



South Carolina Planning Education Advisory Committee (SCPEAC)

April 7, 2025

NOTICE OF DECISION

Title of Program: Comprehensive Planning 101 In the City of Rock Hill

Organization: City of Rock Hill

The following action has been taken by the SCPEAC on this application:

APPLICATION RECEIVED Date: April 4, 2025

APPLICATION REVIEWED Date: April 7, 2025

ACCEPTED WITHOUT OBJECTION Date: N/A

- a) X ACCREDITED for: 60 minutes (1 hour) CE credit hours: 1.0
- b) _____ DENIED ACCREDITATION
- c) _____ RETURNED for more information

If accredited:

- a) Authorized Course No.: 2025-06
- b) Date of accreditation: April 7, 2025

Certification Signature, MASC Administrative Representative: _____

Handwritten signature of L. P. Floyd in black ink.

Certification Signature, SCPEAC Representative: _____

Handwritten signature of Stephanie Monroe Tilson in black ink.

**For further information, contact Urica Floyd at 803-354-4754
or the committee at SCPEAC@masc.sc.**

Municipal Association of SC • 1411 Gervais Street • Columbia, SC • 29201

Phone: 803.354.4754

Email: SCPEAC@masc.sc

Website: <https://www.scstatehouse.gov/SCPEAC/>



Application for Accreditation of a Continuing Education Program or as a Sponsor Organization

NOTE: This certification form, together with the required information referenced therein, shall be submitted to the South Carolina Planning Education Advisory Committee. Applications are due no later than 30 days prior to the first scheduled presentation of a program or class. Once submitted, if no objections are raised by a member of the SCPEAC within 10 business days of receipt, the program shall be considered accepted. If an objection is raised, a teleconference meeting shall be scheduled with appropriate public notice, as soon as reasonably possible, to review the application. The Committee will consider extenuating circumstances where the 30-day deadline cannot be met.

Reason for Application

Choose one:

☒ Request as a Local Official for Continuing Education Program Approval ☐ Request as an Organization for Accreditation of a Continuing Education Training ☐ Request as an Organization to be an Approved Sponsor of Continuing Education Programs

Applicant Information

Applicants must meet the educational requirements of at least an undergrad degree, plus 5 years experience in the planning field.

Name

Amy Jo
First

Denton
Last

Municipality/County/Organization

City of Rock Hill SC

Position

Long-range Planning Manager

Phone

(803) 326-3869

Email

amyjo.denton@cityofrockhill.com

If you are a COG Director, indicate which jurisdiction the certification is being requested for:

Applicant Resume/Vita

Amy Jo Denton BIO.pdf

Information About Organization Providing the Training

Organization Name

Organization Address

Address Line 1

Address Line 2

City

State

Zip Code

Organization Phone

Organization Website

Name of Training Contact

Title of Training Contact

Training Contact's Phone

Training Contact's Email

Training Program Information

Title of Planned Training or Program

Date of Training

Length of Training Session (i.e. 60 minutes, 90 minutes, 3-hours, etc.)

Training Location

Brief description of the Training or Program and its relevant content:

Method of presentation (in-person; virtual; or other):

In-person and virtual

When will materials be distributed (before or at the time of the program):

Before and at the time of the program

Description of materials to be distributed:

a copy of the presentation and handout

Method of Advertisement (Describe how you plan to notify local officials of the program):

advertisement will be direct through meeting invitations, emails and the city's website

Additional Comments

Required Attachments

Brochure, if available:

Handout_CoreValuePlanPrioritiesFLUM.pdf

Course Presenter(s) and credentials (include brief resumes and qualifications, combine into one .pdf document):

Amy Jo Denton BIO.pdf

Copies of all handouts and course materials (combine into one .pdf document). If the course materials is a video/webinar recording include an informational sheet with video summary, links to the host site of the video, etc.:

CompPlan101_InRockHillSC.pdf

Evaluation Form and method of evaluation (each program must be evaluated, combine into one .pdf document):

EvaluationForm.pdf

Certification. By submitting this application, the applicant agrees to:

1. Allow in-person observation, without charge, of the Program by the SCPEAC Committee members. Any food, travel, or lodging costs will be the responsibility of the Committee member.
2. The applicant acknowledges that its approval for this Program may be withdrawn for violations of the regulations or failure to comply with the agreements and representations contained herein and as may be required by the SCPEAC.

Amy Jo Denton, AICP, Assoc. AIA, PMP

Mrs. Denton is the City's Long-Range Planning Manager and has served in this role for the last 6 years. She has supported the City's long range planning efforts including its Comprehensive Plan, several small area plans and functional plans. She is a certified professional planner (AICP), educated as an architect (Assoc AIA), and a certified professional project manager (PMP). She holds two master's degrees – an MBA and a Master's in Architecture. Prior to practicing in the public sector, Mrs. Denton was in the private sector practicing land use planning for 8 years.



GROW INSIDE FIRST

GOALS

- Manage growth
- Grow jobs in targeted sectors
- Be better stewards of our natural environment



PROVIDE BETTER CONNECTIONS

GOALS

- Improve roadways - reduce congestion & address safety
- Prioritize transportation infrastructure maintenance
- Support alternative modes



REINFORCE STRONG NEIGHBORHOODS

GOALS

- Advance affordable housing
- Cultivate neighborhoods of lasting value & community pride
- Preserve historic assets & advance cultural resources
- Make a healthy lifestyle easier



ENSURE FUNCTIONALITY WITH INSPIRING DESIGN

GOALS

- Raise quality of life while pursuing economic competitiveness
- Maintain facilities & infrastructure
- Improve land use form & character
- Celebrate our natural & built assets that strengthen Rock Hill as a destination

Plan Priorities

Grow In, Plan Out
Solve Road Maintenance

Rock Hill For All

Attract Quality Jobs
Meet Housing Challenges

FUTURE LAND USE

Comprehensive Plan Update – Rock Hill 2030

The Future Land Use Map is an important tool that helps guide future development and land use decisions within the City's planning area. The City uses a character area approach rather than a parcel specific approach. This approach allows for greater flexibility in the land use plan, helps promote a mix of land uses where appropriate, connects common themes of land uses, and focuses the quality and character of land use in addition to its geographic pattern.

EDGE MANAGEMENT

Priority is to discourage growth and prevent sprawl; if utilities are available and development is compatible with surrounding uses growth may be permitted. Allow for the conservation of agricultural land and other environmentally unique and/or important areas.

NEIGHBORHOOD RESIDENTIAL

Protect the residential feel and property value of these neighborhoods, while working to better connect them to other neighborhoods and commercial areas (via roads, bicycle paths, & sidewalks).

NEIGHBORHOOD COMMERCIAL

Small, low-traffic commercial areas that provide goods and services to surrounding neighborhoods. They should provide a well-connected bike/pedestrian environment to neighborhoods and nearby commercial areas.

COMMUNITY COMMERCIAL

Auto-centric, community-wide commercial use types. Emphasize (re)development of new and old centers as adaptable centers that have joint access, shared use parking, and accommodate all modes of transportation within and adjacent to the site.

REGIONAL COMMERCIAL

Large-scale, destination retail that is primarily accessed by automobiles. Focus on infill (re)development that supports transit and is compatible in size, scale, and style to surrounding large "big box" stores. The area should be walkable for nearby hotels and multi-family buildings.

OLD TOWN

Focus on mixed-use infill (re)development at an urban scale, size, and style that is compatible with existing buildings. Emphasize increasing occupancy in vacant commercial spaces, preserving historic buildings, attracting knowledge based groups, and providing and maintaining civic spaces and parks.

MIXED-USE CENTER

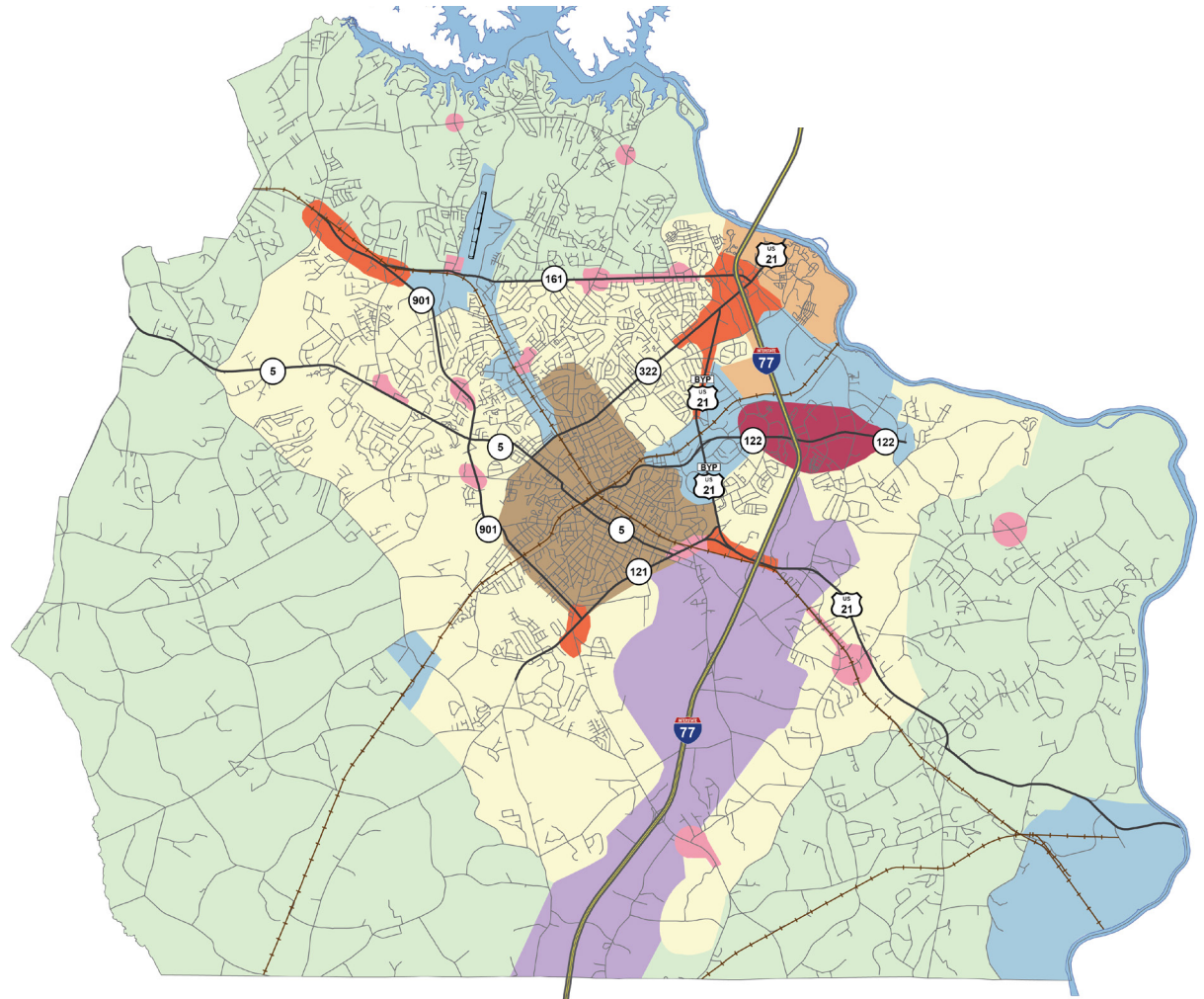
Emphasize vertical and horizontal mixed-use, a mix of housing types and price points, usable open space, and a walkable and bikeable street network. They are typically part of a master-planned development.

EMPLOYMENT CENTER

A blend of medium and small employment uses located in business parks and special employment centers like Piedmont Medical Center, the Airport, and York Tech. Provides recreational opportunities, shopping and dining for employees, and supports the transit system.

INTERSTATE EMPLOYMENT

Development of manufacturing, warehouse, and other freight-type uses. The City should focus on making the land in the area "shovel ready" to remain competitive in the region for these types of businesses.





CONTINUING EDUCATION EVALUATION FORM

Name of Program: _____ Date: _____

Facilitator(s): _____

Please rate the following on a scale from 1 to 5 by circling the appropriate number:

1= strongly disagree (SD); 2= disagree (D); 3= neutral (N); 4= agree (A); 5 = strongly agree (SA)

| | SD | D | N | A | SA |
|--|----|---|---|---|----|
| 1. The topic of this continuing education session was interesting and/or relevant to my role with the City of Rock Hill. | 1 | 2 | 3 | 4 | 5 |
| 2. The coordinator demonstrated comprehensive knowledge of the subject matter. | 1 | 2 | 3 | 4 | 5 |
| 3. The coordinator conveyed the material effectively. | 1 | 2 | 3 | 4 | 5 |
| 4. The coordinator was well-prepared and the session was well-organized. | 1 | 2 | 3 | 4 | 5 |

What was the most valuable part of this session?

What could have been done to improve this session?

Ideas for future continuing education topics:

COMPREHENSIVE PLANNING 101 *IN THE CITY OF ROCK HILL*

LONG-RANGE PLANNING [PLANNING & DEVELOPMENT]

SPRING /SUMMER 2025



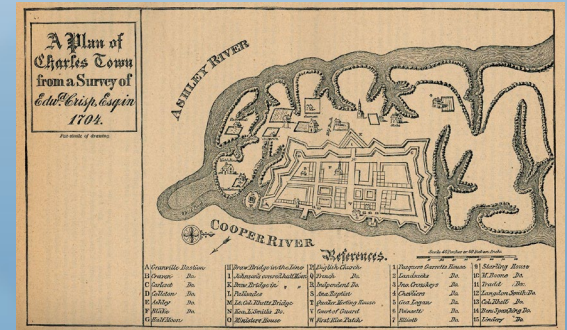
Rock Hill

SOUTH CAROLINA

Always on.

Why plan?

GREAT places don't just happen by chance. . .



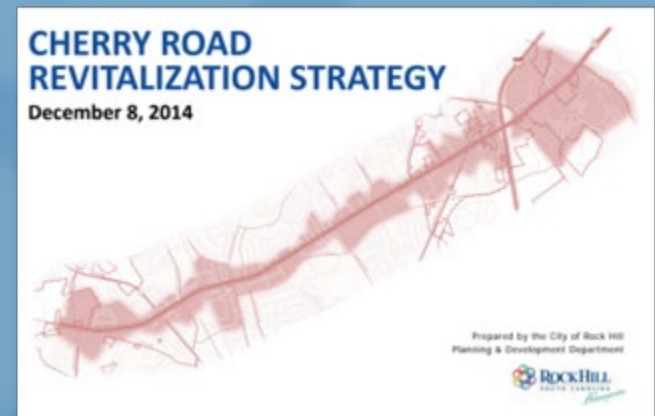
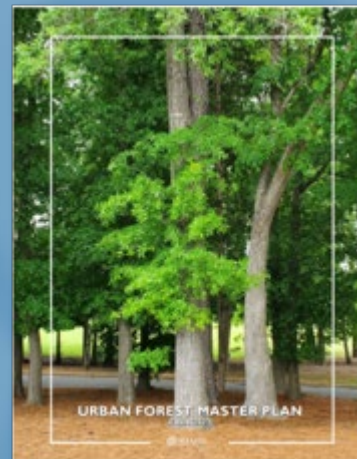
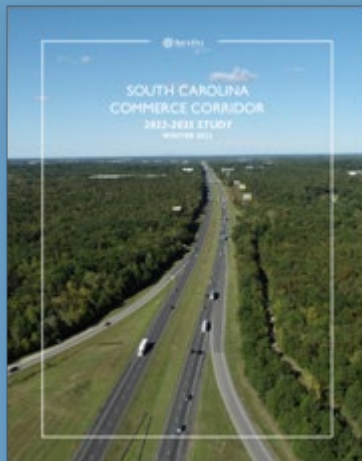
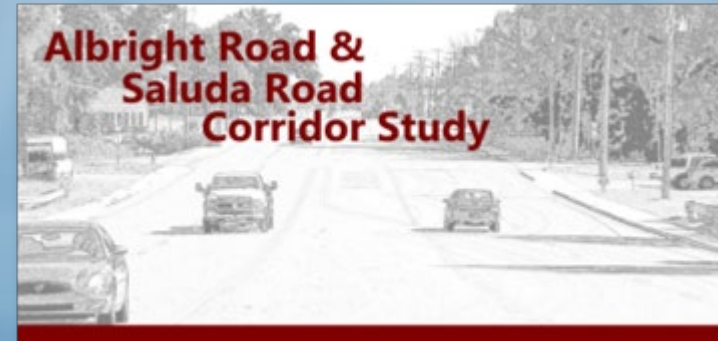
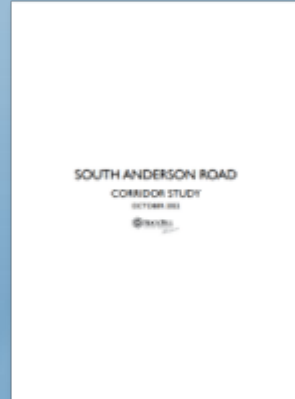
They are
PLANNED!

What is Long-Range Planning?



- Setting a vision for the future
- Usually with a 5+ year horizon
- Entails defining aspirations, goals, objectives & tasks
- Voice of community

Types of Long-Range Plans



KING of Long-Range Plans

Volume I – Existing Conditions

COMPREHENSIVE PLAN UPDATE - ROCK HILL 2030

VOLUME I - EXISTING CONDITIONS REPORT

Volume II – Vision Plan



COMPREHENSIVE PLAN UPDATE - ROCK HILL 2030

Volume II - Vision Plan



Under what authority?

South Carolina's Comprehensive Planning Enabling Act - SC Code Title 6, Chapter 29

Article 3 directs local governments to adopt a comprehensive plan, and –

- Defines the planning process
- Requires an inclusion of planning elements
- Must demonstrate thoughtful use of public funds & assets
- Establishes a 10-year update and a 5-year review minimum

What is a Comp Plan?

A policy guide that sets the long-term vision for the City.

It includes –

- Inventory of existing conditions
- Statement of needs & goals
- Recommendations & implementation strategies

Comp Plan Elements

Required elements -

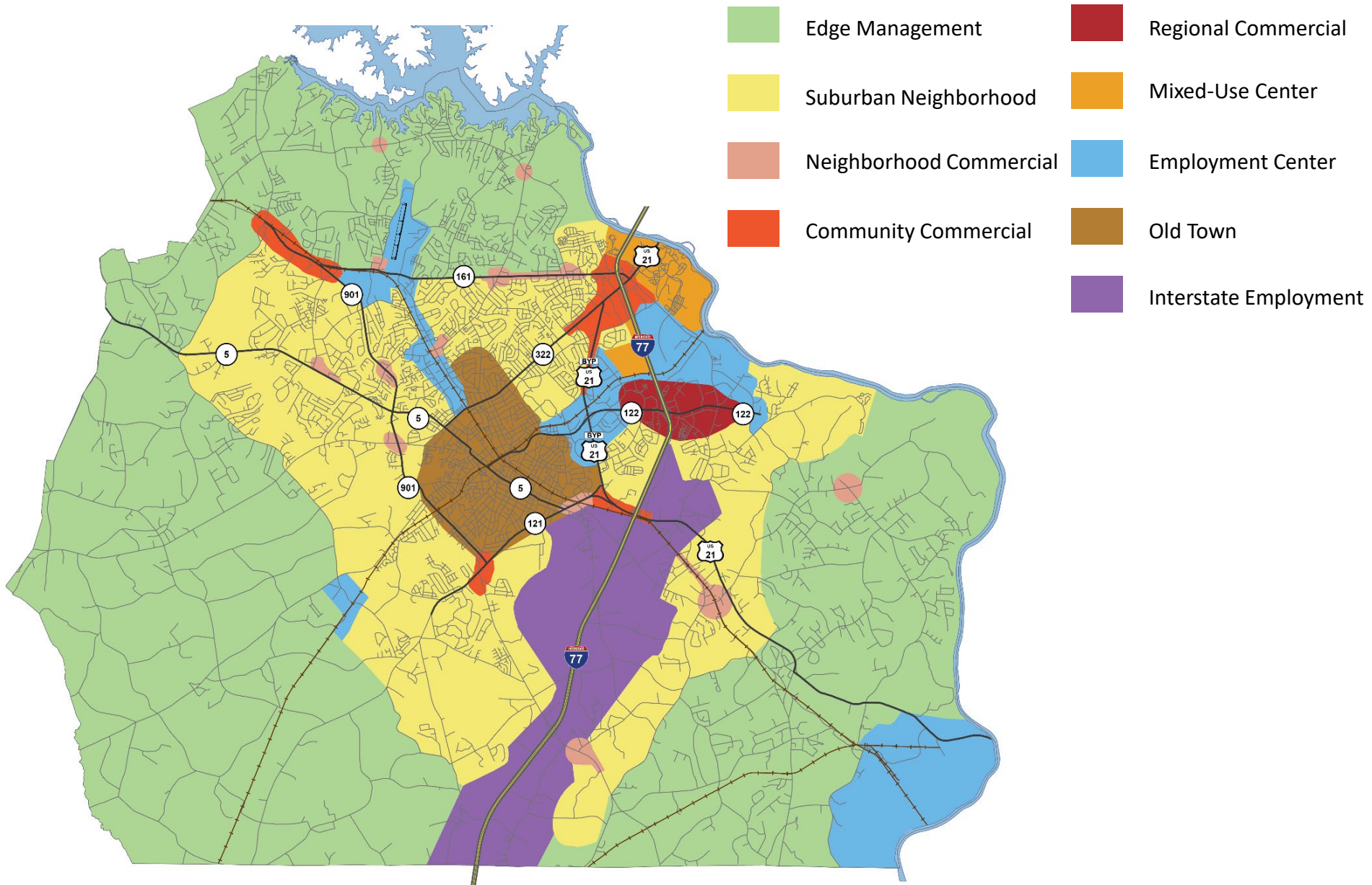
1. Population
2. Economic Development
3. Natural Resources
4. Cultural Resources
5. Community Facilities
6. Housing
7. Land Use
8. Transportation
9. Priority Investment
10. Resiliency

Comp Plan Elements

Required elements -

1. Population
2. Economic Development
3. Natural Resources
4. Cultural Resources
5. Community Facilities
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- 7. Land Use**
8. Transportation
9. Priority Investment
10. Resiliency

Future Land Use Map



Comp Plan Elements

City of Rock Hill -

1. Population
2. Economic Development
3. Natural Resources
4. Cultural Resources
5. Community Facilities
6. Housing
7. Land Use
8. Transportation
9. Priority Investment
10. Resiliency
- 11. Public Health**

Planning Process



Milestones - Meetings with Planning Commission and/or Council

How is the Plan used?

- Planning Commission evaluates consistency of development proposals against the Plan.
- City decision makers consider the Comprehensive Plan to develop goals and strategies.
- Council looks to fund recommendations in the Plan via annual budget and CIP.

How is the Plan used?

Is this proposed development plan. . . .

- ❑ Consistent with surrounding land uses & the FLUM?
- ❑ In support of the Comp Plan's Core Values?
- ❑ What other plans need to be considered as a part of this proposal?

Example – are there other proposed projects in the vicinity like a bicycle or pedestrian trail?

Community Engagement

Community engagement is used to hear from the community and solicit as much feedback as possible.

Some engagement methods include:

- Stakeholder meetings
- Surveys
- Open Houses (virtual/in-person)
- Social media posts/polls
- E-bulletins
- Focus Groups (Element based)

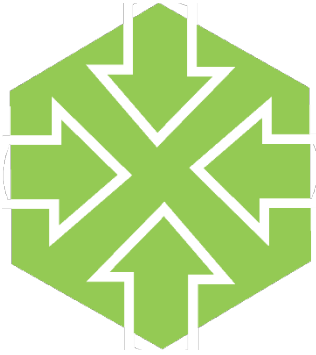
Adoption Procedure

- Legal ad is sent out a month before the PC meeting
- Request Planning Commission recommendation
- City Council 1st Reading
- City Council 2nd Reading

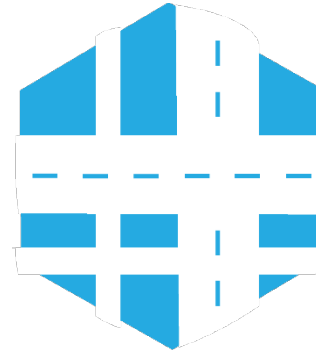
How are we ‘unique?’

- Our recommendations are based on our Core Values

Comprehensive Planning – In Rock Hill



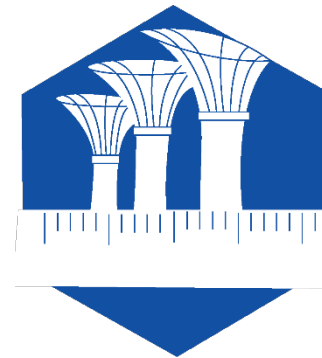
Grow
Inside
First



Provide
Better
Connections



Reinforcing
Strong
Neighborhoods



Ensuring
Functionality
with Inspiring
Design



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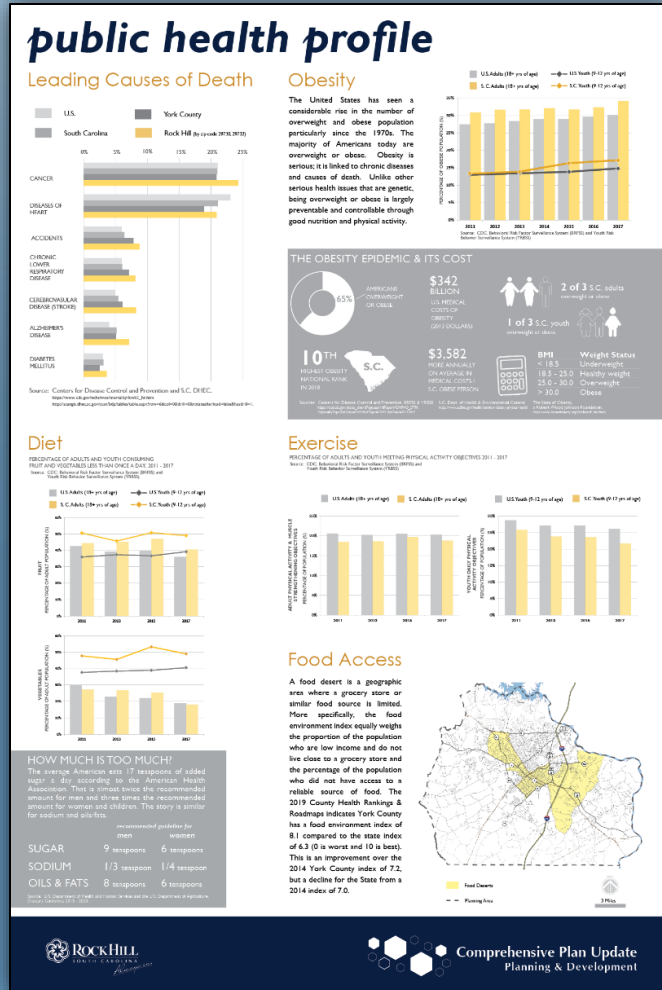


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Comprehensive Planning – In Rock Hill



How are we 'unique?'

- Public Health element

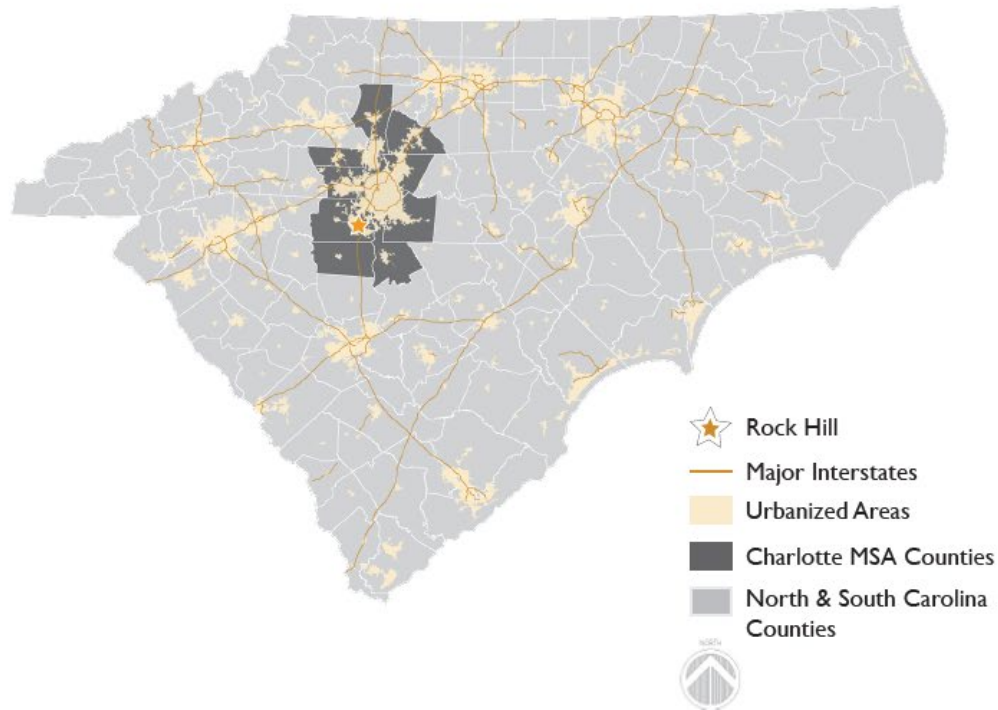
How are we ‘unique?’

- Existing Conditions demographics includes regional analysis including Charlotte MSA and ring cities

Comprehensive Planning – In Rock Hill

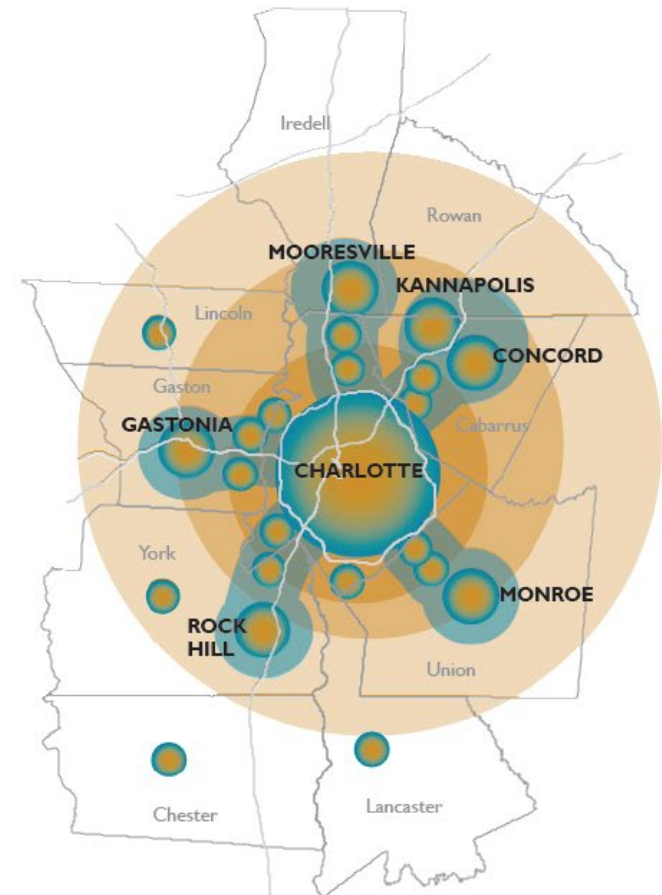
▼ MAP I.1 CAROLINA REGIONAL CONTEXT

Source: City of Rock Hill, Planning and Development Department



▼ MAP I.2 CHARLOTTE MSA & RING CITIES

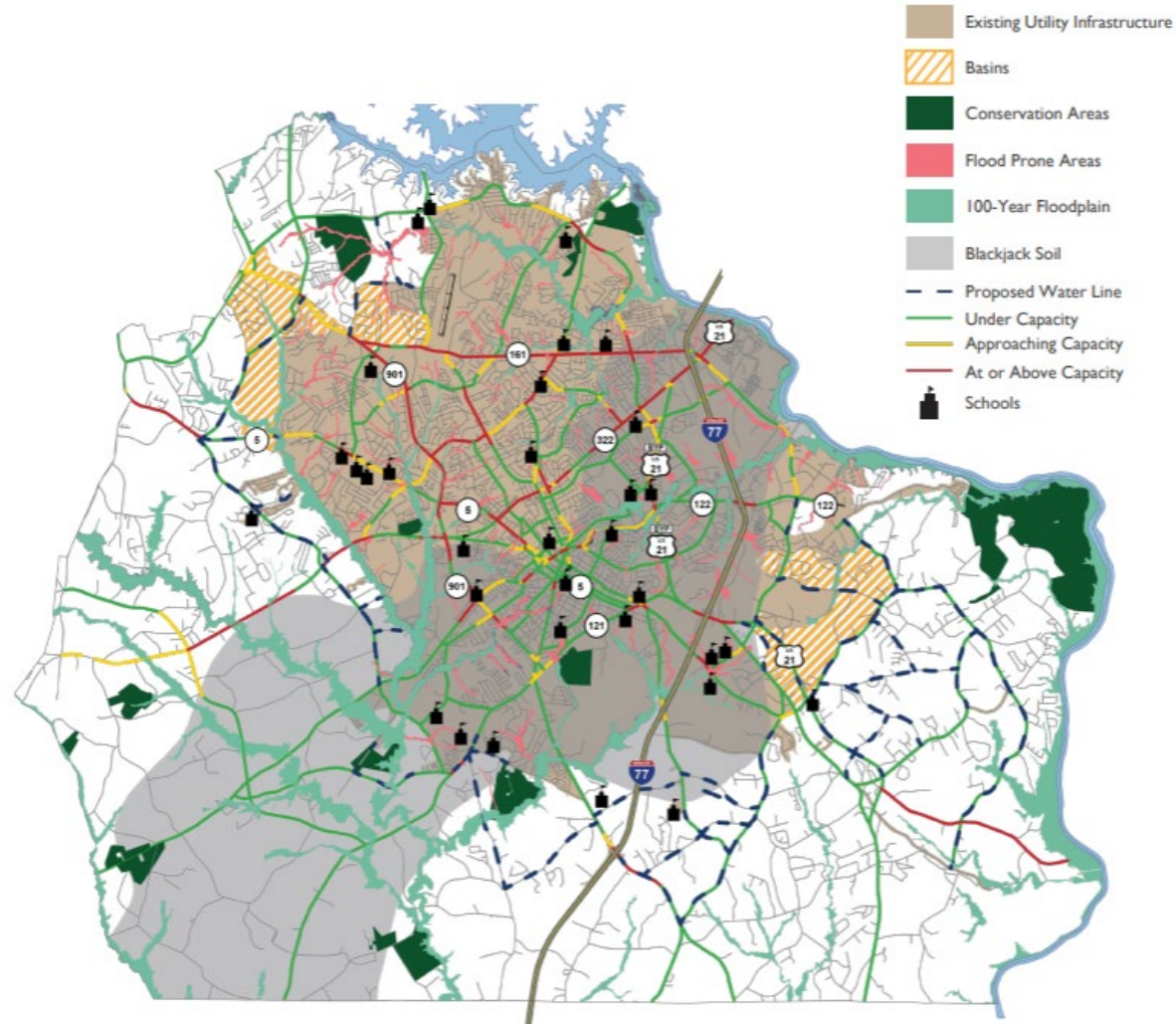
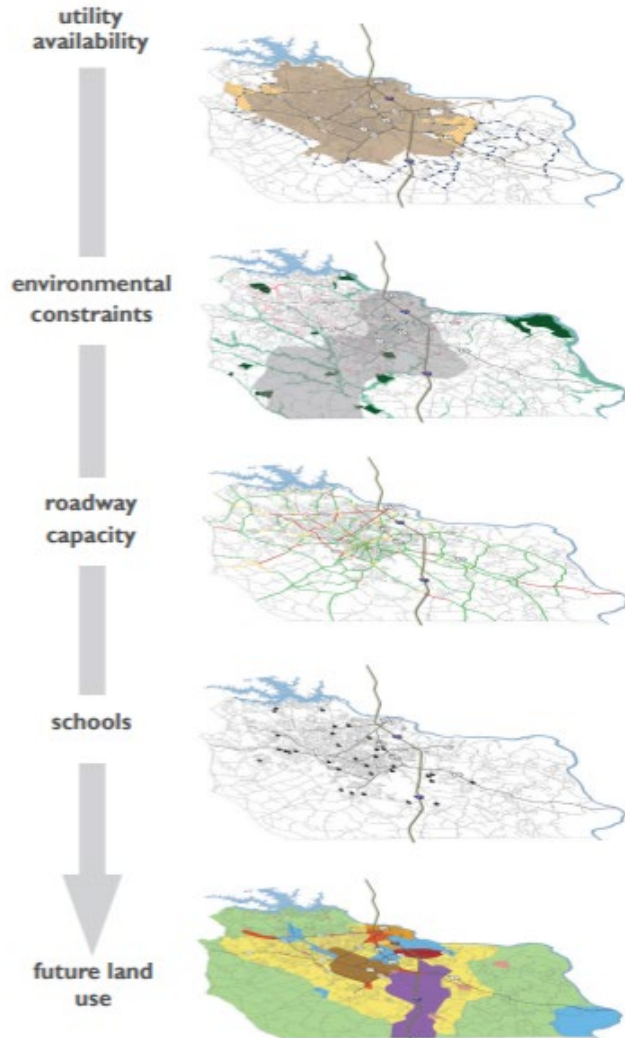
Source: City of Rock Hill, Planning and Development Department



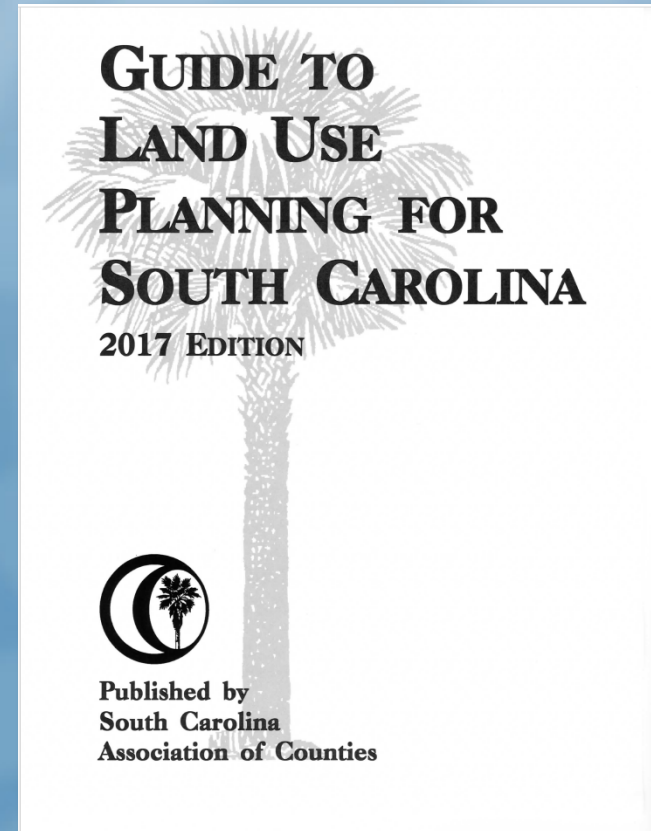
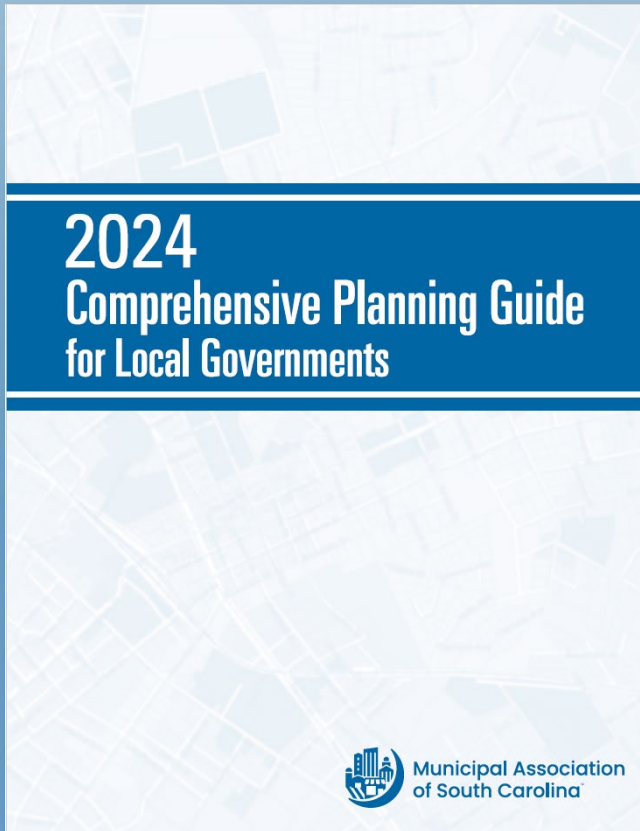
How are we ‘unique?’

- Suitability Analysis to help develop the Future Land Use Map and proposed growth areas

Comprehensive Planning – In Rock Hill



Other References





Rock Hill

SOUTH CAROLINA

Always on.