I arrived in Seattle, WA, for the APA National Conference on Friday, April 17th. After a five-hour long cross-country flight, my body told me it was midnight, but the clock said it was only 9:00 pm. This was the start of my adventure in the Pacific Time Zone.

On Saturday morning I awoke at 4:15 am. Unable to fall back asleep – I was literally Sleepless in Seattle – I decided to download and explore the APA conference app on my iPhone. Using the app, I was able to research the more than 400 available sessions and activities. I was also able to build a customized itinerary, which was very convenient for the duration of the conference. Later that morning, I made the half-mile walk from my hotel to the conference venue, the Washington State Convention Center. It had been a while since I had stayed in a large city, and I had for-

Reflections of an APA National Conference Scholarship Winner:
Joe Cronin’s APA Experience

On Friday, April 17 at 2:00 AM, I started my day in preparation for my 7:30 AM flight to Seattle. My planning-filled trip began when I saw not only SCAPA Past President Robby Moody at the airport but also sat next to a planner from Albermarle, NC while en route.

Shortly after my arrival, I met up with a colleague with whom I was staying. We had rented housing through AirBnB for the weekend. We took the rail system from the airport to downtown. While strolling through town, my colleague and I looked at the topography, the landscaping, the layout of streets, the scale of the buildings, the size and design of signs, etc. etc. etc. Can you imagine that, planners checking out every aspect of a city?

We took our first stroll down Pike Street. We passed the Washington State Convention Center as we made our way to Pike Market Center, which

Seattle by way of Hartsville:
Brenda Kelley’s APA Experience

Continued on page 2.

Continued on page 10.
Message from the President

As I write this message, I have just returned from Mobile, Alabama where I had the great privilege to lead a four-day design workshop for a Complete Streets plan for Downtown Mobile. It was a week of the very best of planning and design, working with talented professionals and community members on all sides. A myriad of groups and individuals made up the collective team, including the metropolitan planning organization, City staff and elected officials, downtown advocates and property owners, neighborhood associations, redevelopment authorities, department of transportation, ports authority, chamber of commerce, tourism and visitors’ bureau, walking and biking advocates, the general public, and many others. Over an intense, short period of time, issues were examined, priorities identified, and preliminary solutions developed. The week culminated with a public presentation that was embraced by the community.

While I am exhausted from the week’s events and travel, I am refreshed as well. It is important that we stretch and push our professional abilities to their limits and realize what an amazing opportunity we have as planners. We are educators, facilitators, and, most importantly, leaders. We have a responsibility to the public and the communities we serve to share our knowledge in a way that is accessible and understandable. The South Carolina Chapter of the American Planning Association (SCAPA) embodies this through our membership. The official launch of our Community Planning Assistance Program this past February is tangible proof of our members’ desire to educate, facilitate, lead, and inspire. I am excited to see the program move through its inaugural year, watch as the first Community Planning Assistance Team (CPAT) is assembled and deployed, and celebrate the first community that benefits from this volunteer, member-led initiative. Then, I look forward to celebrating many more communities’ successes through CPAT in the coming years. If you attend the South Carolina Association of Counties conference this August in Hilton Head, look for the SCAPA booth in the exhibit hall where members will be promoting the organization as a whole and CPAT in particular.

This past week has also reminded me that while each community is special and distinct, we all share common issues and challenges; the challenges faced by Mobile were not dissimilar from those experienced throughout South Carolina and the Southeast. We can and should learn from one another. Your recent victory may be just what another planner or peer community needs to hear right now to help solve a problem with which they are wrestling. The SCAPA Executive Committee and Communications Committee are exploring ways for members to share their success stories with the membership. We want to highlight and showcase great planning in South Carolina.

My time in Mobile also made me very proud to be the President of SCAPA. South Carolina is held in high esteem by the planning community of Mobile, Alabama. Charleston, Greenville and Spartanburg were all referenced by name as places that Mobile would like to emulate. Our comprehensive planning requirements are enviied. South Carolina is doing great planning and SCAPA is integral to that. In April at the National Planning Conference this was also validated as Robby Moody, AICP, Immediate Past President and I had the honor to accept the APA Chapter Presidents’ Council Karen B. Smith Award for Overall Chapter Achievement. This APA award is given by our peer Chapters; it does not recognize an individual but rather our entire membership. Each of you owns this award. This award is about where we’ve come from, the challenges we’ve faced, and where we are headed. This award is about legacy. We plan to celebrate this award all year. Our next opportunity to corporately celebrate is at the Summer Conference on July 30th at the South Carolina State Museum in Columbia. Please plan now to be there and remember that scholarship opportunities are available.

While the Karen B. Smith Award was a definite highlight of the National Planning Conference, a number of other important items should be mentioned. I want to thank Andrea Pietras, AICP, President-Elect for assisting me in covering the Chapter Presidents’ Council events and meetings. These were great opportunities for SCAPA leadership to network with other Chapters, Divisions, and Board leadership. Among many topics discussed were updating of APA’s Strategic Plan, Certification Maintenance (CM) provider streamlining, and ways to bring more value to APA members, including creating an online, royalty-free photo archive that will be available to all APA members. During the Awards Luncheon, SC State Representative Harold Mitchell, Jr. and the ReGenesis Project were awarded the National Planning Excellence Award for Advancing Diversity & Social Change (in Honor of Paul Davidoff) for their work in the Arkwright and Forest Park neighborhoods of Spartanburg. Congratulations to Representative Mitchell and ReGenesis and thank you for your inspiring example! Finally, it was exciting to watch as Carol Rhea, FAICP, a long-time SCAPA member, accepted the gavel as APA President. We look forward to Carol’s leadership and hearing directly from her as the Closing Keynote speaker at our Fall Conference in October on the USS Yorktown in Mount Pleasant – another conference you do not want to miss. Again, I am proud to be a planner, and more specifically a South Carolina planner. It is my honor to be your president. Remember, it takes each and every one of us to make SCAPA a great membership organization and to advance planning in South Carolina. I look forward to seeing you in Columbia this July.

Ernie
APA Winter Retreat Update

Rodger Lentz, AICP
APA Board Director from Region 2

When I fly, I love the window seat. Flying across the country this year for the Winter retreat, peering out my window, I am reminded how important is our work as planners. Our transportation systems are an obvious choice from 30,000 feet. The mighty rivers and the floods they bring during rainy weather. The many dangerously low reservoirs I saw flying over the drought stricken west. The relationship between military installations and the cities that serve them. Patterns of development and the impact it has on all of these. It's really important work that makes me glad I chose planning as my trade. Planning truly touches aspects of everyone's lives.

This spring at APA we will be working on the organization's new development plan. We want this to be the most open and interactive development plan process in our organizations history. We've started by sending out surveys and inviting participation through Mind Mixer and social media. As we prepare a draft plan, we will be sending it to chapters, divisions and student organizations to get their feedback and hopefully get even more great ideas on how we can make APA relevant to current and future members. I hope you will take the time to participate in the conversation. We want to hear from you. Please feel free to send me your ideas anytime at rlentz@wilsonnc.org. What can we do to make APA more relevant for you and the important work you do in the communities you serve?

One overarching goal is the desire to get more of you involved in planning leadership and advocacy. We will never be able to hire enough staff to handle all the needs under the heading of advocacy. We as members need to take an active role when issues arise that could impact the way we do our work or undermine a community's ability to plan its future success. To be successful we need you to play a leadership role in advocacy. Contact your congressional delegation and let them know how and why you feel a certain way about pending legislation. Pay attention to budget negotiations and let your legislative delegation know why certain programs are important to your work. Don't assume they know the planner's and/or local government's perspective. This goes for state legislation and budgets too.

Not only are we working on a new development plan for the organization, we are also ensuring that APA is transparent and member focused. When you have questions on how your dues are spent, you should be able to easily find answers. When you need assistance, you deserve courteous and prompt responses. APA staff and our new executive director are committed to this. Be patient, but I believe, in the end, you will appreciate the changes that are in the works and those already made.

“Planning truly touches aspects of everyone’s lives.”
Legislative Update

Joshua Stephens  
SCAPA Director-at-large/Legislative Liaison

Roads, roads, roads have been the story of the first regular session of the 121st General Assembly since it opened on January 13th.

On Wednesday, April 16th, the House passed H. 3579 after adopting several amendments. One of those amendments gives “county governing body” the decision to opt-out of any roads transfer by November 1, 2015. A second amendment requires DOT to transfer $25 million yearly from the State Highway Fund to the CTCs to be split evenly among the counties for improvements to state roads. The $25 million is in addition to all other C-Fund distributions and amounts to about $543,000 per county. The bill also removes the requirement that 25 percent of C-Funds be spent on state roads. The bill will now move to the Senate Finance Committee for consideration. The bill also touches on funding (10 cents excise tax and increase sales tax cap on cars from $300 to $500. Click the following link to view the bill: http://www.scstatehouse.gov/sess121_2015-2016/bills/3579.htm

In addition to staying informed about important legislation during the session, SCAPA is exploring the idea of developing and implementing an issue tracking system as well as an issue prioritization process. Currently, SCAPA relies heavily on the legislative resources provided by the Municipal Association of South Carolina (MASC) and the South Carolina Association of Counties (SCAC). These resources are invaluable and will serve as the foundation from which a possible planning issue tracking system can be built. Additionally, formalizing a legislative policy prioritization process will better direct any legislative activities that SCAPA may want to pursue in the future.

SCAPA will continue to monitor and provide updates on planning and local government related legislation during the current session of the 121st General Assembly. If you would like to dive into legislative issues you can utilize the tools provided by the SCAC (www.sccounties.org), MASC (www.masc.sc), the APA (https://www.planning.org/policy/) and the South Carolina General Assembly (http://www.scstatehouse.gov/) as resources.

Welcome, new SCAPA members!

Compiled by Paul Thebo, SCAPA Director-at-Large

Michael Kerski, City of Greenville
Meredith Honeycutt, Town of Summerville
Tatyana Luttenschlager
Adam Emrick, City of Conway
Virginia Norris, Coastal Carolina
Ron Hancock AICP, Greenville County
Edna Wright, City of Myrtle Beach
Timothy Roseborough, Fairfield County

Membership Trivia

1. Which city is represented with the most SCAPA members (by mailing address)?

2. What is the land area of South Carolina in square miles?
   a. 30,060       b. 306,000     c. 390,000     d. 93,000

3. How many State Scenic Byways are there in South Carolina?
   a. 4           b. 7          c. 17          d. 23

4. How do you pronounce Planetizen?
   a. Plan-et-izen   b. pla-NET-a-zen
   c. Plan-e-tizen   d. however you want

Student Spotlight  
Deidre Carr, College of Charleston, Class of 2015, Urban Studies Program

The College of Charleston (CofC) is a liberal arts college, but never underestimate the rigor and challenge of this seemingly small college. The Urban Studies Department is full of well educated and thought provoking staff that desire to see students not only graduate but transform their way of thinking. Each department member dares students to become a change agent and encourages non-traditional approaches to obtaining your education. The program includes classes from architecture to water use law, which allows for a broad skill set that has proven to be necessary in my development and progression in the field. I came to the College in January 2013 and immediately was enthused about all the possibilities that the faculty presented to me. Choosing CofC was probably one of the best decisions I made in my educational career because the faculty is thoroughly concerned about your well-being and advancement in the program.

Dr. Barry Stiefel’s Urban Planning class teaches students how to study a comprehensive plan, figure out what works and needs some attention, and allows them to consider which avenue in Planning is most suitable. Dr. Kevin Keenan’s Urban Geography and Urbanization course addresses the urban landscape and the barriers that have more than likely been created inadvertently to “section” off the city. He also oversees the Practicum where students develop a portfolio and intern at a planning department or firm. This year I had the pleasure of interning with Seamon-Whiteside, and I was challenged to create my own plan for a town. I gained a deeper respect for planners and the process and emphatically know that there is nothing else that I would rather do. Dr. Deborah Auriffeille’s Urban Sociology course allows students to study the people of the community, their reactions to the changes in their neighborhood, and how to help the residents’ voices be heard. Dr. George Hopkins’ American Urban History class educates students on previous practices that have hurt and helped the United States become the country that we know today and how to lessen the negative effects that previous errors have had on certain populations. Liz Stanton’s Urban Design Studio pushes students to become familiar with urban design and how it can be used to make a more cohesive and inclusive environment for the whole community. Melinda Lucka’s Land Use Law class allows students to learn about the laws surrounding planning and equips students with the knowledge to defend plans when presenting them to communities, elected/appointed officials, or other groups. Eleni Glekas’ Sustainable Urbanism teaches students about how planners influence the environment and how to advocate, promote, and include sustainability into their plans.

These are only a few of the instructors that I have had the pleasure of studying under while at CofC, which demonstrates the quality of the Urban Studies Program. As a student and planner, my knowledge has been enhanced and driven me to reach the goals that I have in my heart and I owe this staff the credit. Leaving CofC is the beginning of a new chapter that will ultimately allow me to better serve the community, the country, and world but I will miss it. At the end of the day, I am proud to call the CofC my Alma Mater; it has dedicated faculty who produce students dedicated to advancing planning in the State of South Carolina.

Save the Dates Upcoming SCAPA Conferences!

Can’t afford to attend a conference? SCAPA offers scholarships!

Two scholarships are available for the summer conference. The deadline to apply is June 30.

Three scholarships are available for the fall conference. The deadline to apply is September 5.

For more details and how to apply, visit: http://scapa.org/conference-scholarships/
SCAPA returned to the College of Charleston (CofC) in March to hold the one-day Winter Conference. The sessions focused on resiliency and were comprised of a diversity of topics and speakers. Two CofC professors, Kevin Keenan and Brian Fisher, presented on theories of terrorism and sustainability as they relate to the city. A session on environmental justice (EJ) followed and provided tips for engaging EJ communities in the planning process. The third session involved municipal employees sharing examples of when their communities were faced with natural and man-made disasters and how they overcame the disasters to become more resilient communities. Lastly, the final session consisted of professionals from the National Oceanic and Atmospheric Administration (NOAA) demonstrating digital tools available to help coastal communities be more resilient.

Over 130 attendees enjoyed learning, networking, and celebrating planning across South Carolina. They also shared what they thought were the biggest challenges for planning in 2015 (one example shown above).

Want to see more photos? Follow us on Facebook!
College of Charleston Urban Studies Program celebrates 42nd anniversary

Kevin Keenan, Ph.D., Program Director, Urban Studies Program

As the Spring 2015 semester draws to a close, it is hard to believe that another academic year has passed. There are three main areas of achievement for Urban Studies and Planning in the Spring of 2015: (1) strong extra-curricular events have been available for both undergraduate and graduate students this year; (2) innovations in the undergraduate curriculum; and (3) the approval and launching of the undergraduate Student Ambassador Program, which will link students directly to the world of urban policy, planning, and administration.

First, the College has hosted several important extra-curricular events for students, including a CM-credit bearing lecture on military base planning offered by Bill Werrell and Bill Hoge. Werrell is a community planner at the Charleston Air Force Base while Hoge is a senior military analyst working for Alion Science & Technology on Shaw Air Force base. This event, held in mid-April in the President’s House on campus, introduced students and professionals to the complexity of base planning, particularly as communities change and “encroach” upon the base’s operational space. The presentations coincided with the 42nd anniversary of the undergraduate Urban Studies Program, and so a southern barbecue dinner and celebratory cake were provided for the students and attendees. The College of Charleston Faculty Senate approved the creation of a program in “Urban Affairs” on April 17, 1973. This program is now the Urban Studies Program at the College of Charleston.

The Urban Studies Program also hosted the “Shadows of Liberty” screening in February. This film dissects the role of media conglomerates in filtering the news that Americans hear, thereby diminishing the prospects for democratic engagement around the country. The film considered, in part, how urban social movements are diminished by particular discourses selectively promoted in large urban media conglomerates.

The Urban Studies Program welcomed the Winter-Spring SCAPA Conference to the College of Charleston Stern Center Ballroom. Over 30 students from the College of Charleston and Clemson attended this event, with participation from two CofC faculty offering a presentation on evolving understandings of resilience. Hosting this conference on the campus provides a valuable opportunity to link our students into the profession, and it also helps communicate to senior administrators the job prospects related to Urban Studies as a field of study. SCAPA is welcome on the campus at any time!

Second, the undergraduate Urban Studies Program continues to innovate to meet the needs of 21st Century Urban Policy, Administration, and Planning. Currently, the program offers concentrations in Urban Planning and Administration and Urban Policy and Social Problems. The program is exploring the creation of a “Sustainable Urbanism” concentration that would be available to students in Fall 2016. The program also continues to integrate GIS courses into the curriculum.

Finally, the Urban Studies Program received approval to create the first portion of a 3-year program to be called the “Student Ambassador Program.” This program is a high-impact immersion experience in which students will receive academic credit for working on community problems related to growth and urbanization in the Lowcountry. This experience will unfold over three years, and community mentors will be recruited and paired with students to help lead them through real-world solutions to pressing issues facing Charleston. This program, which will be embedded within the Urban Studies Program but open to all majors at the College, is launching in Fall 2015.

It has been a great year for Urban Studies at the College of Charleston, and the support from SCAPA has undeniably enhanced the quality of education received by our students. With your support, I look forward to another 42 years of Urban Studies at CofC!

Pictured at right is a page from the original documents submitted to the Faculty Senate for the establishment of the Urban Studies Program in 1973. An excerpt from the document is below:

“This stress on urban studies is especially timely since metropolitan Charleston is now one of the three largest urban areas in the state. Its growth and development have been accompanied by the traditional problems of urban centers. If Charleston is to avoid the plight of urban areas, it is imperative that the special academic expertise of the College be made available to the community. The relationship will be mutually beneficial. The city and the surrounding community will provide a working laboratory for the students and faculty to increase their knowledge of the urban scene. This program, which will be open to all majors at the College, is launching in Fall 2015.

It has been a great year for Urban Studies at the College of Charleston, and it also helps communicate to senior administrators the job prospects related to Urban Studies as a field of study. SCAPA is welcome on the campus at any time!” --April 17, 1973
Reduced AICP Exam Fee, Webcast CMs & AICP Review Class

Kendra Cobbs, AICP
Professional Development Officer

There is much to anticipate for professional development opportunities within the SCAPA Chapter. Please regularly visit www.scapa.org for additional information and/or updates. However for now, sink your teeth into these three offerings!

If you are an aspiring American Institute of Certified Planners (AICP) candidate, and you are suffering a financial hardship (including a hardship caused by a budget cutback in a firm or agency) that would cause you to defer taking the AICP exam, you may qualify for the 2015 AICP Exam Fee Scholarship.

Every year, the American Planning Association (APA) allot a certain number of scholarships to APA Chapters. For the 2015 calendar year, APA has allotted SCAPA one scholarship to award to a SCAPA member. The scholarship recipient would pay reduced fees to take the AICP exam, as follows:

- First time AICP applicants: $145 (combined $70 application and $75 exam fee)
- Previously approved AICP applicants: $75 (exam fee only).

If you are interested, and believe you would qualify, please forward your letter to kcobbs@cityofflorence.com demonstrating how you meet the following criteria:

- A SCAPA member in good standing;
- Without the reduced fee, you are unlikely to take the exam;
- Your employer will not subsidize the exam fee;
- Minority groups are highly encouraged to apply.

All letters must be received by July 1, 2015. SCAPA would thereafter make a recommendation to APA for one SCAPA member, who has submitted the most compelling argument, to receive the scholarship.

SCAPA has recently joined a Planning Webcast Consortium with various APA Chapters and Divisions throughout the country, which will allow AICP members to earn over 40 CM credits every year online! The webcasts will explore topics in economic development, historic preservation, urban design, ethics, law and many other topics applicable to the planning community. And, as previously stated, if you are an AICP member, these webcasts have been approved for certification maintenance credits!

SCAPA members will soon receive detailed information by email for logging onto the consortium website and accessing the webcasts. This is a new and special offering that SCAPA is providing. We trust that as a SCAPA member, you will not abuse this privilege by sharing access with others who are not SCAPA members. SCAPA membership does, and should have its privileges.

Lastly, SCAPA is gearing up for its annual AICP Review Class. As in previous years, this will be a three-part review class, led by SCAPA instructors who volunteer their expertise in the Planning field. The classes will start in mid-July and will be held at the Central Midlands Council of Governments location. Topics covered will be relevant to the current AICP exam outline available at https://www.planning.org/certification/examprep/subjectmatter.htm. Information about registering for the class can be found on the SCAPA website (http://scapa.org/aicp-exam-prep-course-registration/).

2015 SCAPA AICP Exam Prep Course

SCAPA will host an AICP Exam Prep Course on the following dates:

- Friday, July 24
- Friday, August 28
- Friday, September 25

The course follows the AICP Exam Certification Outline and costs $110 to register. For more information and to register online, visit: http://scapa.org/aicp-exam-prep-course-registration/
SCAPA Unveils a New Way to Volunteer and Give Back

Kara W. Drane, AICP, APA Board of Directors, Elected at Large

Several years ago I participated in an AICP Community Planning Workshop in the Trinidad Neighborhood of Washington, DC. It was a day-long workshop that partnered approximately 30 professional planners with 30 neighborhood stakeholders and resulted in a neighborhood strategic plan addressing issues of affordable housing, economic development and connectivity to nearby business corridors.

Although we routinely address planning issues in our professional jobs, I found volunteering my time to a community planning workshop was a great opportunity to engage in a local topic that was helpful to a neighborhood and work with planners from other areas. It was a truly rewarding experience to be involved and wonderful to see the gratitude from residents.

This year SCAPA initiated our own chapter Community Planning Assistance Team (CPAT) program, similar to other chapter-sponsored CPAT programs developed in Illinois, Washington, Mississippi and New Jersey and the APA national CPAT program. SCAPA’s CPAT program will provide pro bono planning assistance to neighborhoods and communities across the state that lack adequate planning resources.

Through the SCAPA CPAT program, planners from across South Carolina have an opportunity to volunteer and join with planning colleagues to provide professional planning expertise to communities throughout the state. It is a commitment of a couple of days during which you provide your time and planning expertise and the local community assists as they can with meals, lodging and meeting space. The community benefits from the planning assistance and planners build their capacity and skills through the planning experience.

Volunteer – If you haven’t signed up to participate in the SCAPA CPAT program, please consider what your knowledge and passion can bring to a community in need. If you are asked to join a SCAPA CPAT community project team and the date doesn’t work with your schedule that is fine. There will be future opportunities for you to volunteer. The important thing is to get your name on the list of CPAT volunteers!

It doesn’t matter where you are currently in your professional career – student, young or seasoned professional or a retired planner – you are needed to make the new SCAPA CPAT program a success. I hope you will consider submitting your name today and being a part of the beginning of the SCAPA CPAT program. Also consider submitting your name for the APA CPAT program. The link to sign up as a SCAPA CPAT volunteer is http://scapa.org/cpat-team-member-application/ and the link to volunteer for national APA is https://www.planning.org/communityassistance/teams/. While there are no deadlines to apply, sign up today and become a CPAT member!

Why CPAT?

- **Unique experience** to assist a local community in solving a specific issue or challenge

- **Opportunity to collaborate** with colleagues in the profession from across the state

- **Fulfills the ethical responsibility** bestowed on professional planners
gotten how much I enjoyed having so many establishments and attractions within walking distance. Spending five days in Seattle without a car, I knew I would be doing a lot of walking.

I attended three sessions on Saturday. The first was called “Deep Dive: The Future of Zoning” a nearly three-hour long session dedicated to discussing national trends in the areas of zoning and development. As the Planning Director for the Town of Fort Mill, this session was probably the one I most anticipated. In January of this year, the Town initiated a comprehensive re-write of our zoning and development ordinances, the first such update in nearly 25 years. One of the items that stuck out from this session was a comparison between traditional zoning codes and a camera. Both were popularized in the early 1900’s, yet while the camera shrunk in size, became more affordable, was later digitized, and can now be found on just about every cell phone, we are essentially using the same zoning tools and concepts that were established nearly a century ago. There were several takeaways from this session. First was the idea that we, as planners, have a tendency to make our codes overly complex. Instead, our codes should be simple, flexible, and focus on the things we truly want to regulate. In addition, zoning should be viewed as a means to an end; our desired outcome should not be a better zoning ordinance, but a better city. The other sessions I attended on Saturday, “Effectively Translating Master Plans into Zoning” and “How to Grow Without Going Broke,” were both relevant topics for a rapidly growing community like Fort Mill.

On Sunday, I was once again up before sunrise, though this time it was closer to 5:00 am. My Sunday itinerary was jam packed with a total of five sessions. The first session I attended was called “Economic Development and the Value of Place,” which focused on the influence that a community’s quality-of-life and available housing stock have on economic development efforts. The next session, “Leaving Behind 1950’s Housing Codes,” was a surprisingly interesting discussion about changing demographics and housing trends. In this session, we heard from Eli Spevak, a developer of affordable, community-oriented housing in Portland, OR, about new concepts such as micro-housing, accessory dwelling units, and cottage clusters. Next, I attended a standing-room only session called “Planning Retail that Can Really Happen,” where we heard from a number of developers and site selection specialists who stressed the importance of a strong customer base, favorable demographics, and a thorough market analysis. In short, a community cannot force, or even incentivize, retail into a place where it won’t succeed in the long term. I then attended a session called “Sustaining Community Character through Collaborative Planning.” This session reviewed an award-winning effort between Newton County, GA, and each of its municipalities, to develop a county-wide master plan in response to development pressures from an ever-expanding Atlanta metro region. Given the growth pressures we see from Charlotte, this session illustrated how Fort Mill planners and elected officials can work more closely with our neighbors in Tega Cay, Rock Hill and York and Lancaster Counties to develop a common vision for future growth in our area. The last session I attended on Sunday was “Talking About Density in Public.” This session included an interactive discussion about how to frame the benefits of density, particularly in relation to transportation options and economic development. On Sunday night, I went to dinner with a couple colleagues, Diane Dil, a fellow Planner with York County, and Robby Moody, Senior Planner with the Catawba Regional COG in Rock Hill. Though we have been working together for years, this was the first time we had ever gotten together outside of work. The fact that it was Restaurant Week in Seattle was an added bonus.

Monday was another busy day in Seattle. This time I made it to almost 6:00 am before waking; I was slowly adjusting! The day began with a session called “Creating a New Community Business Model,” which focused on how three Washington communities – Kitsap County, Bothell, and Spokane – utilized proactive planning measures to promote infill development and revitalize downtown areas. A session moderated by representatives from AARP called “Measuring Great Neighborhoods for All Ages,” introduced a new tool called the “Livability Index.” The Index was the AARP’s first effort to comprehensively evaluate and rank communities across the country based on factors that are important to senior citizens, such as access to health care, community engagement, economic opportunities, housing, quality neighborhoods, transportation options, and the environment. A session called “Tactics for Rebuilding Downtown Districts” explored a variety of redevelopment efforts in Portland, OR, Denver, CO, and San Francisco, CA. The last session of the day, “TOD Goes Suburban,” provided examples of how rapidly growing suburban communities

Continued on page 11.
around Dallas-Fort Worth, TX, Denver, CO, and Hartford, CT, planned for, funded, and implemented a variety of transit-oriented development projects in an effort to promote transportation alternatives.

Following the last conference session on Monday night, I attended a reception hosted by Stantec, the consulting firm which had completed Fort Mill’s development impact fee study earlier this year. There, I met and had a great conversation with a fellow planner from Loudon County, VA. Afterwards, I walked over to a reception for conference attendees from the southeastern states of Florida, Georgia, and North and South Carolina. At this reception, I met folks from all four states, including Carol Coleman, Deputy Planning Director for Horry County, SC (who I had never met before) and a young graduate student from Florida State University named Cassidy Mutnansky, who is currently serving as a Community Planning Intern with the Florida Department of Economic Opportunity. Following the reception, I made my way down to the Public Market with Steve Allen, Planning Manager with York County. After some searching, we ended up stumbling upon a restaurant with no sign, only a pink door. When Steve told the hostess that they should put a sign out front, she shot back “Ya think? We’ve been here 34 years!” Unbeknownst to us, the restaurant was a Seattle landmark, aptly named “The Pink Door.”

Tuesday was the final day of the conference. The day started with an interactive seminar called “Placemaking in Small Towns.” I was seated at a table with a diverse group of planners from Indiana, Maryland, Michigan, Montana, Oregon, Texas, Wisconsin and Wyoming, each of whom shared stories about their respective communities. In this session, I met Patrick Howard, the Planning Director for the city of San Angelo, TX. Patrick was a native of Berkeley County, SC, and a graduate of Clemson University, but I didn’t hold that against him. In fact, we have communicated several times via email since returning from the conference. The second session I attended was called “Trends in Regional and State Planning,” which focused on coordination at the state, regional, county and municipal level. Later that morning, I attended what, in my opinion, was the most beneficial session of the entire conference. This session, called “Fixing the PUD Problem,” explored how three Colorado cities – Denver, Centennial and Lakewood – amended their zoning ordinances to create more by-right flexibility, and ultimately, reduced or eliminated the need for complex, time-consuming, and administratively challenging PUD’s. The final session of the conference featured a closing keynote address from author Stewart Brand. The presentation, entitled “Natural Infrastructure and Formerly Extinct Wildlife,” explored topics such as bio-engineering and the “de-extinction” of species such as the passenger pigeon and the woolly mammoth. I wasn’t quite sure how it applied to planning, but I suppose it is interesting to know that the technology may exist to bring these species back from extinction.

After the last conference session on Tuesday afternoon, I had a little free time and decided to venture out and explore the city. It was really the first chance I had to do so during daylight hours. I went back to the Public Market, visited the original Starbucks, and got my first view of Puget Sound. I walked through some mixed use residential neighborhoods near the waterfront, and visited the Space Needle for the very first time. Never one to pass up an opportunity to watch a sporting event, I also made my way down to Safeco Field on Tuesday night to watch the Seattle Mariners take on the Houston Astros. Despite the city’s reputation, this was the only day it rained while I was in Seattle. Thankfully, the stadium had a retractable roof.

Seattle is a city with more than 650,000 residents, yet one of the
Palmetto Planner

Joe Cronin’s APA Experience, continued from page 11.

things I found most surprising while walking around the city was the absence of traffic congestion in the downtown area. But the planner in me noticed more than a dozen different transportation options serving the Seattle region, including: private passenger vehicles, car-share, taxis, Uber, bicycles, bike-share, wide sidewalks for pedestrians, light rail, monorail, streetcars, ferries, a heavily used bus system, and of course, an airport. For a low-density suburban community such as Fort Mill, much can be learned about moving people efficiently from a city like Seattle.

On Wednesday morning I awoke at 6:55 am, only five minutes before my alarm was set to go off. It took five days, but I was finally accustomed to Pacific Time! Sadly, my celebration was short lived. After a quick ride on the light rail back to the airport, I boarded my plane and made the five-hour flight back to Charlotte.

In closing, I would like to offer my sincere thanks to SCAPA, as well as my employer, the Town of Fort Mill, for providing me with this tremendous opportunity. The APA Conference in Seattle was my first National Planning Conference, and I learned and experienced more than I ever could have imagined. I learned a great deal, not only from the conference sessions I attended, but also from the people I met, and the experiences I had while exploring the city. I returned to Fort Mill with new ideas and a renewed commitment to making my community a better, and more sustainable, place in which to live, work, learn and play. I look forward to hitting the ground running… just as soon as I readjust to East Coast Time.

Brenda Kelley’s APA Experience, continued from page 1.

houses the famous Pike Fish Market. The market was crowded but tolerable. I was getting a sense of people and public spaces. This place was amazing. It was a huge open air market that sold everything from beautiful bouquets of flowers to the huge variety of fresh seafood. My senses were aroused just by walking through the market.

We met my colleague’s son and his girlfriend in Larz Anderson Park. I had my first encounter with artificial turf in a public park. It was also my first encounter with observing a huge homeless population. Several people were walking through the park with what appeared to be everything they owned on their back. Others were lying in the park asleep.

On Saturday, I had my first session, Planning Strategies for Sustainability and Equity. I would attend Youth Voice and Engagement in Planning next, where those of us in attendance had a brief period to become youth again. We pretended to be youth and let the instructor know how we would spend our time outside. Isn’t that a concept? It is believed that most youth today spend time indoors using electronic equipment of some type instead of spending time outdoors. If they are outdoors, they are not without technology. It was an interesting class but not what I expected based on the title and the caption.

After breaking for lunch, I attended another session, Turning Community Engagement into Community Action. The instructors placed a huge emphasis on using technology to engage the community in the planning process. We were given data about the number of people that attended public meetings, the number of people that have cell phones and that use social media, etc.

One more session, Healthy Design for Healthy Communities, and my day at the convention center would come to an end. The presenters talked about unique partnerships and collaboration, HUD Sustainable Community Grants, knowledge sharing, partnering with trusted organizations, barriers to participation, Continued on page 13.
community surveys, etc. The presenters did a great job. I was waning as this was the last session of the day. What a way to spend a Saturday?

I would head back to the apartment, put my feet up and relax for a while. I had had a full day and the official kick off of the conference was scheduled on Sunday morning. My colleague and I would spend the rest of the evening exploring Capitol Hill. Seattle is the most walkable city that I have visited including Chicago. Seattle's hills and slopes gave a new meaning to exercise. We walked up hills and down hills. Capitol Hill is a densely populated residential area in close proximity to downtown. The landscaping in this area was amazing. I wondered if the landscaping was a requirement or if it was born out of a desire to keep the area shaded and beautiful. The area had a blend of the old with the new, though in my opinion the two did not complement each other. The new seemed too futuristic and out of place. We stopped and took pictures in a well-kept community garden. A young woman was sitting on the steps reading a book. It appeared to be a great place to clear one's head. We sat outside at a restaurant, drank some lemonade and observed an awesome view of the Space Needle.

On Sunday, the official conference kick off was scheduled for 8:00 AM with a welcome from Seattle Mayor Ed Murray and an opening keynote from Ron Sims, former Deputy Secretary, Department of Housing and Urban Development. Mr. Sims had an energy that was felt with almost every word. He was a great orator, story teller and motivator. It was clear that he understood planning and the impact planning has on our communities. He made the following statements. These are not all inclusive but they are the ones that had the most effect on me that early in the morning.

1. Planners are charged with moving cities into the future.
2. There is no such thing as innocent planning.
3. We allow poverty in this country. It doesn't have to exist.
4. Make extraordinary changes.
5. Who wants to wake up to a dull life?
6. Create an atmosphere of aspiration where everyone can prosper.
7. We are altering lives.
8. We cannot be a community where some people win and some people lose.
9. No one should be determined by his zip code.

Continued on page 14.
From noon forward, I absorbed Seattle. It was the afternoon that I set aside to explore communities outside downtown. First, we traveled to Prospect Park in Queen Anne and enjoyed a great view of the Space Needle.

Next, we headed to Gas Works Park, a large public park on the site of the former Seattle Gas Light Company. Remains of the coal gasification plant remains in the park. Some pieces remained in an unimproved state, others have been reconditioned and painted and turned into an area where children play. There is a huge hill where people were seen flying kites, having picnics, involved in private conversations etc. The park overlooked a lake with a beautiful view of Seattle.

Our next stop along the journey would be Hiram Chittenden Locks and Botanical Garden. We ate lunch in the botanical garden among at least one hundred other individuals and families. After lunch we walked down to the locks to watch the sailboats as they prepared to go out into the lake. Visitors could be seen leaning on the safety rails along the length of the locks. Once the sailboats on both the large and smaller lock sailed into the lake, we went to the visitor’s center to learn more about the locks. Information was available about the locks such as the origin, the property owners, the lake, etc.

We next made our way to Ballard, home of Edith Macefield’s tiny house. Ms. Macefield said no to developers interested in purchasing her house and property for a Ross Corporation. She turned down a $1,000,000 offer for her 600 square foot house. The development occurred on three sides of the tiny house. The house is tied into the Disney movie Up. Free balloons and markers are available for visitors interested in leaving a message on the chain link fence in front of the tiny house. While we were there, numerous visitors took pictures and took advantage of the opportunity to leave a message.

On Monday, I missed the plenary session by losing sight of time while having breakfast at the Starbucks Reserve. I did however stay on track with the rest of the sessions throughout the day. My first session, Healthy Community Design, Inner-City Revitalization, discussed the demographics of two inner-city neighborhoods. The neighborhoods received HUD Sustainable Grants. They discussed existing conditions, revitalization, community vision, how and if the vision works, investing in people, a growth management plan, adopting the neighborhood plan, etc.

I did not know what to expect from the next session, Sisterhood of the Traveling Plan(ners). I walked into a room that was set up with round tables. I had not experienced this type of set up at the conference. What was familiar from other sessions was that I did not have a seat and was invited along with about 30 other women to sit on the floor in front of the room. We were divided into groups, given a questionnaire that included questions about goals, salary requirements, expectations, performance evaluations, asking for salary increases, understanding your worth, equality in the workplace, etc. I was fortunate to be the spokesperson for my group. Instead of answering one of the questions, I was asked to give a summation of my group’s conversation. The young women in my group were relatively new to the planning professional. Several of them had master’s degrees and were considering even higher educational attainment. They knew who they were. They knew their value. They were not afraid to speak up for themselves and ask for what they wanted. The young women in my group encouraged me to examine and assess myself and my career. I was proud to be among such amazing young women.

After breaking for lunch the first session I attended was called Content Neutral Sign Regulation, which was important to me because my staff and I are updating our sign ordinance. Although the presenters did a great job, the class was about law cases pertaining to signs as opposed to practical information to use regarding sign ordinances, which was not what I expected.

The last session of the day, The Ethics of Participation, was one that I had anticipated for two reasons. One of the presenters was my colleague that I have mentioned throughout this article. She and a gentlemen pre-
presented to a packed house with standing room only. Imagine about 300 people attending a session at 4:00 PM on a Monday afternoon. The presenters spoke about the AICP Code of Ethics and discussed each of the sections. Fortunately, the presentation went far beyond the sections; otherwise it could have proven to be boring, yet it was anything but boring. The following statements still resound as I think about planning ethics and our responsibility to the people we serve:

1. At times we are guilty of going into a project thinking about what we need from the process instead of the public need.
2. We need to know our audience and that it’s hard to understand the voices of the silent majority.
3. Take authority and responsibility serious. We are leaders.
4. Continue to improve. Evaluation is a necessary step as a tool for accountability and improving practice.
5. State the promise, keep the promise, and don’t over promise.

It’s good to be reminded of our responsibility to the public.

Sessions were over for the day and it was time to unwind. The Southeast Region hosted a reception at the Rock Bottom Brewery in the Unicorn Room. I wondered how the Unicorn Room got its name. I stood in line for appetizers among a room full of planners and their guests from the Southeast Region. I sat at a table with planners from North Carolina, South Carolina and Georgia. My colleague was a guest from Rhode Island. We shared stories about planning experiences, our experiences in Seattle, and ideas we would share upon our return home.

After mingling and sharing at the Southeast reception, we found our way to APA’s CPAT reception. We were excited because for us it was not just a reception, it was a reunion. We met our program associate and another member of Hartsville CPAT team there. We also had the good pleasure of meeting some of the APA team. We played catch up with what was going on with each other. It was a great reception yet I had had about as much fun as I could stand for one day.

Tuesday would be the last day of sessions. After getting off the sustainability track a couple of times the previous day, I was back on track with How Smaller Jurisdictions Create Affordable Housing. It was obvious by the number of planners in attendance that the conference was coming to a close. Earlier during the conference, sitting room was barely available. This was the first session that I experienced the room only being half full. The presenters discussed a range of strategies. They mentioned the role that affordable housing played in the quality of life. The state of Washington has a regional coalition for housing that seems to be working well.

Confronting Suburban Poverty in America was the session dearest to my heart. During the session my mind was absorbing the information. While I was attentive, I was thinking about my CPAT project and the types of unique collaborations that could be formed to assist in making the project successful. This session focused on pushing toward action and getting things implemented. Again, based on attendance it was obvious that the conference was coming to a close.

The conference would end with Stewart Brand, President of the Long New Foundation. Taking into consideration that the other sessions were half full, I was surprised by the number of attendees for the closing keynote, Natural Infrastructure and Formerly Extinct Wildlife. While I applaud Mr. Brand’s commitment to making the world a better place, I had a difficult time understanding why this particular keynote ended our planning conference.

I would spend the rest of the day enjoying the RAIN. Finally, I was able to wear my raincoat for the first time and confirm that it really does rain in Seattle. I could not leave Seattle without indulging a shopping experience. Needless to say, my luggage was a lot heavier upon my departure than it was upon my arrival. I packed in preparation for an early start the next day.

On Wednesday, a taxi cab picked us up at 4:00 AM to take us back to the airport for our flights back to the east coast.

I am grateful to SCAPA and the City of Hartsville for giving me the opportunity to learn new ideas, meet interesting people from around the country, experience Seattle, and to attend a national conference.
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