

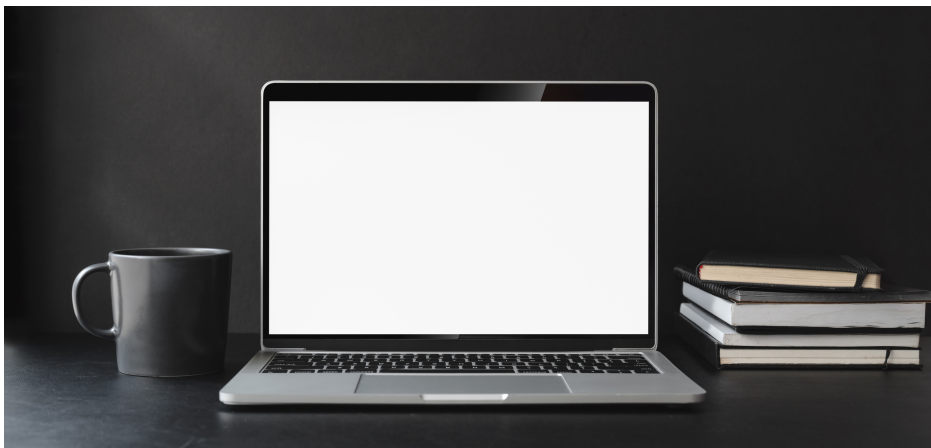


American Planning Association  
**South Carolina Chapter**

*Creating Great Communities for All*

# We Are Planners

**JOIN US FOR THE 2020 VIRTUAL FALL  
PLANNING CONFERENCE, PRESENTED BY THE  
SC CHAPTER OF THE AMERICAN PLANNING  
ASSOCIATION, OCTOBER 15TH - 16TH.**



Due to on-going concerns with COVID-19, this year, we invite you to attend the annual planning conference from the comfort of your office or home. In addition to our sessions, we also have opportunities for networking with fellow members, the annual auction to benefit the Clemson University students and hearing from our executive committee during our annual membership meeting.

The schedule and registration information is enclosed. We hope to see you online!

**Fall Conference**  
**15-16 OCTOBER 2020**

# Schedule



American Planning Association  
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THURSDAY, OCTOBER 15TH

## OPENING REMARKS | 8:45 AM

Wayne Shuler, President SC Chapter

## AM SESSIONS | 9 AM - 12 NOON

### 9:00 AM | The Carolina Panthers Training Facility, A Project of Regional Significance (0.75 CM\*)

*Leah Youngblood, Planning & Zoning Manager, City of Rock Hill*

### 9:45 AM | South Carolina 2020 Legislative Update (0.75 CM\* L)

*John Wienges, Governmental Affairs Liaison for the South Carolina Association of Counties (SCAC)*

### 10:45 AM | Public Education, Outreach, and Involvement in Horry County (1.25 CM\*)

*Leigh Kane, AICP, Principal Planner, Horry County Planning & Zoning and Ashley Cowen, Senior Planner, Horry County Planning & Zoning*

## LUNCH | 12 NOON - 1:30 PM

## PM SESSIONS | 1:30 PM - 4:30 PM

### 1:30 PM | Applying Planning Ethics to Issues of Diversity, Equity and Inclusion (0.75 CM\* E)

*Barry Nocks, PhD, AICP, Professor Emeritus & Lecturer, Interim Director, Graduate Program in Real Estate Development, Clemson University*

### 2:30 PM | Planning for Resilient Coastal Forests In Developing Landscapes (1.25 CM\*)

*Karen Firehock, Executive Director, GIC, Matthew Lee, Landscape Forester, GIC and Frances Waite, Coastal Regional Urban Forester, SC Forestry Commission*

### 3:45 PM | How SC Undergraduate and Graduate Programs are Impacting Planning in SC and Beyond (0.75 CM\*)

*Melinda Lucka Kelley, Attorney at Law, Director of Urban Studies, College of Charleston and John Gaber, PhD, AICP, Chair of City Planning & Real Estate Development, Clemson University*

## NETWORKING | 4:30 PM UNTIL

15-16 OCTOBER 2020  
Fall Conference

# Schedule



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FRIDAY, OCTOBER 16TH

## AM SESSIONS | 9:00 AM - 12 NOON

**9:00 AM | Ethics in Everyday Life (0.75 CM\* E)**  
*Celia Boyd Myers, AICP*

**10:00 AM | So, you plan weddings? Explaining our Profession and Communicating Strategies for Public Education (1.25 CM\*)**  
*Kelli McCormick, AICP, Senior Associate-In-Charge, Kendig Keast Collaborative*

**11:30 AM | CPAT in SC (0.75 CM\*)**  
*Jeff Parkey, PhD, AICP, Regional Planning Director, Santee-Lynches Regional Council of Governments*

LUNCH | 12 NOON TO 1 PM

## PM SESSIONS | 1 PM - 4 PM

**1:00 PM | Opportunity Zones (0.50 CM\*)**  
*Peggy McLean, Director of Integrated Rural Strategies at the South Carolina Department of Commerce*

**1:30 PM | Business Meeting**

**2:00 PM | Recent SC Court Cases (0.75 CM\* L)**  
*Nicole Scott, J.D., Special Counsel, Nexsen Pruet*

**2:45 PM | Our Plan, the Town's 2020 Comprehensive Plan (1.25 CM\*)**  
*Jennifer Ray, Deputy Director of Community Development, Town of Hilton Head Island and Taylor Ladd, Senior Planner, Town of Hilton Head Island*

RAFFLE FOR FREE 2021 REGISTRATION

CLOSING REMARKS

Fall Conference  
15 - 16 OCTOBER 2020

# Sessions



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## **THE CAROLINA PANTHERS TRAINING FACILITY, A PROJECT OF REGIONAL SIGNIFICANCE | 9:00 AM**

This transformative, \$1 billion+ project in York County, SC, will convert 200 acres of undeveloped land along I-77 into a significant regional development that will include the Carolina Panthers teams headquarters, indoor and outdoor sports practice facilities that will double as entertainment and event venues, a retail and restaurant hub, apartments, and the corporate offices of other organizations. It can be expected to have long-lasting effects on development patterns in the area, something that is already felt by planners in the surrounding local communities.

*Leah Youngblood, Planning & Zoning Manager, City of Rock Hill*

## **SOUTH CAROLINA 2020 LEGISLATIVE UPDATE | 9:45AM**

This session includes an overview of what took place during the shortened 2020 legislative session in SC. Topics may include GREAT (growing rural economics with access to technology), the small wireless facilities deployment act, erosion control structures, SC resilience revolving fund act and amendments to building codes for structures used in agritourism activities.

*John Wienges, Governmental Affairs Liaison for the South Carolina Association of Counties (SCAC)*

## **PUBLIC EDUCATION, OUTREACH, AND INVOLVEMENT IN HORRY COUNTY | 10:45 AM**

Horry County is rapidly growing with 10,000-12,000 new residents moving here each year. With such rapid change, Horry County Planning & Zoning recognizes the ongoing need to educate the public about planning, our processes, and how to get people involved in shaping the future of their community. During this session, you'll learn about how we are capitalizing on Community Planning Month to inform the public about our department's responsibilities and development trends through the release of our Annual Report and kick-off for our 2020 Citizen Planning Academy, in addition to how we are using this month to obtain input on a number of significant planning efforts. Beyond our Planning Month initiatives, you'll also learn about how we are engaging youth and our ongoing, strategic efforts to utilize social media to reach the public.

*Leigh Kane, AICP, Principal Planner, Horry County Planning & Zoning and Ashley Cowen, Senior Planner, Horry County Planning & Zoning*

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# Sessions



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**APPLYING PLANNING ETHICS TO ISSUES OF DIVERSITY,  
EQUITY AND INCLUSION | 1:30 PM**

Failures in diversity, equity and inclusion challenge society in general and planning in particular. This session will define and illustrate these terms and demonstrate how APA's ethical principles and code of conduct incorporate a more equitable approach to planning practice. Discussion will include ways in which inequities have occurred in planning practice; defining Diversity, Equity & Inclusion (as per APA); cases that highlight differences in treatment regarding process or access and substantive issues.

*Barry Nocks, PhD, AICP, Professor Emeritus & Lecturer; Interim Director, Graduate Program in Real Estate Development, Clemson University*

**PLANNING FOR RESILIENT COASTAL FORESTS IN  
DEVELOPING LANDSCAPES | 2:30 PM**

The Green Infrastructure Center and the SCFC have launched the Resilient Coastal Forests (RCF) project to work with multiple local governments and stakeholders in coastal South Carolina, where tracts of coastal forest were assessed for benefits, threats, and subsequent conservation management needs. The RCF project is helping communities adapt to a changing climate by mitigating risks to forests and communities. Funded by the USFS, this project is modeling a new way to evaluate and plan for coastal forests challenged by rising seas, storms, changing climate, development, pests, and fragmentation from development. This session will introduce participants to how a collaborative stakeholder process was used to identify and address multiple and interacting threats to coastal forest resiliency, especially in the face of climate change.

*Karen Firehock, Executive Director, Green Infrastructure Center, Matthew Lee, Landscape Forester, Green Infrastructure Center and Frances Waite, Coastal Regional Urban Forester, SC Forestry Commission*

**HOW SC UNDERGRADUATE AND GRADUATE PROGRAMS ARE  
IMPACTING PLANNING IN SC AND BEYOND | 3:45 PM**

Hear about CofC students' internship experiences in Planning and Administration, Sustainable Urbanism and Urban Policy; Clemson's latest and greatest directions in GIS and how COVID-19 has impacted planning pedagogy

*Melinda Lucka Kelley, Attorney at Law, Director of Urban Studies, College of Charleston and John Gaber, PhD, AICP, Professor and Chair, Department of City Planning and Real Estate Development, Clemson University*

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# Sessions



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## **Ethics in Everyday Life | 9:00 AM**

This session will provide an overview of the AICP Code of Ethics. Topics of focus will include the difference between aspirational principles and rules of conduct, procedures for complaints and how we can implement the aspirational principles into our daily lives as planners and public servants.

*Celia Boyd Myers, AICP*

## **SO, YOU PLAN WEDDINGS? EXPLAINING OUR PROFESSION AND COMMUNICATING STRATEGIES FOR PUBLIC EDUCATION | 10:00 AM**

Have you ever found it difficult to communicate a planning topic to be met with a blank stare? Based on experience from the public, educational, and private sectors, this session will provide tips and strategies for talking to people and groups of all ages with different levels of interest and knowledge when trying to communicate planning concepts and jargon, including comprehensive plans, zoning regulations, etc. Come and see how you can make your job easier! Strategies taught include presenting to children, talking with allied professionals (architects, engineers, etc.), working with developers and realtors, and explaining concepts to the general public.

*Kelli McCormick, AICP, Senior Associate-In-Charge, Kendig Keast Collaborative*

## **CPAT IN SC | 11:30 AM**

Review of CPAT program in SC and the three projects already completed - Chesnee, Georgetown and St. George  
*Jeff Parkey, PhD, AICP, Regional Planning Director, Santee-Lynches Regional Council of Governments*

## **OPPORTUNITY ZONES IN SOUTH CAROLINA | 1:00 PM**

A look at ways the South Carolina Department of Commerce is supporting the Opportunity Zone program in South Carolina.

*Peggy McLean, Director of Integrated Rural Strategies at the South Carolina Department of Commerce*

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# Sessions



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## **RECENT SC COURT CASES | 2:00 PM**

This session will provide an overview of recent SC court cases that pertain to planning and development.

*Nicole Scott, J.D., Special Counsel, Nexsen Pruet*

## **OUR PLAN, THE TOWN'S 2020 COMPREHENSIVE PLAN | 2:45 AM**

The session will present an overview of the Town of Hilton Head Island's process for incorporating a new vision into the comprehensive plan rewrite. The visioning process for the Town resulted in defining 7 core values for the community. The session will cover the extensive community engagement led by staff with nine community work groups over 6 months to generate content for the new comp plan, including a simultaneous parks and recreation master planning process for the Island. Finally, the session will present the new comp plan content showing how the elements have been integrated into a plan structured around the core values. Techniques for community engagement activities and organization will be discussed, with key takeaways and lessons learned from a new process and experience of structuring a comp plan around a vision for the community.

*Jennifer Ray, Deputy Director of Community Development, Town of Hilton Head Island and Taylor Ladd, Senior Planner, Town of Hilton Head Island*

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# Registration



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## FULL REGISTRATION INCLUDES BOTH DAYS

Please register online at  
[www.scapa.org/conferences](http://www.scapa.org/conferences).

The rate is \$50 for all participants.

If you cannot register online, please mail your registration fee along with your name and **email** to Shawn Putnam, AICP - Treasurer at PO Box 7002, Camden, SC 29021. **Online registration is preferred.**

Please register by October 13th. A link to the conference will be sent by email, so please ensure the email submitted is yours and accurate.

All individuals who register will be placed in a raffle for one free chapter conference registration of their choice during 2021. The raffle will be held on Friday.

Special thanks to all the hard work of our host committee. Unfortunately, as our conference has moved online you cannot experience the tremendous effort and great plans they had for us. Please join me in thanking them for their time and expertise.

Eric Greenway, Host Committee Chair  
Anne Cyran, Lisa Wagner, Robert Merchant,  
Christopher Inglese, Keven Icard and Brana Snowden

We hope to be in Hilton Head next Fall and look forward to seeing everyone again very soon!

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