in over 1,300 people participating in Plan-it Greenville. Citizens participated through surveys, multiple focus group meetings, theme committee meetings, and public meetings. Young citizens participated via tours of downtown and through school visits and shared their

ideas for the city’s future through discussion and artwork. Citizens were involved early and invited to participate in multiple ways through the entire process, which helped to build consensus and support for an ambitious plan at a very pivotal point in Greenville’s development history.

Constrained by a slim budget, staff relied heavily on the support of partner agencies and local businesses. Staff worked with Clemson University’s City and Regional Planning master’s degree students to help develop an inventory and Greenville Forward, a non-profit organization founded by the Chamber of Commerce to enhance the quality of life for greater Greenville by engaging citizens in continually updating, promoting, and facilitating a community vision for 2025 and beyond. Greenville Hospital System and Bon Secours St. Francis Health System provided generous financial support and numerous restaurants donated lunches and refreshments for public meetings. These partnerships were created out of necessity; however, they resulted in a community that was invested in the process and committed to creating a vision for the future of Greenville and ultimately the adoption of the plan for this vision.

Plan-it Greenville’s main recommendation was to provide opportunities for mixed-use development. The guiding themes of the plan, developed from citizen input, included concentration on environmental issues, economic development, transportation options, neighborhood and corridor identity and stability, housing, and a healthy living and pedestrian friendly environment. All of these focus areas included an over-arching

Cont. Greenville, South Carolina

desire to improve the quality of life in Greenville. These progressive issues called for much change in Greenville. Although change can be quite difficult and is often met with much resistance, these types of concerns were overshadowed by the enthusiasm of those citizens who were involved and invested in the process.

Plan-it Greenville was successful because it accomplished the goal of updating the City's Comprehensive Plan while educating the public on current planning issues, involv-

ing the citizens' vision for the future of Greenville, creating implementation strategies for this vision, and gathering support for the implementation of the comprehensive plan. Staff will be able to implement this plan because of a detailed a strategy board that will be reviewed and updated by the planning commission and council each year. Although there was not unanimous support for the comprehensive plan, most citizens felt their ideas were heard during the process, even if their concerns were not directly addressed or were in conflict with the

broad consensus of what was ultimately adopted.



Water Quality and Stormwater Management in the Carolinas A Comprehensive Two-Day Conference

February 1 & 2, 2010
Charlotte, NC (Charlotte Marriott City Center Hotel)

Law Seminars International is pleased to announce a comprehensive conference on water quality and stormwater management in the Carolinas, including new federal and state water quality policy initiatives and enforcement priorities; what North and South Carolina have in common in permitting and where they differ; effectively responding to enforcement actions; and Brownsfield redevelopment.

Congress enacted the Clean Water Act more than 30 years ago, yet the Act remains a work in progress. Today,

Available Credits:

NC CLE 11.75 | SC CLE 11.5 | AICP CM 11.5 | Other credits available upon, please call

AICP CERTIFICATION MAINTENANCE DEADLINE APPROACHES

Members of the American Institute of Certified Planners must have attended and reported educational requirements totaling 32 CM credits on or before December 31! At least three credit hours must be on the topics of ethics and current planning law. If you have not achieved your 32 CM credits, consider attending the SCAPA Fall Conference where you can obtain up to 10 CM including the 6 CM for ethics and law all at one time!

If you have attended CM-approved sessions, but not logged them at the APA website, please do so as soon as possible. If you have difficulties logging this information into the website, please contact AICPCM@planning.org.

Preserving the Past While Building a Future Through Masonry Standards

By David Dyrhaug, Planning Director for the City of Simpsonville, S.C.

When planning for the growth of a community, many factors must be taken into consideration in implementing a community's vision for the future. From smart growth solutions to economic development and architectural preservation and choice, a lot of thought and citizen engagement goes into maintaining the sustainability of a community. With many areas battling the impact of suburban sprawl, ensuring the legacy and distinctiveness of a community is of critical importance. Establishing architectural standards that require brick as a building material not only preserves the appeal of a small town, but also helps a community prepare for future growth and increase its economic value.

The City of Simpsonville, S.C., is located in Greenville County and a part of the "Golden Strip," noted for having a diversity of industries, including Para-Chem, Kemet, and Milliken. Ranked as the fastest growing city in Greenville County in 2008, Simpsonville has long surpassed its beginnings in 1820 as a stage coach stop.

Simpsonville attributes its growth and success to a balanced mix of business, industry and civic institutions. Because of its large influx of residents – more than 19 percent growth from 2000 to 2008 – city leaders sought to put in place planning policies to preserve the City's architectural distinctiveness and character.

Enhancing aesthetic and functional characteristics of new development was also important to ensure the economic and social value of the community and embody the City's long-range vision for sustainability.

Like many cities in upstate South Carolina, the downtown area of Simpsonville has a history of being the focal point of the community. So that the City did not lose its historical identity of the downtown area – largely dominated by churches and other historical buildings and civic institutions – city leaders felt it necessary to establish architectural standards that identified specific criteria for development to ensure the downtown area did not fall prey to substandard buildings of lesser value.

On August 11, 2009, the City Council of Simpsonville unanimously adopted a masonry ordinance requiring 80 percent brick on commercial and multi-family residential buildings in the Town Center Overlay District and 60 percent

brick on commercial and multi-family residential buildings in the Village Commerce Overlay District. Incorporating this building requirement into its Town Center and Village Commerce Overlay Districts allows Simpsonville the ability to maintain its small town appeal, while fostering sustainable growth and quality development.

Passing the commercial masonry ordinance for the Town Center and Village Commerce Overlay Districts sets the standard for quality and prepares the City for future growth. Generations to come will be able to enjoy a prosperous, thriving downtown Simpsonville that will be a unique and distinct place in the Greenville/Spartanburg metropolitan area. More importantly, the ordinance helps to preserve the City's past, while building its future.





News from Clemson University Graduate Program in City & Regional Planning

Submitted by Barry Nocks, AICP (Program Director)
and Samantha Jackson (Student Chapter President)

We greatly appreciate the support of those who participated in the Student Chapter auction at the Annual Conference last month. We raised just under \$800. We felt very strongly supported by SCAPA, with many bids for the items and even a few donations.

Amazingly, the fall semester is almost complete, with classes ending the first week in December. Courses continue to move forward, with new technologies and interdisciplinary projects being finished in the two sections of our Planning Studio course. Dr. Dyckman is working with a group of students through the Strom Thurmond Institute to assess water system demand and supply issues in Pickens County over the next 20 years. These students are focusing on implications of growth, water supply issues and environmental factors to provide a plan for Pickens County to promote sustainable growth. As one of the first such plans in South Carolina, it is hoped that this semester's course work will provide a model for similar plans across the state. As part of the comprehensive planning process, I am working with another group of second year students to develop neighborhood design standards in the City of Greenville. We are working with graduate students in Landscape Architecture to incorporate and illustrate sustainability concepts in these guidelines. It has been very constructive for students in the two disciplines to work together. *[We welcome ideas or requests for locally based projects from jurisdictions in the state for future projects.]*

While we are not quite finished with the fall semester, future-oriented planning students are already beginning to look for employment. The 24 first year students will be looking for internships soon and the 20 second years will be looking for jobs, so if anyone is aware of any opportunities to please let us know.

For the future and style oriented: After letting styles settle down for a year or so, the students will soon be designing and ordering Clemson Planning t-shirts soon. While they will most likely have extras to sell at next year's conference, you can contact us for earlier orders to wear in the spring!

Wishing everyone



And a very prosperous and





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South Carolina Chapter

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The Palmetto Planner is the official newsletter of the "South Carolina Chapter of the American Planning Association. Newsletter contributions are encouraged from SCAPA members and others. Material selected for publication may be edited to conform to space or other requirements. Please email contributions to the Newsletter to jpcol44@bellsouth.net. Please include your name, organization and contact information.

Advertise in the Palmetto Planner and on the SCAPA webpage for one low fee.

The Palmetto Planner is a quarterly publication of the South Carolina Chapter of the American Planning Association with over 475 members. The newsletter provides information on current planning topics, chapter conferences and activities and job opportunities.

Advertisement space in the Palmetto Planner and the SCAPA webpage is available on a yearly basis.

The fee for a Business Card Advertisement is \$200.00 per year.

For further information contact Pat Collins at 864-221-1433 or email jpcol44@bellsouth.net



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