



South Carolina Planning Education Advisory Committee (SCPEAC)

September 18, 2025

NOTICE OF DECISION

Title of Program: Storyline Trail

Organization: City of Rock Hill

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

APPLICATION RECEIVED Date: September 17, 2025

APPLICATION REVIEWED Date: September 18, 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.: 2025-07
- b) Date of accreditation: September 18, 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 (SCPEAC). Applications are due no later than at least 30 days prior to the first scheduled presentation of a program or class. Once submitted, as the applicant, if you have not been contacted within 5 business days of a submittal, you should reach out with an email or phone call to scpeac@masc.sc or to 803.354.4754 for application status. Approvals are generally granted within 24 to 48 hours. 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. The primary applicant or staff member organizing the training must meet the minimal educational requirements of at least an undergrad degree, plus 5 years experience in the planning field.

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

*The primary applicant or staff member submitting the training for approval must meet the minimal educational requirements of at least **an undergrad degree, plus 5 years experience in the planning field**. The submitting applicant certifies the proposed Continuing Education Program meets the educational requirements in Section 6-29-1340 of the South Carolina Code of Laws and that the proposed presenter is qualified to give the presentation.*

Name

Leah	Youngblood
First	Last

Municipality/County/Organization

City of Rock Hill

Position

Planning and Development Director

Phone

(803) 329-5569

Email

lyoungblood@cityofrockhill.com

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

Applicant Resume/Vita

Leah Youngblood.docx

Information About Organization Providing the Training

Organization Name

City of Rock Hill

Organization Address

155 Johnston Street

Address Line 1

Address Line 2

Rock Hill

City

South Carolina

State

29730

Zip Code

Organization Phone

(803) 329-5129

Organization Website**Name of Training Contact**

Lisa Brown

Title of Training Contact

Economic & Urban Development Director

Training Contact's Phone

(803) 326-3814

Training Contact's Email

Lisa.Brown@cityofrockhill.com

Training Program Information

Title of Planned Training or Program

Storyline Trail

Date of Training

10/2/2025

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

45 minutes

Training Location

Rock Hill City Hall, Council Chambers

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

This program is to be presented on the Storyline Trail, a tribute to the history of the community in Rock Hill, South Carolina. This is relevant to the City because it will provide pedestrian walkways throughout the City, with historical markers along the path.

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

In-person

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

At the time of the program

Description of materials to be distributed:

This presentation will be facilitated on a Powerpoint.

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

Email

Additional Comments

Required Attachments

Brochure, if available:

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

Bio_BrownLisa.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.:

StorylineZBAPresentation.pdf

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

CE Evaluation Form.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.



Lisa Brown
Director of Strategy
Management

Interim Director of
Economic & Urban
Development

Interim Executive
Director of Rock
Hill Economic
Development Corp.

155 Johnston Street
Rock Hill, SC 29730
803-326-3814
lisa.brown@cityofrockhill.com



Rock Hill
SOUTH CAROLINA

City of Rock Hill
155 Johnston Street
P.O. Box 11706
Rock Hill, SC 29731-1706
803-325-2500
www.cityofrockhill.com

Lisa Brown

Lisa Brown is the Director of Strategy Management at the City of Rock Hill. Lisa's current role focuses on public information, strategic planning, performance evaluation, efficiency efforts, and the City Council Agenda. Lisa is also currently serving as the Interim Director of Economic & Urban Development and Executive Director of Rock Hill Economic Development Corporation (RHEDC).

Lisa began her service to the City in 2012 when she served as the sole Budget Analyst for a budget exceeding \$192 million annually. Lisa then took on the lead strategic planning responsibility in 2014 when she enhanced data-driven decision making efforts. Since taking over the City's strategic plan, Lisa has championed the City in winning the International City/County Management Association (ICMA) Certificate of Excellence every year since. Lisa also implemented the creation of the City's process improvement training for employees, Ignite, which helps employees improve their work processes for the better provision of City services. Lisa is also involved in a number of community engagement efforts including primary responsible for the City's win as an All-America City in 2019.

Lisa is a Certified Government Finance Officer through the Government Finance Officers Association of South Carolina, a graduate of the Government Finance Officers Association's Advanced Government Finance Institute, and a graduate of SC City and County Management Association's Local Government Leadership Institute. Lisa completed the Diversity Leaders Initiative through Furman's Riley Institute and Leadership ICMA, a competitive two-year program designed to cultivate key competencies for successful leadership at all levels of local government. Lisa is delegate for the Local Government 2030 Convening and serves on The Art of Public Service: The Communications Continuum committee. She also serves on the ICMA Performance Management Advisory Committee and the ICMA Leadership Programs Advisory Committee.

Lisa has a bachelor's degree in History and International Studies, as well as a Master's degree in Public Administration with a concentration in Public Finance from the University of North Carolina at Charlotte. Prior to her career in local government, Lisa served as a Peace Corps Volunteer in Madagascar. Lisa continues to be involved in the community and is Past President of the Early Learning Partnership.

LEAH YOUNGBLOOD

Rock Hill, South Carolina / (803) 329-5569 / lyoungblood@cityofrockhill.com

PROFESSIONAL SUMMARY

Certified land use planner and attorney with nearly 20 years of municipal management experience in South Carolina. Professional and ethical leader with proven skills in written and oral communication, collaboration, negotiation, and policy research and implementation.

EXPERIENCE

CITY OF ROCK HILL, South Carolina

Planning and Development Director, 2020-current

Planning and Zoning Manager, 2016-20

Senior Planner, 2011-16

Manage 44 people in areas including zoning, development plan review, historic preservation, annexation, long-range planning, regional and local transportation planning, infrastructure and building plan review and inspections, and permitting and business licensing. Past roles also included code enforcement.

WHITE & SMITH PLANNING & LAW GROUP, Charleston, South Carolina

Contract attorney/planner, 2013-16 (remote and part time while also employed by City of Rock Hill)

Provided legal research and land use regulation analysis associated with Joint Land Use Studies for military bases, inclusionary housing ordinances, road impact fees, and a Transfer of Development Rights' program.

TOWN OF LEXINGTON, South Carolina

Director of Planning, Building, and Technology, 2010-11

Zoning Administrator, 2006-10

Managed diverse set of functions including planning and zoning, information technology and GIS, code enforcement, building inspections, and facility maintenance. Key projects included rewriting all development regulations and creating an annexation policy and plan. Also during this time, helped the Municipal Association of South Carolina redesign its orientation and continuing education programs for planning officials.

LAKE NORMAN TIMES, Mooresville, North Carolina

Editor, 2000-04

EDUCATION

UNIVERSITY OF SOUTH CAROLINA, Columbia

***Juris Doctor* and Master of Public Administration, 2007**

- **Law clerk**, City of Columbia, S.C., 2005-06
- **Intern/law clerk**, City of Myrtle Beach, S.C., summer 2005
- **Intern**, Town of Lexington, S.C., 2005-06
- **Research assistant** to environmental law professor Kim D. Connelly
- **Editor**, Southeastern Environmental Law Journal
- ***Pro Bono Volunteer of the Year Award***, USC School of Law *Pro Bono* Program
- **Mitch Sizemore Scholarship**, S.C. City and County Management Association

UNIVERSITY OF NORTH CAROLINA, Chapel Hill

Bachelor of Science in Health Policy and Administration, 1999



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:

STORYLINE UPDATE

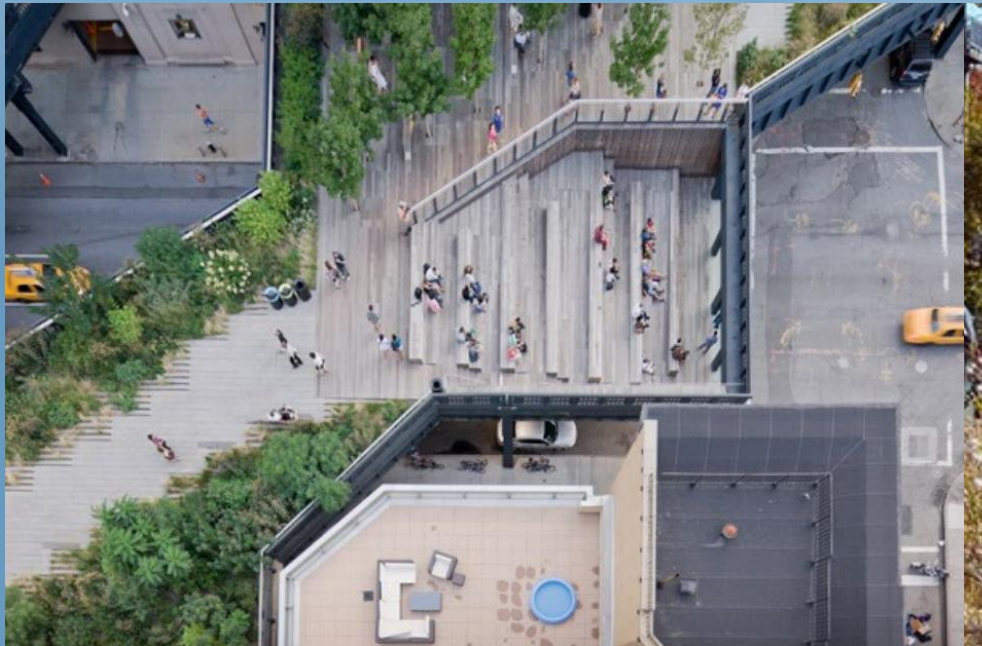
AUGUST 19, 2025



- Pay tribute to the history of our community and what makes Rock Hill - Rock Hill.
- Look ahead to the future of our community and what Rock Hill is becoming
- Support Downtown's economy with more opportunities for businesses to thrive with more foot traffic
- Pedestrian connectivity to link Winthrop University all the way to Fountain Park that results in a unified hub throughout the Textile Corridor and Downtown

What is the Storyline?

- Wide sidewalks/trails for walking/cycling/visiting
- Civic spaces along the Storyline
- Historical markers/plaques and points of interest



Similar, Linear Lines



NEW YORK HIGH LINE The High Line is a 1.45-mile-long elevated linear park, greenway and rail trail created on a former New York Central Railroad spur on the west side of Manhattan in New York City.

LOW COUNTRY LOW LINE reclaiming 1.7 miles of abandoned railway track and neglected highway corridor along the backbone of the Charleston Peninsula.



ATLANTA BELTLINE The BeltLine will ultimately connect 45 intown Neighborhoods via a 22-mile loop of multi-use trails and parks – all based on railroad corridors that formerly encircled Atlanta.

MIAMI UNDERLINE The Underline will transform the land below Miami's Metrorail into a 10-mile linear park



- The “spine” connects Fountain Park to Winthrop University down Main Street and across the iconic pedestrian bridge

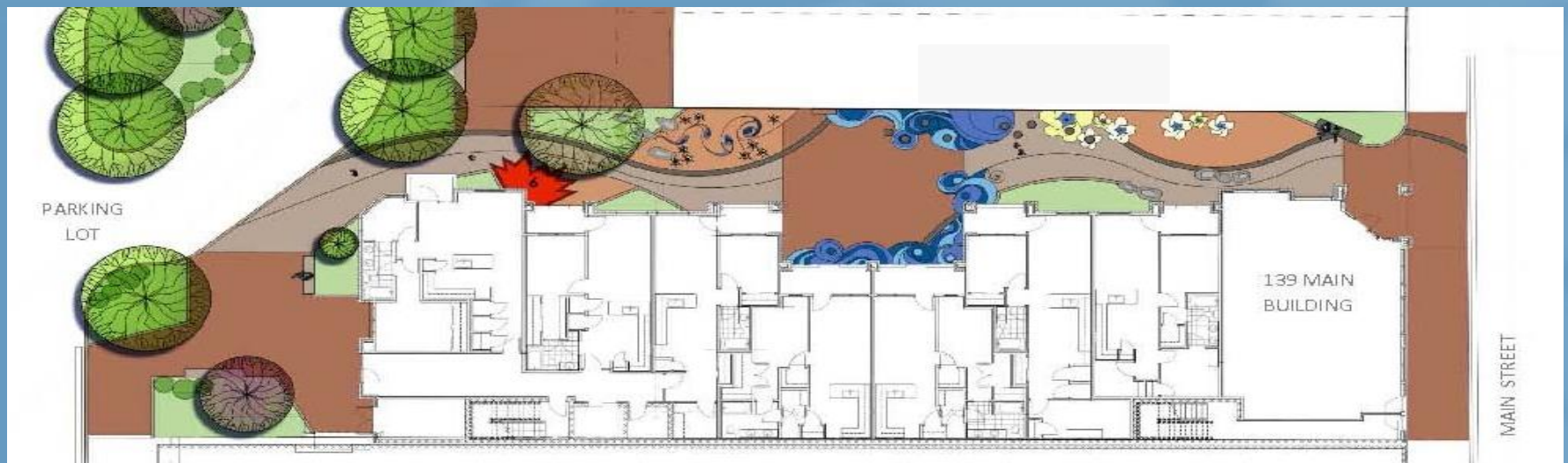


The Informal Work so far

- Securing wider sidewalks as development has occurred
- Enhanced landscaping and lighting where appropriate
- Started informal conversations with developers and property owners about the storyline vision - broad support from everyone



Existing Example: Freedom Walkway

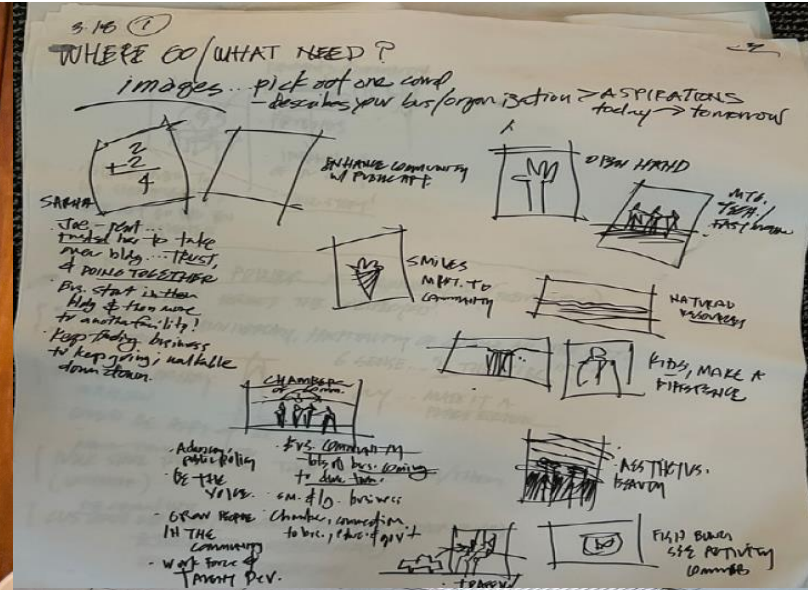


Preliminary Community Engagement

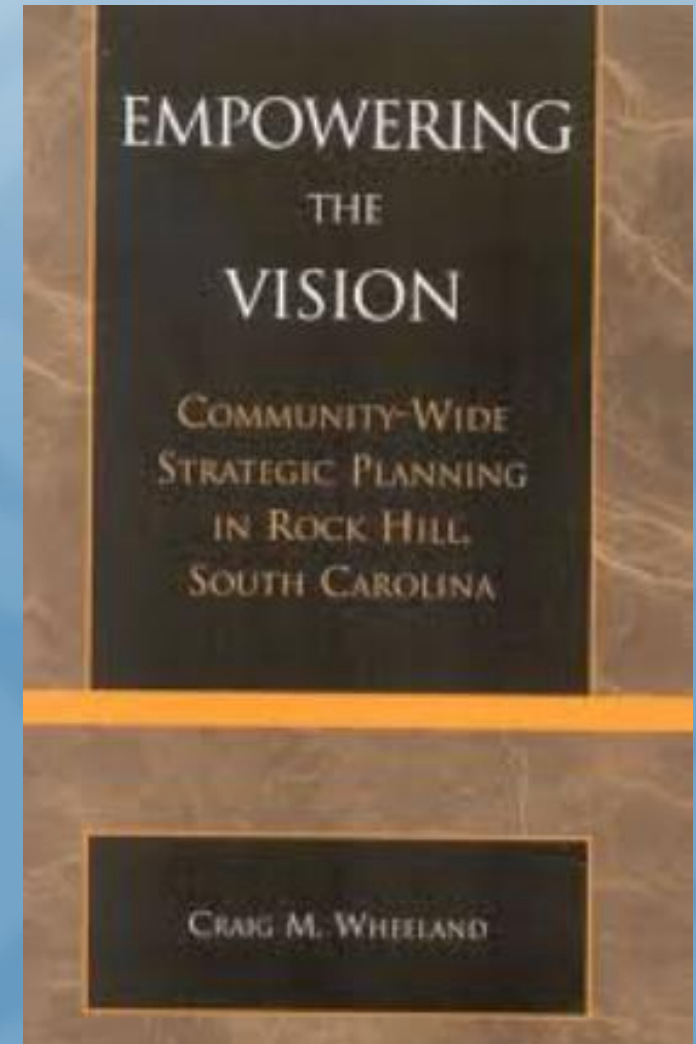
- Internal staff, consultant, and few external stakeholders had a “Walk and Talk” exercise – walked the path to get an understanding of the current state.
- Take-aways included:
 - Lot of interest points
 - Some areas are disjointed
 - So much history + many unique attributes
 - Need for more safe crossings
 - Main path needs to flow w/ offshoots to Glencairn, parks, Southside, etc.



External Community Engagements



Broad Takeaways



Storyline Themes



Historic City – the City has the most Historic structures in the Charlotte Region, Historic Downtown, etc..

Functional City - Our strategic advantage owning electric, water and sewer systems and locally owned communications and gas companies, information about how our systems work i.e. water tanks. Infrastructure etc.

Cultural City - Rock Hill's unique culture; doing above and beyond, no room for racism, nonpartisan, citizen led, performing arts center, public art etc..

Business City - Business Parks, public/private partnerships, a diversified economy

Garden City - Parks, Gardens, Sports Venues, biking and walking trails... unmatched in the state

Education City - School system, Winthrop, Clinton, York Technical College, etc.

Additional Brainstorming

- Storytellers –
 - Stories to tell; impact of the stories
- Designers –
 - Themes; civic spaces + how to make exciting + interesting
- Connectors –
 - How will people get from point A to B w/ different needs



STORYLINE

- Storytellers –
 - What stories need to be told
 - Map of locations; what memories do we have in RH?
- Designers –
 - In process art piece that ties to the City's 6 vision themes
- Connectors –
 - Image tagging exercise + poll; how to motivate behavior so people walk/bike vs. drive.

YOU ARE INVITED

Learn more and provide input about Storyline, a 1.2-mile urban trail from Fountain Park to Winthrop University, highlighting the stories that connect our past to our future and celebrate the spirit of Rock Hill.

STORYLINE



Drop-in Storyline Community Engagement Session

Thursday, June 5
4:30 PM - 6:30 PM

The Gathering Space
135 E Main St.
Rock Hill, SC 29730

OPEN TO THE PUBLIC



storylinerockhill.com

- Continued community engagement
 - More community drop-in events (Food Truck Fridays, Lifelong Learning, etc.)
 - Electronic survey shared broadly
- Refinement of our visioning plan – what are the most important design drivers + will create a cohesive plan to move forward
 - Dynamic day-to-night activation
 - Narrative experience
 - Sensory-rich placemaking
 - Connected environments
 - Bold identity + authentic character
- Begin initial installations

Managing Expectations

- This project will continue to evolve in the coming years
- Due to the complexities of so many involved parties and limited resources, will take years and many phases to complete the project.
 - For example, pedestrian bridge + construction timelines for parking structures
- Community involvement will continue with City support + the RHEDC Placemaking Committee
- No dedicated funding stream and various property owners involved; grant and philanthropic support is part of the process.

Want to get involved?

- Upcoming events:
 - TBD
 - TBD
 - TBD
- City social media channels
- www.Storylinerockhill.com – add your contact information to the webpage to continue getting news.