

# PLANNING FOR RURAL COMMUNITIES AND SMALL TOWNS

## **Greer City Hall—Greer, South Carolina**

**Date: March 26, 2010**

One of South Carolina's fastest-growing cities, Greer is located in the foothills of the Blue Ridge Mountains — in the heart of the state's bustling Upstate.

The city offers beautiful scenery with vistas that include both mountains and lakes. Families and young professionals have also discovered the city's first-rate services, outstanding park facilities and recreation programs, and big-city amenities while preserving a small-town feel.

Downtown Greer, known locally as Greer Station, has become a destination in itself with approximately 12 square blocks of retail, dining, entertainment, and professional service organizations. Greer Station has more than 40 buildings on the National Historic Register.

---

### **8:00 am—Registration and Continental Breakfast**

### **8:45 am—Welcome - Mayor Rick Danner, City of Greer**

### **9:00 am - The New Ruralism: Promoting Sustainability in Small Towns and Rural Communities**

*Craig Lewis, Principal, The Lawrence Group*

Most Rural communities struggle with attracting any type of growth and lack the tools necessary for long-term sustainability. Participants will learn about the ambitious Mountain Landscapes Initiative Toolbox, a regional charrette-based plan and tool kit that was completed in the mountains of Western North Carolina and how the lessons learned can help improve small towns through the Carolinas (1.25 CE/CM)

### **10:15 am—Break**

### **10:30 am—Planning for Historic Buildings and Districts**

*Jennifer Satterthwaite, Outreach & Local Government Coordinator/SC Archives & History*

Historic Buildings make up a substantial part of many South Carolina towns and encouraging growth while saving those buildings can seem daunting. A well-crafted historic preservation ordinance can ensure that these historic gems can be retained and re-used for the benefit of the community. Learn how a preservation ordinance can be incorporated into the overall zoning code to allow for growth & development in historic downtowns. (1.25 CE/CM)

### **11:45 am—Lunch and SCAPA Business Meeting**

### **1:00 pm—Small Town Branding and Image Building**

*Tripp Muldrow, AICP, Arnett Muldrow & Associates, Ltd.*

A community brand is a promise a place makes with people... residents, visitors, and investors. Tripp Muldrow will present an exciting and entertaining session that explains how community branding and image building; is changing the way small rural communities tell their stories and as a result organize for economic and rural revitalization. Tripp will share stories from communities through the rural South in an exciting and informative session about marketing and branding and how it is integral to a successful planning process. (1.25 CE/CM)

### **2:15 pm—Break**

### **2:30 pm—True Sustainability in Small Community Comprehensive Planning**

*Craig Lewis, Principal, The Lawrence Group*  
*Scott Dadson, City Manager, Beaufort, SC*

Many local governments across South Carolina are struggling with managing the growth of the past decade and diminishing resources. This session will explore how one SC community is radically restructuring to deliver efficient and effective government services while focusing on sustainable investment and development strategies through their comprehensive plan. (1.25 CE/CM)

## **SC PLANNING EDUCATION REQUIREMENTS**

All SCAPA conference session are approved for continuing education (CE) required by SC Code 6-29-1310 et. SEQ., Educational Requirements for Local Government Planning or Zoning Official and Employees. SCAPA will provide the confirmation in the form of a certificate of attendance within a few weeks of the conference.

## **AICP CERTIFICATION MAINTENANCE**

This workshop has been approved by the American Planning Association for Certification Maintenance (CM) credits.

**PLANNING FOR RURAL COMMUNITIES AND SMALL TOWNS**



**CONFERENCE REGISTRATON**

*(Please PRINT your name as you would like it to appear on your name tag)*

NAME: \_\_\_\_\_ TITLE: \_\_\_\_\_

ORGANIZATION/AGENCY: \_\_\_\_\_ EMAIL ADDRESS: \_\_\_\_\_

MAILING ADDRESS: \_\_\_\_\_ CITY, STATE, ZIP \_\_\_\_\_

PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_

AICP  yes  no SCAPA Member  yes  no

*Registrations received by FAX or MAIL after March 12, 2010 will be charged a \$25.00 late fee.*

**CONFERENCE FEES**

Registration \$85.00 \_\_\_\_\_ (Breakfast and Lunch included)

Late Fee \$25.00 \_\_\_\_\_

TOTAL DUE \$ \_\_\_\_\_

Check enclosed made payable to "SCAPA"

Credit card payment

Visa  Master Card

**REGISTRATION**

Registrations may be faxed to 866-914-7577 or emailed to [jpcol44@bellsouth.net](mailto:jpcol44@bellsouth.net).

Checks and registrations may be mailed to:  
 SCAPA  
 PO Box 683  
 Clemson, SC 29633

FOR QUESTIONS, PLEASE CALL:  
 Pat Collins at 864-221-1433 or email  
[jpcol44@bellsouth.net](mailto:jpcol44@bellsouth.net)

Credit Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_

**REGISTRATION CONFIRMATION WILL BE SENT TO THE EMAIL ADDRESS LISTED ON THIS FORM**