

# THE PALMETTO PLANNER



A Publication of the South Carolina Chapter of the American Planning Association

A model of energy efficiency

*Clemson University's Lee III sets new standard for academic buildings.*

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## President's Message

It seems that 2012 has gotten off to a very active start for SCAPA.

### Upcoming conferences

At the heart of this productivity is our conference schedule for 2012. On March 16, we will be in North Augusta for our Spring Conference. This is a wonderful opportunity to explore critical planning functions and network with a variety of personnel in various planning disciplines.

The Summer Conference will be in Lexington on July 25. A featured speaker at this conference will be Mitchell Silver, President of APA.

We will return to Litchfield Beach Resort in Pawley's Island for our showcase multi-day Fall Conference on Oct.17-19. The quality,

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Explore critical planning functions and network with a variety of personnel in various planning disciplines.  
North Augusta ~ March 16



## President's Message

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depth and value afforded by these conferences are unprecedented. The Program Committee, under the Leadership of President-Elect Robert Moody, is to be commended for the excellence of these educational offerings.

## Committees

At the Executive Committee Retreat last December, a budget was adopted for 2012, a meeting schedule was established, the Strategic Plan was updated and committee chair assignments were given to elected and appointed members.

These Committees and Chairs are:

Awards:	Phil Lindler (Chair)
Communications/Website:	Ernie Boughman
FAICP Nominations:	Ernie Boughman (Chair)
	Charlie Compton
Professional Development:	Wayne Shuler
Programs:	Robert Moody (Chair)
Publications/Marketing:	Leah Youngblood
Legislative:	Tyson Smith (Chair)
Membership:	Jean Pool (Chair)
	Andrea Pietras
	Dr. Cliff Ellis
Student Chapter President:	Morgan Malley

I would like to encourage all members to become active in one or more of these committees. This is where real leadership happens and where you can really make a difference in our organization. If you are interested in serving, please contact the committee chair listed above.

## Build political and popular support

It is important to note that the trend of political

activism in opposition to proven planning principles is continuing to grow. I would like to urge each SCAPA member to remain vigilant and observant in seeking opportunities to counter this opposition. We must continue to aggressively build political and popular support for our profession and the public interest at large.

I would encourage you to participate in APA's Communications Boot Camp, a series of webinars and how-to guides designed to equip you with messages and strategies for reframing public perceptions of planning and responding to planning critics.

## National conference

Lastly, I would like to remind our members of the upcoming APA National Conference in Los Angeles on April 14-17. A key focus of the 2012 Conference will be on providing attendees with opportunities for fresh insight into everyday work and the possibilities to be found in meeting the challenges of tomorrow.

For those of you planning to attend, SCAPA will co-host a unique opportunity for our members to meet, network, and socialize with members of the APA South Atlantic Chapters and Planning Schools in a city that is alive, vibrant and thriving. This event will take place on Monday, April 16, from 7 p.m. to 8:30 p.m. at Big Wang's Restaurant, located a short distance from the Conference site at 801 South Grand Avenue. I look forward to seeing you there!

Have a great spring and please don't hesitate to contact me if you have any questions, comments, or concerns.

Sincerely,

*Susan Britt*

## Clemson University's Lee III sets new standard for academic buildings

*The newly opened Lee Hall expansion — Lee III — is a showcase academic building and a model for energy efficiency.*

Faculty, staff and students of Clemson's School of Design and Building have enthusiastically moved into the much-needed addition to Lee Hall, which increases the overall complex by 50%. The \$31.6 million building raises the bar in terms of energy efficiency, featuring exterior and interior skylights, geothermal radiant heating and cooling, natural ventilation and the largest university "garden roof" installation in the southeast.

The Lee Hall complex houses Clemson's master's and

undergraduate programs in architecture, art, city and regional planning,

construction science and management, landscape architecture and real estate development, and the doctoral program in planning, design and the built environment.

The formal dedication ceremony celebrating the completion of the Lee Hall expansion, renovation and restoration will take place Friday, April 13, 2012 at 11:30 a.m. at the new Lee Hall Courtyard (south side of Lee Hall), 323 Fernow Street Extension. The event will include a lecture by Thomas Phifer, FAIA, lead design architect for the Lee Hall project, at 1:45 p.m. at the Brooks Center for the Performing Arts.



Photo by annemarie h jacques, 2012©

A formal dedication ceremony celebrating the completion of the Lee Hall expansion, renovation, and restoration project will take place in April.

For more on Lee III or the programs, contact Jeannie Davis at [eugenia@clemson.edu](mailto:eugenia@clemson.edu) or 864-656-1821.

# Fast facts about Lee III

- Lee III is designed to offset all of its energy consumption with its own renewable energy when its photovoltaic array is installed. It also is expected to receive LEED Gold certification.
- 42 geothermal wells are installed to a depth of 440 feet below ground, where the median temperature is 59°F. These wells provide heating and cooling to the building's mechanical system and allow the new addition to operate without the use of the coal-based campus energy plant.
- An energy dashboard will provide real time data on temperature, humidity, energy and water use.
- Natural ventilation is provided through both manually and mechanically operated windows. Mechanical windows close when temperature and humidity readings reach threshold levels. ‘
- The 30,000-square-foot sedum roof is the largest university “garden roof” installation in the southeast.
- 53 external and internal skylights provide natural light. The skylights and window walls minimize the need for lighting during daylight hours.



Photo by annemarie h jacques, 2012©

Structural steel column trees are made of 10-<sup>3</sup>/<sub>4</sub>" diameter, 1" thick seamless steel, typically used for high-pressure lines in the oil industry.

- Nearly 98% of Lee III's regularly occupied space has views to the outside in multiple directions.
- Materials used to construct Lee Hall have high recycled content and are extracted and manufactured from resources in close proximity (500 miles or less) to the building. In fact, some was harvested on campus! Most of the wood used in this project is certified sustainably harvested by the Forestry Stewardship Council. Lee Hall's interior finish materials were carefully selected to provide a higher standard of indoor air quality.
- A large percentage of Lee Hall's site is covered with pervious paving materials that allow storm water to transfer into the ground instead of municipal treatment systems.

## Seek opportunities to hire

Clemson MCRP students are beginning to make plans for the summer and graduation. First-year students will be seeking internships and graduating students will begin the job-hunting process soon.

As most of you are aware, our students are well prepared in the latest methods, have some practical experience, and generally can hit the ground running in the reality of a planning or consulting agency.

I urge you to seek opportunities to hire our first-year students for summer internships as well as to hire graduating students for staff positions. Please let me know of any opportunities you might have. I appreciate that budgets are tight, yet these students are great investments.

**Cliff Ellis, MCRP Program Director**

## Job Postings

If you would like to post a job to the SCAPA Web site, [www.scapa.org](http://www.scapa.org), contact Ernie Boughman at [eboughman@bpbarber.com](mailto:eboughman@bpbarber.com).

A three-month posting is only \$50.

Current postings include:

- Regional Planner, Central Savannah River Area Regional Commission
- Transportation Planner II, York County, SC

## Give back

### Serve on the Membership Committee

The SCAPA board is interesting in increasing its membership recruiting efforts, especially toward younger planners, and perhaps developing a mentoring program. Anyone interested in helping with this program should contact Jean Pool at [jpool@greenville.gov](mailto:jpool@greenville.gov).

### Run for Office

If you are interested in running for an elected office on the SCAPA Board of Directors, please contact Susan Britt at [sbritt@tegacay.com](mailto:sbritt@tegacay.com) or Pat Collins at [jpcol44@bellsouth.net](mailto:jpcol44@bellsouth.net). Ballots will be sent out in early August with election results due by mid-September. The results will be announced at the Fall Conference.

### Doing Something Noteworthy?

Tell SCAPA members about it through a newsletter article. Contact Leah Youngblood at [lyoungblood@cityofrockhill.com](mailto:lyoungblood@cityofrockhill.com).

[www.scapa.org](http://www.scapa.org)



Open your eyes to new possibilities when you join thousands of planners from around the world in Los Angeles on April 14-17, 2012.

Take a fresh look at the work you do every day and a first look at the challenges you'll face tomorrow. Join APA in Los Angeles for the 2012 National Planning Conference: the world's largest planning event with four days of unparalleled networking and learning opportunities. Hear from experts. Connect with colleagues. Pick up new skills. Move your career forward. Imagine the possibilities.

Register at [www.planning.org/conference/](http://www.planning.org/conference/)

## Update your contact info

SCAPA distributes all informational materials electronically. In order to ensure receipt of these materials, make sure that your e-mail address in the APA record is up-to-date. All APA members may update their APA profiles online. These changes become effective immediately. To access your APA profile, go to [www.planning.org/myprofile](http://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 yours). If you need assistance, contact [webmaster@planning.org](mailto:webmaster@planning.org).

## Benefits of Membership

Benefits of SCAPA membership include:

- Reduced rates to all SCAPA conferences
- Quarterly newsletter
- Continuing education opportunities, which can serve as both certificate maintenance credits for AICP members and as SC continuing education credits for all planners in SC
- Participation in SCAPA committees
- Networking

Did you know that you may join SCAPA without being an APA member? For only \$35 annually, you may join SCAPA without joining APA. To become a Chapter-only member, go to the APA Web site's membership page.

# SCAPA conferences

## March 16 ~ North Augusta

The 2012 Spring Conference will take place at the Municipal Center's Palmetto Terrace. Sessions include:

- Eastern Orangeburg County Sustainability Study
- Arts and Heritage Center Tours
- Effective Public Speaking
- Storm Water Management North Augusta Style
- Brick Pond Park Tour

The registration fee is \$95 before March 9. (SCAPA members receive a \$10 discount.)

For more information, visit [www.scapa.org](http://www.scapa.org) or contact Pat Collins at 864-221-1433 or [jpcol44@bellsouth.net](mailto:jpcol44@bellsouth.net).



## SAVE THE DATE

July 25 ~ Lexington

Oct. 17-19 ~ Pawley's Island

## Why attend SCAPA conferences?

You mean in addition to learning new planning techniques, seeing different parts of the state, visiting with old friends, meeting new people, and having fun?

- 49% of SCAPA members hold AICP certification. AICP members need to complete 32 hours of Certificate Maintenance (CM) credits every two years. Of these hours, 1.5 must cover the topic of ethics and 1.5 must cover the topic of current planning law. Nearly all SCAPA conference sessions count toward CM requirements. (The conference program will denote whether a particular session will counts toward CM credits.)
- All South Carolina planning professionals must complete 3 hours of continuing education (CE) every year. All SCAPA conference sessions count toward these required CE credits.

## Did you know?

66% of SCAPA members work for local government, 10% work for state government, 3% work for the federal government, and 20% work in the private sector.

## *2012 APA National Conference Mobile Workshop (W045)*

### *Santa Catalina Island: A Microcosm of Small Town Planning Issues in the West*

*By Dale Powers, AICP, Immediate Past Chair  
Small Town and Rural Planning Division (STaR)  
American Planning Association*

Different parts of the country face unique planning challenges not experienced elsewhere. In the American West, there are several planning challenges:

- In resort communities with upscale housing, a struggle for affordable housing for residents who work at the resort exists.
- Transportation is a big issue for residents of island communities with limited opportunities to work and shop.
- Water is a BIG issue in the American West, with interstate compacts determining how much water each state can use, as well as controversy over agricultural vs. residential usage.
- Balancing good land stewardship with property rights and creating economic opportunities for residents.
- Accommodating growth in resort communities with geographic limitations for outward expansion.

Through “*Santa Catalina Island: A Microcosm of Small Town Planning Issues in the West*,” on Tuesday, April 17, participants will experience firsthand how Santa Catalina Island and the City of Avalon have addressed these issues.



Avalon, California – on Santa Catalina Island



Catalina Casino

In addition to actually seeing how Santa Catalina Island addresses each of the five challenges listed above, participants will also learn about the following.

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## *Santa Catalina Island*

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- Why there is freshwater and saltwater service to each structure serviced by City sewer and water.
- Why there is a 17-year wait to own a car on the island.
- Why the Casino is not a gambling casino and what it is used for.

This all-day mobile workshop will be hosted by Siri Eggebraten, Associate Planner for the City of Big Bear Lake, California; Anne Krieg, STaR Vice Chair of Programs; and Dale Powers, STaR Immediate Past Chair.

Attendees will experience several learning modules during the workshop. En route to the island, Siri will give an overview of California planning law, including the California Environmental Quality Act (CEQA), and the role of the California Coastal Commission in land use decisions.

After landing at Avalon, attendees will be welcomed by Amanda Cook, Planning Director for the City of Avalon. The group will take trolley cars up to Wrigley Memorial Gardens. During the trolley ride, Amanda will share with the group the historical context of Santa Catalina Island and how that has influenced land use planning. At the Memorial Gardens, Mel Dinkel of the Catalina Island Conservancy – which controls over 80% of the land area of the island – will present the Conservancy’s role as steward of the undeveloped land and the role of eco-tourism in business development.

Lunch will take place at the Catalina Island Country Club. During lunch, a representative of Hamilton Pacific, LLC, will share with attendees the challenges of constructing affordable housing on the island, where the scarcity of available buildable land drives up housing costs; Audra McDonald of the City of Avalon will discuss transportation grants that help offset the high costs of travel to the mainland; Wayne Griffin of the Catalina Island Chamber of Commerce will talk about the impact of tourism on the local economy; a representative of Southern California Edison will share with the group how saltwater is converted to freshwater; and a representative of Environ Strategy will present why saltwater is run into structures on the island.



Catalina Island Country Club



Triana of Avalon – affordable housing

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## *Santa Catalina Island*

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After the formal presentations, attendees will have 90 minutes to either partake in a special investigative exploration of Avalon (on foot or golf cart) based on what was presented at the workshop; visit the Casino with its unique architecture and history; visit the various tourist attractions of the area; or simply walk around and enjoy the beauty and unique architectural styles of the City of Avalon.



Unique architectural styling



Avalon business district

Finally, on the trip back to the Convention Center, a trivia contest will take place. Prizes will be awarded – and all attendees are guaranteed to win a memento of their experience on the island.

The all-day workshop will begin at 7 a.m. from the Convention Center and arrive back at the Convention Center at 7:30 p.m. Participants should bring good walking shoes, as a fair amount of walking is expected.

This workshop will award 8.0 AICP CM credits.

If you have any questions about this mobile workshop, please contact Dale Powers at 320-493-8930 or [dalepowers@ziaplanning.com](mailto:dalepowers@ziaplanning.com).

### Coming Soon: SCAPA Awards

SCAPA conducts an awards program every two years. The Chapter awards program recognizes outstanding efforts and achievements that advance the art and science of planning in the Palmetto State.

SCAPA will give seven awards this year: Outstanding Planning Project (large jurisdiction, small jurisdiction, multi-jurisdictional, and innovative use of technology); Distinguished Planner; Planning Advocate; and Planning Communicator.

Nominations must be made by early September. For more information, contact Phil Lindler, AICP, at [plindler@greenwoodsc.gov](mailto:plindler@greenwoodsc.gov).

# Sponsors



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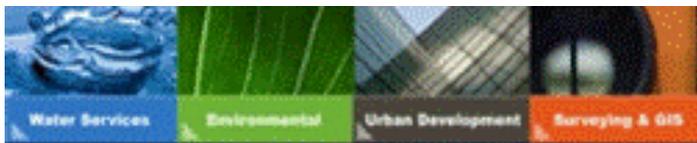
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# Marketing opportunities

## Get More for Your Advertising Dollar:

### SPONSOR A CONFERENCE

When you sponsor a SCAPA conference, you will meet local, state, and federal government leaders who make decisions about which consultants to hire for planning, transportation, engineering, and related needs. More than one third of SCAPA members hold key management positions in government agencies. These are people who can help you grow your business.

Additionally, when you sponsor a SCAPA conference, you will meet others from the private sector, with whom you might be able to partner on projects in the future. Twenty percent of SCAPA's members—90 people—work in the private sector.

Planning professionals from all regions of South Carolina, as well as from North Carolina, Georgia, and beyond come together at SCAPA's three annual conferences. All sponsorship levels receive exhibitor space and prominent recognition during the conference. Other benefits include:

- **Bronze** (\$250): listing in conference program
- **Silver** (\$500): one conference registration; a business card ad in conference program
- **Gold** (\$750): one conference registration; one additional ticket to reception and meals; a ¼-page ad in conference program; 6-month ad on SCAPA Web site
- **Platinum** (\$1,000): two conference registrations; two additional tickets to reception and meals; company logo on giveaway item; ½-page ad in conference program; 12-month ad on SCAPA Web site

## Put Your Marketing Dollars to Work:

### ADVERTISE IN THE PALMETTO PLANNER AND ON THE SCAPA WEB SITE

Did you know that you can advertise in the Palmetto Planner and on the SCAPA Web site for one low amount?

The Palmetto Planner is a quarterly publication of the South Carolina Chapter of the American Planning Association. The Association has more than 450 members.

The newsletter and Web site both provide information about current planning topics, chapter conferences and activities, and job opportunities.

Advertisement space in the Palmetto Planner (four issues) and the SCAPA Web site, [www.scapa.org](http://www.scapa.org), is available for \$200 per year.

Pat Collins: 864-221-1433 / [jpcol44@bellsouth.net](mailto:jpcol44@bellsouth.net)

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