Keeping the ‘Scenic’ in South Carolina’s Scenic Byways

Lauren Ponder, Director of Project Development, South Carolina National Heritage Corridor

South Carolina has four National Scenic Byways and seventeen State Scenic Byways. These roads have been given this designation because they pass through landscapes that showcase South Carolina’s unique historical, cultural and scenic character, from the mountains that tower over Highway 11, Cherokee Foothills Scenic Highway, to Highway 174 on Edisto Island that winds its way through salt marshes and moss-draped oaks.

But even though these roads have been designated as scenic, there are very few laws in place that guarantee they will stay that way. In fact, the only legal restrictions that accompany the scenic designation are those that prohibit billboards and junkyards. If we are not proactive about protecting the scenic character of these roads we could lose forever the intrinsic qualities that give them such a unique sense of place. And, if this happens a number of them could even run the risk of losing their scenic designation from the state.

I attended the fall meeting of the Scenic Highways Committee in Columbia and there was discussion among the committee about de-designating roads that have lost their scenic character. Committee Chairman Van Kornegay said, “The last thing we want to do is de-designate a scenic road. But we also have to protect the scenic highway brand. It has to mean something. If these roads are promoted as scenic and then people show up and find a road that looks just like any other road due to random development then that’s a real negative. It also tarnishes the label of all the other scenic roads in the state.”

In the absence of state and federal protections, it is up to the local communities to protect the character of these roads. To help in that effort, South Carolina National Heritage Corridor (SCNHC) has developed a series of comprehensive design...
The South Carolina Chapter of the American Planning Association (SCAPA) entered 2015 in a very positive position. Our membership is comprised of over 450 of the most talented planning professionals in the nation. We have a strong leadership team in our Executive Committee. Our financial position is solid giving us the ability to provide a healthy offering of resources and continuing education opportunities. We have a fresh, new website with content being added almost daily. New initiatives are being developed to broaden our position as the “go-to” planning resource in South Carolina. It is truly a great time to be part of SCAPA.

SCAPA can look forward to 2015 in part due to the preparations made in 2014. On December 12, 2014 the Executive Committee (EC) met for our annual day-long retreat. This provides an opportunity for EC members to spend quality time together discussing the year ahead and making plans to benefit the membership. All key areas were reviewed, including administration, programs, professional development, legislative, communications, Emerging Planners’ Group, membership, Clemson University, College of Charleston, and new initiatives. SCAPA’s Strategic Plan was updated to document the goals and objectives for the coming two-year period and the Annual Budget was established to fund our efforts. Both of these documents will be available on the SCAPA website very soon. Thanks so much to the Central Midlands Council of Governments for hosting the retreat.

As part of the retreat, two leadership positions transitioned. Paul Thebo, Director-at-Large was appointed as Chair of the Membership Committee. In this role, Paul will focus on how we can recruit and retain our membership through the provision of recognition, services, and benefits. Prior to the retreat, Aaron Baggarly, Director-at-Large informed me that he had accepted a position as the Planning Manager for Development Services for the City of Stillwater, Oklahoma and that he would be resigning from his position on the EC. The EC appreciates Aaron’s great work and we wish him well in his new position. Per our bylaws, I nominated Joshua Stephens to succeed Aaron as Director-at-Large and the EC ratified this nomination at our retreat. While Josh has already been serving as Legislative Liaison, and will continue in that role, I look forward to his contributions as Director-at-Large.

In December 2014 SCAPA also sought recognition from APA in two competitive selection processes. John Newman, Director-at-Large, led in the development of an application for APA’s Healthy Planning Coalitions grant program. This grant application is a partnership between SCAPA and the South Carolina Public Health Association and seeks significant funding for advancing healthy planning in our state. Kevin Keenan, College of Charleston Liaison, crafted a nomination for APA’s Karen B. Smith Award, which recognizes outstanding performance, advancement, and leadership of APA Chapters. We are hopeful to receive good news on both of these efforts in the near future.

Organization of a Chapter Community Planning Assistance Team (CPAT) program is moving forward. Robby Moody, Immediate Past President, is spearheading this initiative and held an initial planning meeting in late January with those who expressed an interest in being involved. It is not too late to be a part of this exciting program; if you are interested, please contact Robby.

SCAPA conferences are poised for another great year in 2015. Andrea Pietras, President-Elect and Programs Chair, has been busy organizing local host committees for each conference. We will return to the College of Charleston for the Winter Conference on March 19th, while the Summer Conference will be centrally located in Columbia with the date to be determined soon. The Fall Conference is sure to be exciting as we meet on the USS Yorktown in Mount Pleasant on October 14-16. Mark your calendars now for these great networking and continuing education opportunities. Remember, if you need assistance in attending a SCAPA conference, scholarships are available.

Finally, while it is only February, April is fast approaching and along with it the National Planning Conference in Seattle, Washington April 18-21. A number of the SCAPA EC will be in attendance, and I hope to see many of you there. SCAPA will once again participate in a South Atlantic Chapters and Schools joint reception and all SCAPA members are welcome to come out for food, fun, and fellowship; information on time and location of this event will be available soon. SCAPA has a scholarship opportunity available for the National Planning Conference as well.

It takes all of us to make SCAPA a great membership organization and to advance planning in South Carolina. I look forward to what we will accomplish in 2015.

Ernie
SCAPA President
First Time Teaching Experience: Thoughts from a Planning Adjunct Professor

Nick Pergakes, Senior Planner, Berkeley-Charleston-Dorchester Council of Governments

In the fall of 2014, I became an Adjunct Professor in the Department of Public Administration/Urban and Regional Planning Certificate Program at the College of Charleston. I have been a planner since 1997, but had never taught in a college setting until last fall. My first course I taught was called Urban Transportation: Problems and Prospects. The course introduced students to the ideas, issues, and processes associated with urban travel and transportation planning. I learned a few things from my first time teaching experience that I would like to share.

Students want to learn about real projects and listen to real stories told by practitioners. This was obvious based on my own observations and the feedback I received from students. Over the years, I have been fortunate to have gained experience in a wide range of planning activities including master planning, downtown revitalization, and transit-oriented development in California and in the Southeast. In general, students showed interest in just about any story I shared about my work as a planner in the public and private sectors.

Students love to hear about new or alternative ideas to addressing problems, especially if they are discussed with examples and presented visually. We spent time looking at how various cities and regions were promoting and implementing sustainable transportation modes. Students also prefer hands-on learning, such as class exercises, over lengthy lectures. During one class, we examined taking out a vehicle lane along a bridge for a pedestrian/bicycle facility and developed a cost-benefit analysis of the proposed project.

I learned a lot from my students in the course, and I am looking forward to teaching this class and other ones again in the future. I would also encourage other planners and policy professionals to give guest lecturing or adjunct teaching a try because they have much to offer and students are eager to learn from their real world experiences.

Legislative Update: 121st General Assembly Open for Business

Joshua A. Stephens, SCAPA Director-At-Large/Legislative Liaison

The first regular session of the 121st General Assembly opened on January 13th. There are a number of bills and issues that could impact planning and our communities that will be under consideration by the General Assembly during this new session. A few of those issues include:

- **Local Government Fund**: This represents an important source of funding to cover the cost of state mandates and overall service delivery. Based on the ‘chatter’ coming out of Columbia, it is anticipated that the level of funding for the upcoming budget will be similar to the funding level allocated in the previous budget.
- **Transportation Funding**: As many of you are aware, the condition of South Carolina’s roads received a significant amount of attention during 2014. In response, the General Assembly appears to be prepared to take steps to address this important issue. SCAPA will be monitoring this issue closely as the new session unfolds.
- **Comprehensive Planning Act**: For their 2015 Policy Positions, the South Carolina Association of Counties (SCAC) has stated a desire to “work with the state chapter of the APA to update the state Comprehensive Planning Act to allow modern zoning and land use regulation options for the counties and municipalities across the state.” SCAPA plans on working with the SCAC to develop a series of more specific goals related to the Comprehensive Planning Act.

In addition to tracking important legislation during the session, SCAPA will work to raise awareness about the importance of planning. For example, SCAPA will work to schedule site visits to projects with key policy makers to highlight the impacts of CDBG funding, transportation funding and other planning initiatives. SCAPA will also work to build key partnerships in order to advance SCAPA’s mission. SCAPA plans to build closer ties to the SCAC and the Municipal Association of South Carolina (MASC). By doing this, SCAPA will be able to be a stakeholder in the policy development processes established by each of these groups, which will be key to ensuring SCAPA’s priorities are represented at the state level.

SCAPA will work to monitor and provide updates on planning and local government related legislation during the current session of the 121st General Assembly. Please 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.
An Inside Perspective: The APA CPAT Experience in Hartsville, South Carolina

Brenda Kelley, Senior Planner, City of Hartsville, SC

The City of Hartsville’s planning staff’s interest in applying for the Community Planning Assistance Team (CPAT) stemmed from a need to revitalize South Hartsville. A once vibrant neighborhood was in a state of decline with dilapidated houses, overgrown lots, the housing stock in varying degrees of decline, increasing crime rates, etc. We knew we had to do something to help improve the quality of life for the South Hartsville residents.

While searching for a way to help, I stumbled across the CPAT opportunity. With assistance from Planner I, Heather Garrison, we went to work. We spent countless hours preparing the application. We collected maps, Census data, background information and history of the area. We submitted the application and were elated when we received the official notification that we were awarded.

The award was just the beginning. Eric Roach, Program Associate, and Marijoan “MJ” Bull, Team Leader, made an initial visit to Hartsville on June 20-21, 2014. During their visit they talked with community leaders and toured South Hartsville to make an initial assessment. They toured other areas of the city as well. They took all of the information that they gathered during their visit to determine the makeup of the team.

The entire team visited Hartsville on September 7–11, 2014. The all-female team consisted of Marijoan “MJ” Bull, Bridget Wiles, Kimberly Burton, Alina Gross and Karen Campblin, and they hit the ground running. Prior to their visit we reserved a space they could use exclusively during their stay. We coordinated meetings with individuals, community leaders, nonprofit organizations, a Senator, City Council, the city manager, department heads, etc. The team met with these various stakeholders to get input for the plan. Heather and I worked behind the scenes scheduling meetings, collecting data, creating and providing maps, handing out flyers, etc. We cleared our schedules for the week and were available to the team in whatever capacity they needed us.

On Tuesday, September 9, 2014 residents of South Hartsville joined the team in a Walk and Talk tour through the South Hartsville Neighborhood (pictured at right). The participants completed a survey form that was used to evaluate the infrastructure, buildings, safety, public spaces, services, and other quality of life issues. During the tour, residents pointed out areas of concern. The tour ended at the Butler Campus for “A Conversation on South Hartsville.” Residents were invited to meet the team and share their thoughts on the assets and challenges of the neigh-

Continued on page 11.
Student Spotlight  This new section features South Carolina collegiate students interested in the field of planning.

Jessica Russo, College of Charleston, Class of 2015
Historic Preservation and Community Planning Program

At the start of college four years ago, I had very little knowledge of planning or what a career in local planning would entail. I began at College of Charleston in 2011, and within a few semesters decided on Historic Preservation and Community Planning as my major, as it seemed to be the path that would lead me to a career that I can enjoy. The fact that I have been studying Historic Preservation in one of the most well preserved cities in the country undeniably fueled my interest, and the urban planning classes I took exposed me to the idea of combining the two fields by using preservation in cities and towns not just for the aesthetic value, but also as a tool for economic development.

When cities make it a priority to preserve the historic fabric whenever possible or adapt buildings to modern functions, I strongly believe that along with prompting an increase in tourism based on an appealing local historic character, it also can help cities combat other various issues, like urban sprawl. Rehabilitation projects such as the historically significant Cigar Factory in downtown Charleston (shown in the photo above) are important because they do not require the demolition and construction of a new building for office and retail space which potentially saves existing natural resources, and adaptive reuse of the building in an area that is already developed is a step towards decreasing the rate of urban sprawl in the city and county. This kind of project and its potential positive externalities is an example of what gets me excited about going into a career in planning and preservation. Currently, I intern with the Charleston County Planning and Zoning Department, where I have learned much about the field of planning as well as ways in which local government can promote preservation practices within a municipality.

Save the Dates For the 2015 SCAPA Conferences!

Winter Conference
When: March 19, 2015 (Thursday)
Where: College of Charleston Stern Center, Downtown Charleston
Enjoy the College of Charleston and historic downtown Charleston!

Summer Conference
When: Date TBD
Where: Columbia, SC
Experience our state’s capital and learn about local, state, and federal legislative issues and advocacy!

Fall Conference
When: October 14 - 16, 2015
Where: USS Yorktown at Patriots Point, Mount Pleasant
Explore the Town of Mount Pleasant AND the USS Yorktown!

Do Not Miss These Conferences!
Registration information and details coming soon.
News From the Clemson University MCRP Program

Cliff Ellis, Ph.D., MCRP Program Director

Clemson MCRP Program Re-accredited by the Planning Accreditation Board

In December, the MCRP Program was re-accredited by the Planning Accreditation Board (PAB) for a four-year period. Strong support from SCAPA members and the Executive Committee was instrumental in making this a successful accreditation review. As the program moves toward the next accreditation review in 2018, the focus will be on improving faculty diversity, student diversity, and total enrollment. This will probably include expanding the reach of the program to include more activities in Greenville and Charleston. Clemson’s MCRP Program will be working closely with SCAPA to develop and evaluate these initiatives.

MCRP Program Rated a “Top Program” by Planetizen

Clemson University’s MCRP Program has been designated a “Top Planning Program” by Planetizen, the popular urban planning website. The MCRP program is ranked #10 in the South, and #12 nationally among “small programs” (measured by student enrollment). This improves the visibility of the program and documents the impact of recent faculty hires and other improvements.

Debbie Lieu Memorial Annual Fellowship

The recipient of the Debbie Lieu Memorial Annual Fellowship for 2014 was Grant Sparks. The award is given to a promising first year student in the City & Regional Planning program who best demonstrates professionalism and positive attitude, works effectively behind the scenes, and significantly contributes to volunteer activities. Now in his second year in the program, Grant is the President of Clemson’s Planning Student Organization. He received this award at the Awards Ceremony of Clemson’s College of Architecture, Arts and Humanities on April 7, 2014.

Department of Planning, Development and Preservation Speaker Series

The Department of Planning, Development and Preservation at Clemson University is hosting a Speaker Series this spring on the topic of “Planning and Policy for Majority-Minority Communities.” The schedule is provided below. For more information, please contact the Chair of the Department of Planning, Development and Preservation, James Spencer, at jhspenc@clemson.edu.

Clemson University Speaker Series Schedule

Latino Migration to the South: Challenges and Opportunities
January 16, 2015. 3:30 – 5:00 pm.
Lee Hall 111 Auditorium
Dr. Mai Nguyen, Associate Professor of City & Regional Planning, University of North Carolina at Chapel Hill

The Politics of Race: Global Norms and Local Realities in Japan
February 5, 2015. 4:00 – 5:30 pm.
Lee Hall 111 Auditorium
Dr. Petrice Flowers: Associate Professor of Political Science, University of Hawai‘i at Manoa

A Conversation on Communities, Police, and Security: Legal and Academic Perspectives
February 12, 2015. 4:00 – 6:00 pm.
Lee Hall 111 Auditorium
Mai Linh Spencer: Visiting Clinical Professor, University of California – Hastings College of Law
Arthur Ago: Chief of the Trial Division, District of Columbia Public Defender’s Service.
Dr. James H. Spencer: Chair, Department of Planning, Development and Preservation, Professor of City & Regional Planning, Clemson University.

Stuck on the American Dream: The Challenging Promise of Housing the Poor
February 19, 2015. 4:00 – 5:30 pm.
Lee Hall 111 Auditorium
Dr. Ashley Brown Burns: Assistant Professor of Political Science, Amherst College

Decoding Citizen-Police Interactions: The Continued Salience of Race and Place
March 12, 2015. 4:00 – 5:30 pm.
Lee Hall 111 Auditorium
Dr. S. David Mitchell: Associate Professor of Law, University of Missouri School of Law

Public Service Assistantships for the 2015-2016 Academic Year

Even though the first-year students in the MCRP Program will not be starting their Public Service Assistantships until August 2015 (the start of their second-year in the program), it is important that we begin to line up possible PSAs now. If you think that your agency or consulting firm might be able to support a Clemson student by sponsoring a Public Service Assistantship, please try to include the funding in your budget for the coming year. Please contact Cliff Ellis at cliffoe@clemson.edu if you would like any additional information. We would be happy to set up a personal visit to explain the PSAs if that would be helpful. They are a great way for your agency or firm to move work forward at a reasonable cost, while providing both work experience and financial aid for a Clemson MCRP student.
News from the College of Charleston
Urban Studies Program: 2014 was a Great Year!

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

Here at the College of Charleston (CofC), 2014 was a good year for Urban Studies. The year was characterized by sustained energy that resulted in strong programming for students and faculty, growth in some resources, and greater community involvement and participation. Given these positive conditions, I was sad to say goodbye to 2014. But, I have so much optimism that 2015 is going to be a great year. In this column, I will provide an update on all that went on with the program in the past year, and I will outline some ideas for the spring semester. As always, the Urban Studies Program is so proud to be a part of the planning community, and we welcome all planners and supporters of planning to get involved in the CofC community!

First, the Urban Studies Program once again convened as a community of scholars interested in studying cities and the issues that affect them. As reported in the previous edition of the Palmetto Planner, the Program hosted Dr. Jon Coaffee, a distinguished scholar from the United Kingdom. Dr. Coaffee delivered the Urban Studies Fall 2014 Convocation lecture titled “Reappraising the Fortress City: Risk, Security, and Military Urbanism.” This particular lecture provoked students to think about how the planning profession is changing in response to societal demands for more security. Dr. Coaffee also suggested future impacts on planning will stem from the emergent cyber vulnerabilities, big data, and smart cities – themes that perhaps will be explored in subsequent lectures. The convocation event represented how Urban Studies advances the college-wide theme for the 2014-15 academic year: the effects of war and militarization on people. The lecture and subsequent reception were both well-supported, with many campus constituencies offering co-sponsorship.

Second, the Urban Studies Program worked hard to build a stronger community amongst four adjunct instructors teaching in the program, including Tim Keane, director of the City of Charleston Planning, Preservation, and Sustainability Office. (One of these instructors shared their experiences as a first time teacher of Urban Studies at CofC on page 3 this newsletter.) With a grant from the CofC Central Administration in the amount of $1,050 for the semester, the Urban Studies Program held several adjunct development activities. These events included a collaborative pairing with senior instructors for mutual class observations, focus groups, and a celebratory, community building banquet held along with the adjuncts and instructors in the African American Studies Program.

And it was not only the adjuncts who found community in Urban Studies. The student Urban Studies club held several events over the course of the semester. In recognition of their growing activities and involvement in professional skill building activities, the College of Charleston Student Government Association awarded the club $2,370 to attend conferences during the spring semester. Fortunately for the students, they will not have to spend much of this money to attend the SCAPA conference. The Winter-Spring conference will once again be held in the Stern Center on the CofC campus on March 19, 2015. The location of this event will free up resources for the students to travel to more distant conferences, such as the National Planning Conference and the Urban Affairs Conference in Miami.

2015 promises to hold even more exciting news for the Program, as major curriculum changes were approved at the program level. (These changes still have to be approved at the College-wide level and they will take effect in the 2015-16 academic year.) The goal of these changes is to bring the course offerings and student pathway to degree completion more closely into support of the student learning outcomes for the major. Among the approved changes is the creation of a credit-bearing Student Ambassador Program. This program, which will begin in Fall of 2015, will provide a select group of current students direct mentorship by community leaders. The mission of the program is to engage students and surrounding communities in productive, sharing dialogues and service activities that effectively advance vibrant civic life in Charleston.

In addition to these pending curriculum changes, the Urban Studies Program will also offer several other student-focused events. Most notably, the Urban Studies Program will hold applied lectures in the spring that further advance the College’s theme of militarization. Currently, the program is exploring a lecture on military base planning and the use of geographic information systems and urban planning principles in applied settings, such as emergency management.

2015 is going to be a busy year for Urban Studies, but I have no doubt that it will be a productive one if 2014 is any indicator. Look out for more information on the program in subsequent newsletters, and as always, feel free to drop me a line any time with questions, concerns, or ideas for enhanced education in Urban Studies!
Membership Update
Paul Thebo, SCAPA Director-At-Large

SCAPA Members

SCAPA members make up a statewide network of planning professionals with shared values and a diverse tool set. Reach out to your neighbors and see what they’re up to.

SCAPA Members’ Membership Anniversaries
We want to celebrate your dedication by recognizing your SCAPA anniversary milestones!

5 Years
John Fellows, AICP
Michael Forman, AICP
Christopher Flowers
Sean Hoelscher, AICP
David Hooper
Thomas Coker, AICP
Joseph Cronin
Carroll Williamson
Thomas Delage
Claudia Rainey
Jacquelyn Sorrentino
Mary McGetrick
Chris Inglese, AICP
Keith Brockington, AICP

10 Years
Brooke Ferguson, AICP
Kendra Cobbs, AICP
Irene Tyson, AICP
La Toya Grate, AICP
David Pettine, AICP
Lee Lawson, AICP
Saila Mila-Smyly, AICP
Jeff Carroll
Anthony Stone, AICP
Ronald Leftwich, AICP
Mason Ailstock
Donald Henry
Mihir Shah, AICP
Bridgett Fain
Aaron Pope, AICP
Benjamin Caldwell, AICP
Edward Holton
Jayme Lopko, AICP
Derrick Singletary
Kelli McCormick, AICP
Wade Luther, AICP
Kimberly Garber, AICP

15 Years
Marc Orlando, AICP
John Gardner, AICP
Kevin Griffin, AICP
Andrea Pietras, AICP
Craig Lewis, AICP
Harunur Rashid, AICP
Stephen Strominger, AICP
Karen Brown
William Neville, AICP
Terri Turner, AICP
Arthur Holbrooks
Stephanie Tillerson, AICP
Joseph Muldrow, AICP

20 Years
Christian Bentley

25 Years
J. Terrence Farris
Kara Browder, AICP
Anthony Criscitiello
Christopher Morgan, AICP

30 Years
Jody Muldrow, AICP

New Members
Kaylin Lee, Student
Erin Brooks, Student
William Couvillion, Student
Sherry Barrett, Upstate Forever
Tanya DeOliveira, Clemson
Matthew Millwood, City of Georgetown
Patricia Vaccaro, APA
Patrea St. John, AICP, Greenville County
Laura Stevens

Total Number of Members: 483
guidelines that provide a blueprint for ensuring that economic growth and development along these roads is done in a way that also preserves the qualities that make them desirable destinations.

There is evidence to suggest that we risk losing more than a few pretty roadside views if we do not do something to preserve the unique character of these roads. Travel and Tourism spending, based on a 2012 report from the Southeast Travel Association, reached more than $210 billion between twelve Southeastern states. Tax receipts, money directly impacting South Carolina, was a tremendous $31 billion. Direct jobs related to travel and tourism flourishes at 2 million and, as a result, $52 billion in direct payroll.

South Carolina Parks Recreation and Tourism (SCPRT) State Agency reports that 14 billion visitors annually come to South Carolina seeking the quaint Southern town experience, which is exactly what our National and State Scenic Byways can offer when protected by their communities.

The economic potential of a well-preserved scenic road can be seen in our neighbor to the north, the Blue Ridge Parkway, whose average annual economic impact between North Carolina and Virginia reaches upwards of $2 Billion. Cherokee Foot hills National Scenic Byway (Highway 11) sits within twenty minutes of the Blue Ridge Parkway geographically primed to draw some of its 18 million visitors a year down to South Carolina. However, counties need to position their National and State Scenic Byways to receive those guests and meet expectations. The only way to do this is through strategic planning and action on the part of local governments.

The SCNHC has just released the Cherokee Foothills NSB Design Guidelines as an addendum to their 2013 South Carolina National Scenic Byway Comprehensive Management Plan. Combined, these documents describe sense of place, protecting the resource, and marketing authentic places that, only through these unique qualities, make the trip worth the drive. These recommendations could be solutions; however, only if communities adopt proper procedures through ordinances, overlays and general protective measures that sustain the scenic character of our designated byways.

As a planner, you have an opportunity and an obligation to help your community take steps to proactively preserve these resources. Moving the needle can be hard. Yet, using statistics on the outdoor industry (a main driver of those traveling along NSBs), or by showing examples of other scenic byways across America and reporting their economic impact, thoughts in your community can change. Corridor Management Plans are also a good place to start if there is not one already adopted.
tivities, and through civic organizations such as Rotary Clubs and Garden Clubs. This ethos will create synergy around best practices.

Currently, very few communities have taken on the responsibility of promoting and preserving South Carolina’s scenic byways, thus leading to the state of remediation. The truth is that whether Federal or State designated, it is the responsibility of local governments (usually the counties) to adopt land use guidelines to protect the scenic, cultural, natural, recreational and economic characteristics that made the road worthy of designation in the first place. The work completed thus far as a result of the National Heritage Corridor has been significant yet with finite grant dollars. These efforts will be in vain if each county does not rally in support of the energy already expended.

To date, the SCNHC has released a Request for Proposals (RFP) for the NSBs to receive new signage in hopes of better identifying and branding the corridors, as well as generating conversation and vitality around the cause. New State Scenic Byway signs have been designed to complement the NSB signs (pictured below). The former will be installed in partnership with SCDOT by the end of 2015, with the latter installed as a result of the aforementioned RFP. The NSB Comprehensive Management Plan has been recognized in SCDOT’s 20-year multimodal plan and SCNHC work is supported by the gubernatorial appointed SC Scenic Highways Committee.

The SCNHC is seeking funds, private or other, to continue this work. However, even if these funds are delivered, the state of your byway is ultimately your responsibility!

Resources Available to Planners:
Creating an Authentic Experience: http://tedxjacksonville.com/speakers/ed-mcmahon/
Contact Lauren Ponder: lauren@scnhc.com or (864) 609-7689
The conversation centered around five focus areas: Housing, Services, Mobility, Economic Vitality, and Identification and Participation. The conversation became the basis for a Neighborhood Revitalization Strategy for South Hartsville.

On Thursday, September 11, 2014 the team presented a draft Neighborhood Revitalization Strategy based on input from residents, community organizers, institutional leaders, and other representatives.

For months the team worked on the plan while continuously staying in touch with Heather and me. We continued to be a resource for them throughout the entire process.

On January 15, 2015 the program associate and three of the five member team returned to Hartsville to present the final plan (pictured at right). This was the first time that a team made a third visit. South Hartsville is unique and we felt it most beneficial for the team to present the plan and we were right. The residents were pleased with the plan and made a commitment to adopt the plan and begin meeting to get organized to start implementing it.

Our experience with the CPAT was phenomenal. We had an opportunity to meet and work with five amazing women and Eric. The team will forever be a part of our planning family. Our lives were impacted in ways we could not have imagined. We learned a lot about neighborhood planning, community engagement, building relationships, etc. Most of all we learned a lot about ourselves and the part we play in making our community a better place to live, work, and play.

THANK YOU TO OUR SPONSORS

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The Matheny-Burns Group
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/myapa/. 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.

Interested in Sponsorships?

Conference Sponsorship - Gold Level ($500) includes:
- Exhibit space at the Fall Conference (October 14-16, 2015 in Mount Pleasant, SC) including skirted table with two chairs
- 1 Fall Conference registration, including meals provided as part of the conference
- Half-page ad in the Fall Conference Program
- Link to website from Fall Conference smartphone app

Conference Sponsorship - Silver Level ($100) includes:
- Exhibit space at the Fall Conference (October 14-16, 2015 in Mount Pleasant, SC) including skirted table with two chairs
- Business card ad in the Fall Conference Program

Advertisement on SCAPA Website & Newsletter ($200) includes:
- Advertisement on the SCAPA website until January 2, 2016
- Business card ad placement in four issues of the Palmetto Planner (quarterly SCAPA newsletter)

To become a sponsor, visit our website: http://scapa.org/sponsor-registration/.
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Want to get more involved in SCAPA?

Join the Communications Committee!
Upcoming projects include developing resources for the “Members Only” portion of the new SCAPA website and establishing a social media presence for SCAPA (using Facebook, Twitter, etc.). For more information, email Andrea Harris-Long at aharris@charlestoncounty.org.

Join the SC Community Planning Assistance Team (CPAT) project by emailing Robby Moody at rmoody@catawbacog.org.

Join the SCAPA group on LinkedIn!

Palmetto Planner