



One Berkeley
COMPREHENSIVE PLAN

APPENDIX A

PUBLIC OUTREACH

APPENDIX A: PUBLIC OUTREACH

Overview

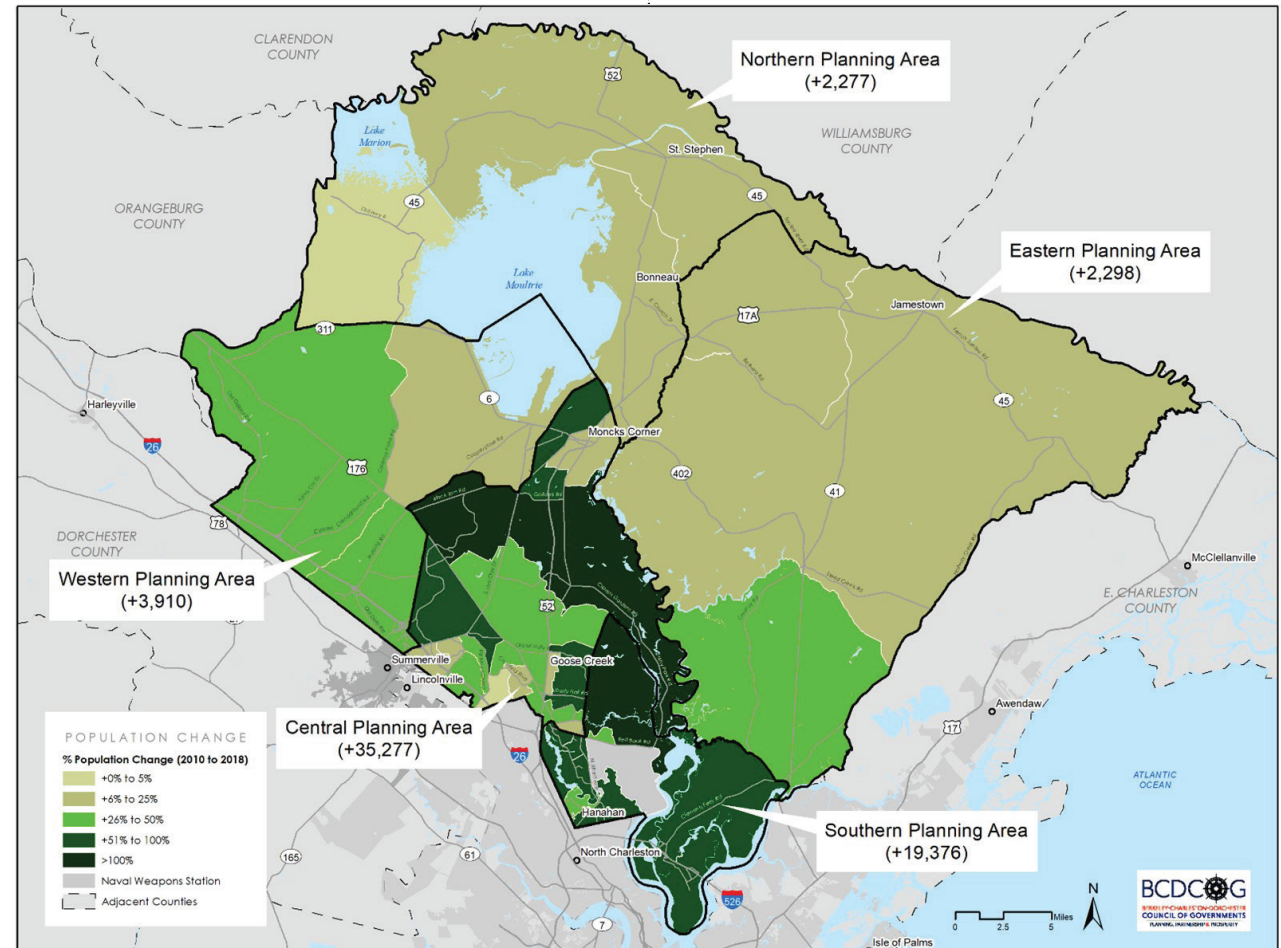
The first phase of public outreach efforts for the *One Berkeley* Comprehensive Plan Update commenced in the Fall of 2020 and was comprised of four outreach mechanisms, including:

- a web-based community survey,
- ten (10) total public meetings, including three (3) virtual and seven (7) in-person meetings held throughout the county,
- six (6) stakeholder group meetings, and
- an on-going virtual engagement hub on the project's website.

This multi-faceted approach to obtaining public input created multiple opportunities to meet the varied needs and preferences of the public. The virtual meetings were offered to reach a broader base of the county's population, particularly individuals who might otherwise have difficulty attending weeknight meetings, such as parents with young children at home, as well as a safe, socially-distanced alternative in response to the COVID-19 pandemic.

The first phase of public input was sought at the outset of the project using a web-based¹ community survey to identify overarching themes, values, and concerns among survey respondents countywide. A total of 1,071 community surveys were

Figure 1: Population Change by Planning Area (2010-2018)



submitted during the 2.5-month period of survey collection. Survey results provided a valuable and an in-depth view of residents'

perspectives on the state of affairs in the county today. In turn, the issues and concerns identified in this early phase of outreach

1- The survey was also made available in hard copy at the County office by request.

helped to pinpoint the focus areas of *One Berkeley 2020*. Ultimately, the assets, issues, concerns, and priorities identified in this phase served to steer the scenario planning effort and form the Plan's Guiding Principles, Recommendations, and Action Items.

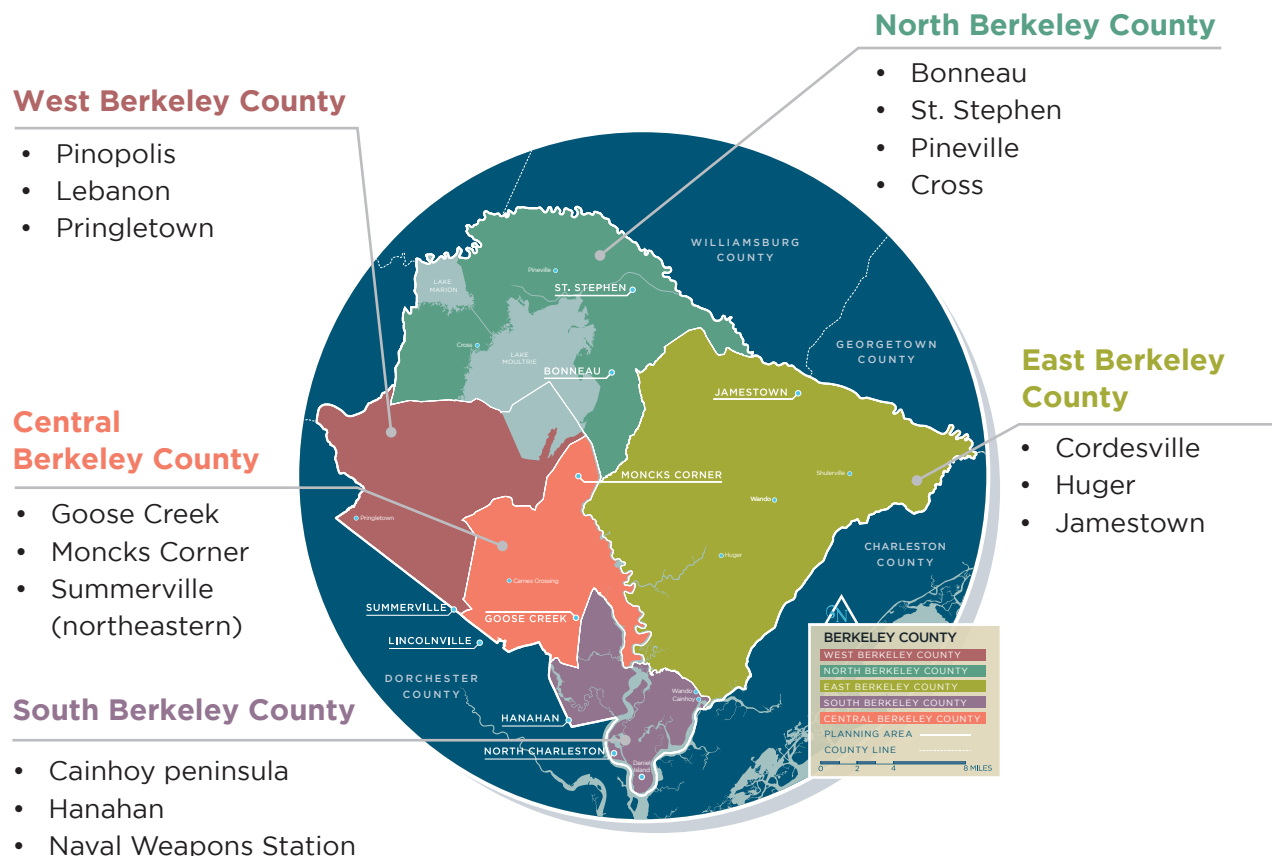
The second phase of public outreach occurred throughout 2022 and focused on designing and forming a consensus on the preferred development scenario, framing the future land use map, and obtaining public review and comment on the full draft document. This stage sought specific feedback and opinions about the Plan's content and aimed to identify and resolve any remaining concerns or issues requiring additional consideration.

Planning Areas

All public input received throughout the project was analyzed at the county level as well as the "planning area" level to best assess the varied concerns of individuals based on their geography of interest, whether that be their residence, place of work, or future investment site.

To ensure that the individuals were grouped according to some common thread or interest, the first parameter used in determining the boundaries of the "planning areas" was analysis of recent population change. Generally, the communities and municipalities within each planning area are relatively uniform in population growth levels over the past decade. Analyzing responses at the planning area scale, rather than county level

Figure 2: Planning Areas Map



only, allowed for any nuanced opinions within these geographies to be highlighted.

Next, to ensure that demographic-related analysis could be performed on the survey results, the planning area boundaries were drawn contiguous with the U.S. Census Block Group geographic boundaries, which is a

unit type slightly smaller than Census Tracts. The map above displays the planning area boundaries used throughout this document and lists the incorporated municipalities and unincorporated communities within each of the planning areas for reference.

Community Survey

The community survey was publicly available online from October 12, 2020 through December 31, 2020 (80 days total). During those 80 days, the community survey and comprehensive plan update project were heavily promoted via social media campaigns on Facebook and Twitter, reaching 87,230 people and driving over 4,100 visits to the *One Berkeley 2020* project website. This outreach effort targeted social media users within the geographic boundary of Berkeley County, regardless of any other demographic factor. Additionally, Berkeley County and BCDCOG posted survey links on their respective websites and a hard copy survey was distributed and collected during in-person public meetings or by direct request to the county. The combined outreach efforts were undertaken in order to increase local awareness of the plan update, reach a wide and representative audience, and boost overall public participation among all demographic groups.

In total, 1,071 survey responses were received during Fall 2020. This section provides a detailed analysis of survey responses at the county level and by each of the five geographically-based planning areas. Surveys were grouped and analyzed by planning area in order to measure and understand the nuance in responses that may occur based on geographic location. For example, respondents living in rapidly

developing areas of the county might have different views and opinions about growth and development than respondents living in rural areas of the county. A blank copy of the community survey is included at the end of this appendix.

The community survey included fourteen total questions that aimed to:

- Determine the general area in which the respondent lived or worked to categorize each survey response by the corresponding geographic planning area.
- Understand respondents' interest in engaging in the Comprehensive Plan project.
- Consider respondent demographics including age, annual household income, race and ethnicity. [These personal questions were asked to ensure that a representative sample of the population was reached.]
- Analyze respondents' opinions on what problems, challenges or threats exist in the county today.
- Analyze respondents' opinions on the county's values and assets that should be maintained, enhanced and/or protected.
- Analyze respondents' opinions on what actions could most dramatically ensure the county's overall quality of life.
- Analyze respondents' opinions on

what changes they hope to see in the county's future.

- Measure the efficacy of various marketing and outreach mechanisms (e.g., social media campaigns, email marketing, etc.) used for the survey to help direct future project outreach decisions.

Ultimately, feedback received in the community survey served as the foundation for identifying needs to address in *One Berkeley 2020* and informed many of the specific focus areas of the Plan.

Survey Response Overview

Survey Reach

The majority of survey respondents were residents from the comparatively more urbanized and populated planning areas of Central and South Berkeley County. Despite widespread outreach efforts and additional community meetings, significantly fewer respondents were from the more rural areas of West, North and East Berkeley County. Furthermore, some disparity existed between the socioeconomic status of survey respondents and the current statistical demographics of the planning areas. These disparities were taken into account throughout the planning process to ensure that the concerns and interests of potentially under-represented groups were still considered and included in the project, particularly in formulating the Plan's Recommendations.

Presentation of Results: Survey Snapshots by Planning Area

The community survey results have been consolidated into key takeaways and illustrated as an infographic “snapshot” for the County and each of the five planning areas and organized as follows:

Who Responded?

This section of the infographic displays respondent demographics for the planning area, including the reason for their Interest in the project, length of residency, annual household income, age group, and race.

Why We’re Here

This section displays the top three responses for the reason(s) why they live or work in Berkeley County. The survey response options included: born and raised in the area, affordability, rural lifestyle, raising children in a family-friendly area, proximity to work opportunities, and proximity to nature/natural resources (survey question 7).

Our Greatest Assets

This section displays the most frequently recurring topic areas and phrases from survey question 8, which asked, “*What do you like most about this area and hope to see maintained, enhanced, and/or protected in the future?*”

Our Biggest Concerns

This section displays the outcome of survey question 9, which asked, “*What are the three*

biggest challenges or threats to the county,” and offered a total of nine options from which to select. The format of the question required respondents to select only three out of the nine choices to ensure that some clear “winners” were apparent in the results; however, the total percentage for each of the nine choices are shown in the graphic.

Our Top Priorities

This section displays the outcome of survey question 10, which asked respondents to use a sliding scale rating system to indicate level of importance (very, somewhat, not important, or N/A) of 17 quality of life factors. The answer choices were grouped into four category types: Transportation and Infrastructure; Services, Facilities and Amenities; Housing and Land Use; and Natural Resources. The highest-ranking item within each of the four categories is illustrated in the graphic.

In-person Meetings

A total of 994 open-ended comments were received at a series of seven (7) in-person public meetings¹ and three (3) virtual meetings were analyzed in conjunction with the open-ended responses to Question 12 of the survey (“...share any additional suggestions, concerns, or ideas...”).¹ Comments received were grouped by planning area then categorized by topic and tallied. Topic categories were determined by the most frequently discussed items at the meetings, as follows:

- Development
- Infrastructure
- Conservation
- Services



*Public input meeting at County Administration Building.
(Photo/BCDCOG)*

¹ Although in-person public meetings were conducted in East Berkeley County, feedback from this planning area was limited.

General takeaways

Countywide, there is a strong desire to limit or control future development. A ratio of 5:1 comments expressed a desire to stop, slow, or contain growth compared to comments that would like to encourage continued development in Berkeley County.

Concerns about development-related impacts on public infrastructure and services was the most commented-on topic overall, with 357 out of 936 (38%) comments touching on transportation or water/sewer issues.

Meeting attendees from areas with the most residential growth over the past 10 years were more vocal about controlling future growth, primarily motivated by the desire to preserve the area's culture.

South and Central Berkeley County residents view recent development patterns as unsustainable, encroaching on open space, eroding local culture, and outpacing transportation infrastructure. Many residents hope to shift the onus for financing safer transportation infrastructure onto developers.

West Berkeley County participants would like to retain its rural character while improving cell and internet coverage and providing walkways and bikeways.

North and East Berkeley County are open to growth if it can help provide affordable housing, improved internet access, and/or recreational opportunities such as greater access to Lake Moultrie, youth programs, and accessible playgrounds.

An oft-repeated comment countywide pertained to the need for Berkeley County government and leadership to increase their communication efforts with residents, improve transparency of the decision-making process, and listen more closely to the people.

Presentation of Results: Public Meeting Diagrams

Public meeting comments are categorized by the four overarching themes that evolved – Development, Infrastructure, Conservation and Services, and displayed by frequency beginning on page 10.



Virtual Meetings

In addition to the open-ended feedback received at the seven (7) in-person public meetings and through the community survey, feedback was also collected during a series of three (3) virtual meetings hosted on a video conferencing platform. Virtual meetings were offered as a supplement to in-person meetings to provide an option for residents,

particularly for those who would otherwise have difficulty attending weeknight meetings in person due to childcare responsibilities, scheduling conflicts, physical impairments, and health and safety concerns in light of the COVID-19 pandemic.

Feedback from the virtual meetings largely echoed that of the in-person meetings and Question 12 of the online survey. Attendees expressed a desire for additional rural recreation opportunities, building affordable/workforce housing, and considering how transportation funding requirements could be connected to new developments. Attendees also expressed a concern about the loss of open and forested land associated with new development. Due to their similarity in content, most of the virtual meeting comments were combined with in-person meeting comments by planning area.

Additional topic areas that arose in virtual meeting comments that were not expressly mentioned during in-person meetings include the following:

- Focusing on compact development to help address traffic congestion issues,
- Using adaptive re-use and infill development to support compact development,
- Developing new connections between parcels to support interconnectivity, and
- Connecting impact fees to phased development to finance infrastructure.

Berkeley County (Countywide)

Community Survey Results

Who Responded?

The demographic make-up of survey respondents varied slightly from the racial make-up of the planning areas according to American Community Survey (ACS) data. As of the 2018 ACS, approximately 70% of residents identified as white or Caucasian, about 25% as black or African American, about 3% identified as Asian, and a combined 2% identified as some other race. Survey respondents tended to earn more income than the County's 2018 median household income ("MHI") of \$61,684. About 58% of survey respondents reported an annual income above that, while 15% reported annual income below the MHI. The age distribution of survey respondents countywide was fairly representative of county statistics.

Survey Respondents

A total of 1,071 surveys were submitted by residents or stakeholders countywide, divided among the planning areas as follows:

- West – 44 survey respondents
- North – 49 survey respondents
- East – 23 survey respondents
- South – 291 survey respondents
- Central – 630 survey respondents
- Other – 34 additional survey respondents (A home or work zip code was not provided in these surveys; therefore, they could not be associated with a specific planning area.)

Our Greatest Assets

Berkeley County residents enjoy the sense of openness in the natural environment around them and a quiet, country lifestyle. They want to ensure that the remaining fields, woods, and farmland are well-protected, and can be enjoyed by future generations to come. Many county residents have chosen to live, work, or invest in the area because of the abounding natural features of the outdoors, as well as the proximity to other amenities in neighboring Charleston County (beaches and downtown Charleston). Also of importance to residents, albeit less so, are the lower population levels and general affordability compared to Charleston, the historic and cultural awareness, and the family-friendly atmosphere.

Our Biggest Concerns

The top three biggest concerns countywide are:

1. Inadequate Infrastructure and Services for Growth (74%)
2. Growth & Development Impacts (70%)
3. Good Quality Education (43%)

The remaining choices were ranked as follows:

- Insufficient alternative transportation options (34%)
- Equitable Access to Parks and Recreational Options (20%)
- Housing Affordability (18%)
- Affordability of other Basic Needs (17%)

- Climate Change and Natural Resource Impacts (14%)
- Insufficient Employment Opportunities (11%)

Our Top Priorities

Top Priorities countywide identified were (in ranked order):

- Transportation and Infrastructure: "Improving roadways" (88%),
- Housing and Land Use: "Implementing better growth management policies" (79%),
- Natural Resources: "Preserving rural, cultural and historical areas" (76%),
- Services, Facilities and Amenities: "Enhancing emergency services" (65%).

Additional priorities ranked by more than 50% of respondents include:

- "Creation or preservation of open spaces" (63%)
- "Improved stormwater management and flood prevention" (61%)
- "Improving educational opportunities, including higher learning" (57%)
- "Improving internet connectivity, speeds, and access" (54%)

COUNTYWIDE COMMUNITY SURVEY SNAPSHOT

SURVEY RESPONDENTS


1,071
Total Respondents



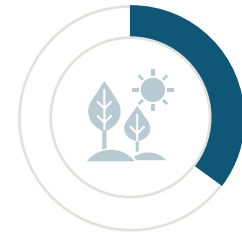
WHY WE'RE HERE



45%
Affordability



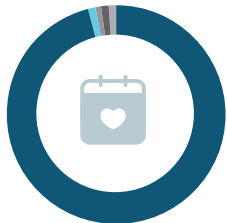
41%
Rural Lifestyle



35%
Proximity
to nature

WHO RESPONDED

Interest



96% Full-time residents
1% Work in county
1% Own property or business in county
1% Part-time residents
1% Hope to re-locate

Residency



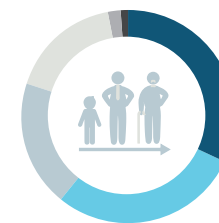
37% Long-term residents (21+ years)
17% 11-20 years
15% 6-10 years
25% 1-5 years
6% <1 year

Income



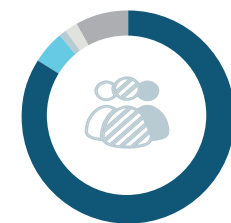
15% Below MHI
16% At MHI
58% Above MHI
11% No response

Age



32% GenX (40-54 years)
29% Millennials (23-39 years)
19% Boomers (55-64 years)
17% Older Adults (65-80 years)
2% Under 23 years
<1% 81+ years

Race



84% White
5% Black
1% Asian
2% Other
8% Preferred not to Answer

OUR BIGGEST CONCERNS



OUR GREATEST ASSETS



OUR TOP PRIORITIES



88%
Improving Roadways
& Mobility



79%
Implementing Growth
Management Policies



79%
Preserving Rural,
Cultural, and Historic Areas



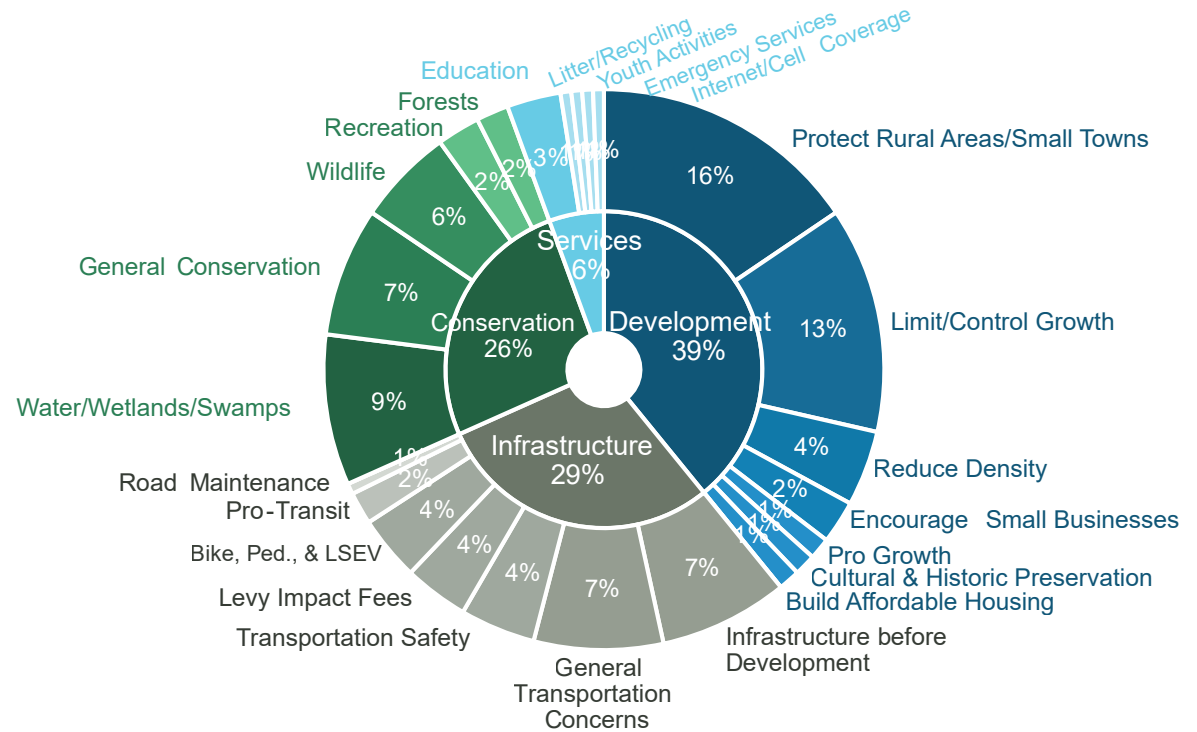
65%
Enhancing Emergency
Services

West Berkeley County

Community Survey Results

Residents of the West Berkeley County planning area deeply appreciate the rural atmosphere and natural environment of the area. They want to ensure that large expanses of open space, fields, woods, farmland and the waterways are well-protected, and remain intact and untouched for future generations. West Berkeley County residents identify as a rural community and desperately want to stay that way, preferring that future development be steered away from them. Residents here acknowledge the need for various public services and facilities to be expanded or improved immediately in order to catch up to past development and still maintain the quality-of-life people desire.

Public Meeting Open Discussion Themes



When asked, “What changes do you hope to see in the County’s future,” West Berkeley County respondents said:

“I’ve always loved that Berkeley County had large, ‘wild’ spaces – plenty of woodlands, forests, farms, etc. I hope and pray that the integrity of the land in Berkeley County is prioritized and maintained before all the land is used up for new neighborhoods and new businesses. We still need uninhabited land somewhere.”

“... but most importantly, stop giving huge incentives to businesses without requiring a return on investment. Plan ahead for growth that’s coming by building schools, infrastructure, EMS, fire stations, etc. before overcrowding is an issue, and before developments are approved.”

“Roads that handle growth, better school planning, youth and senior citizen centers with activities, dog parks, limiting monster growth, protecting rural areas and wild animals.”

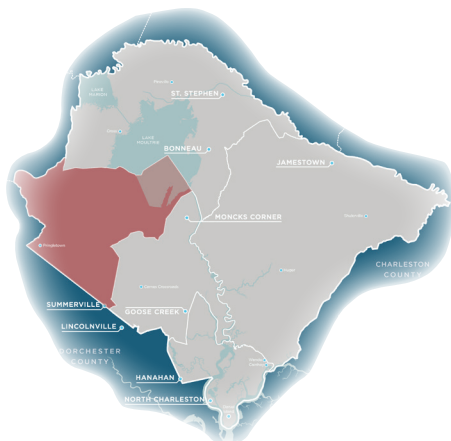
WEST BERKELEY COUNTY COMMUNITY SURVEY SNAPSHOT

SURVEY RESPONDENTS

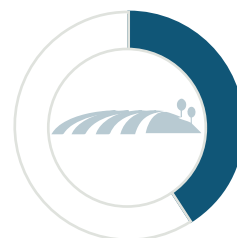


44

Total Respondents



WHY WE'RE HERE



66%

Rural Lifestyle



64%

Born and Raised

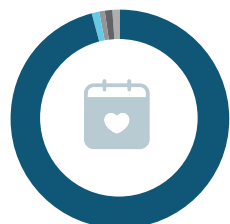


41%

Proximity
to nature

WHO RESPONDED

Interest



98% Full-time
residents

2% Work in county,
live elsewhere

Residency



67% Long-term
residents
(21+ years)

14% 11-20 years

10% 6-10 years

9% 1-5 years

Income



24% Below area MHI

20% At area MHI

45% Above area MHI

11% No response

Age



38% Millennials
(23-39 years)

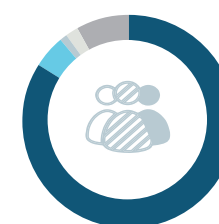
33% GenX
(40-54 years)

12% Boomers
(55-64 years)

17% Older Adults
(65-80 years)

0% Under 23 years

Race



79% White

5% Black

5% Other

11% Preferred not
to Answer

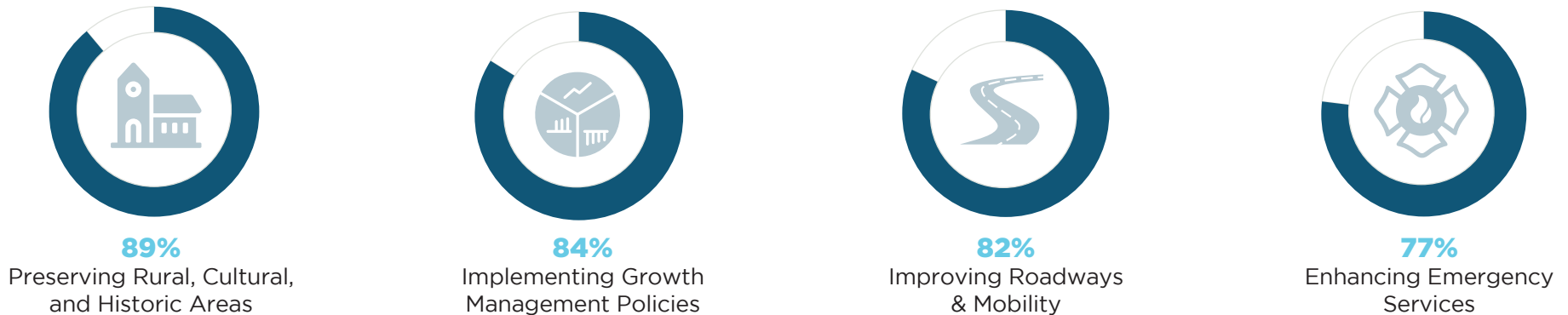
OUR BIGGEST CONCERNS



OUR GREATEST ASSETS



OUR TOP PRIORITIES



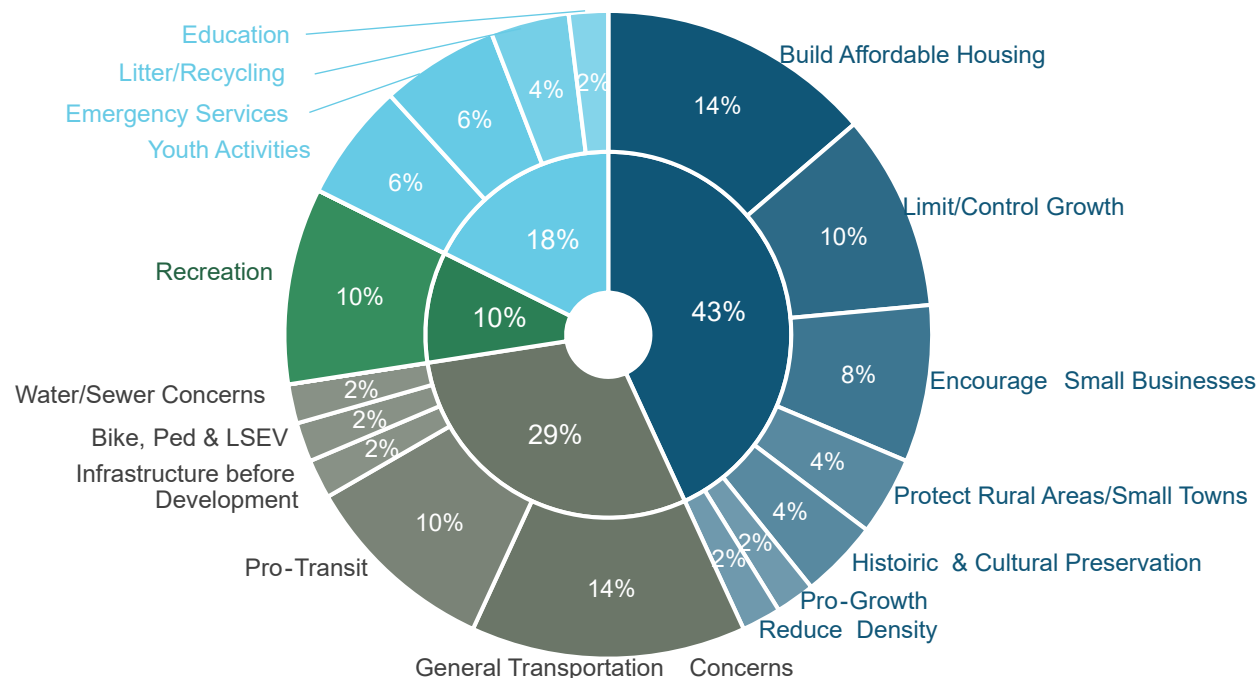
North Berkeley County

Community Survey Results

Residents of the North Berkeley County planning area share similar sentiments about the importance of a quiet, country community with large, open expanses of land, including farms, forests, wild areas and waterways, and a enjoying a clean, well-protected natural environment. Generally, people would prefer that the recent increase in growth and development be drastically reduced, if not stopped all together, in order to protect their preferred way of life. Other residents are more amenable to some continued growth, but only if it occurs slowly and carefully, with considerable attention given to protecting and preserving the small-town atmosphere of communities. Of note in this area is the desire to preserve African American heritage and culture, and to ensure that current and future development does not continue to gentrify historically black neighborhoods and communities.

Some residents feel as though their wants, needs and preferences have been overlooked or forgotten by the county. They hope to have access to the public services and facilities that they see in more populated areas, namely, access to parks and recreation and improved internet access throughout the area.

Public Meeting Open Discussion Themes



When asked, “What changes do you hope to see in the County’s future,” North Berkeley County respondents said:

“The north area seems to be forgotten, which is good and bad. We have areas that were booming with business and now almost a ghost town. The area needs to be rebuilt. There’s wasted land not being utilized.”

“The county has done an excellent job attracting industry and jobs; however, it is time to focus on quality of life issues. Better roads, leisure services, and open space preservation should be higher priorities than economic development in the future.”

“This is a place that African Americans have lived and formed a beautiful culture. We don’t want to be pushed out by gentrification that only serves others.”

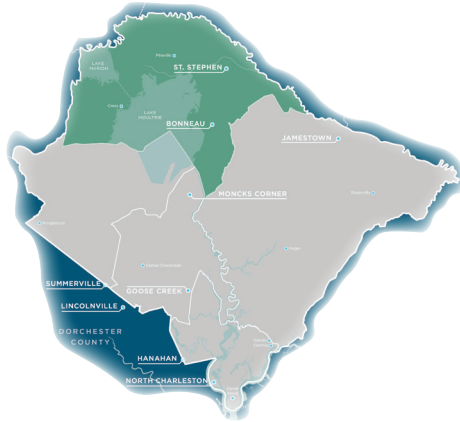
NORTH BERKELEY COUNTY COMMUNITY SURVEY SNAPSHOT

SURVEY RESPONDENTS

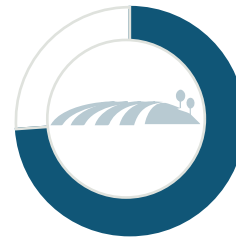


49

Total Respondents



WHY WE'RE HERE



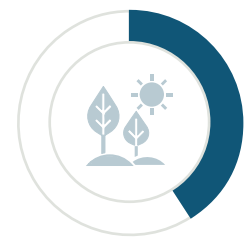
74%

Rural Lifestyle



63%

Born and Raised

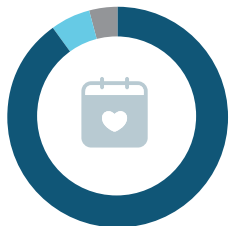


41%

Proximity
to nature

WHO RESPONDED

Interest



90% Full-time
residents

6% Part-time
residents

4% Business or
property
owner

Residency



77% Long-term
residents
(21+ years)

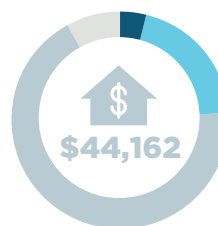
11% 11-20 years

6% 6-10 years

4% 1-5 years

2% <1 year

Income



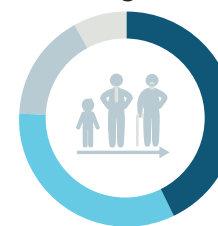
4% Below area MHI

20% At area MHI

68% Above area MHI

8% No response

Age



43% GenX
(40-54 years)

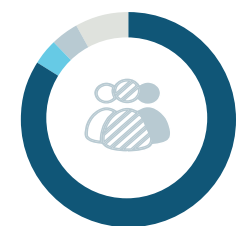
33% Boomers
(55-64 years)

16% Older Adults
(65-80 years)

8% Millennials
(23-39 years)

0% Under 23 years

Race



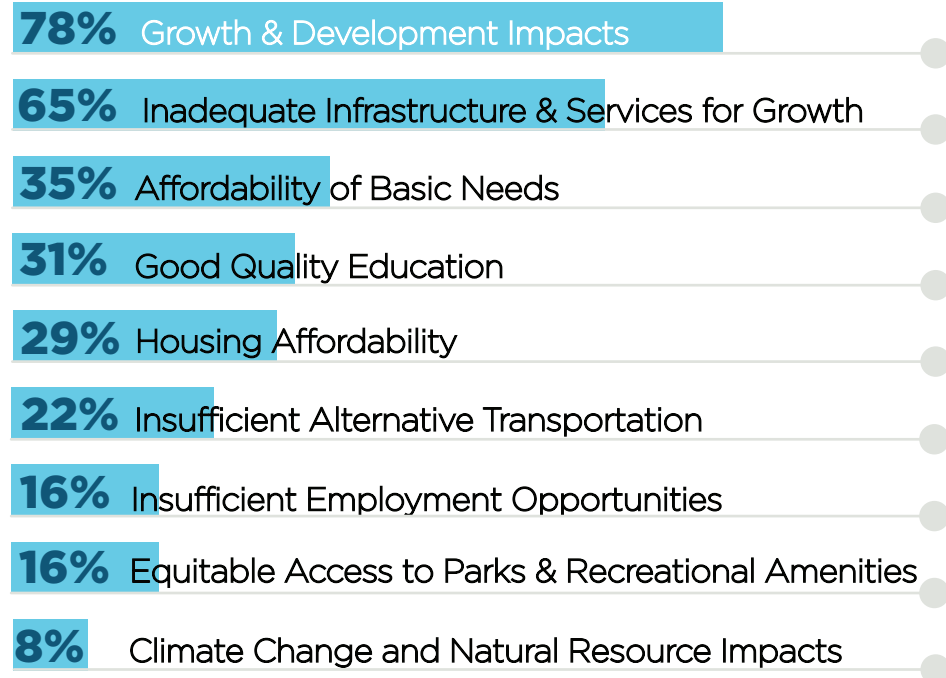
84% White

4% Black

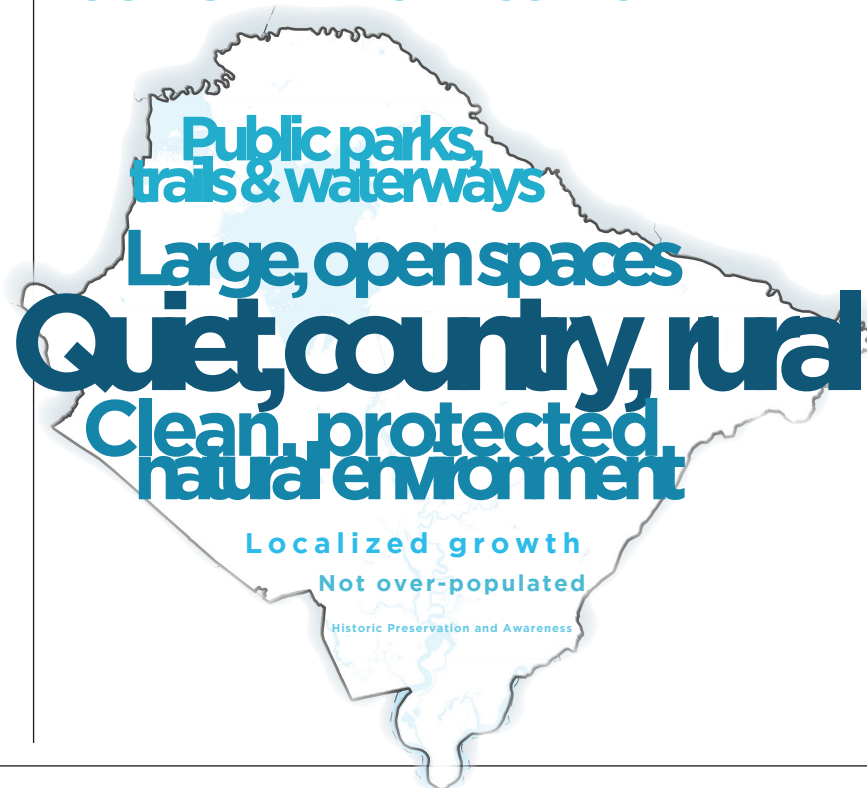
4% Other

8% Preferred not
to Answer

OUR BIGGEST CONCERNS



OUR GREATEST ASSETS



OUR TOP PRIORITIES



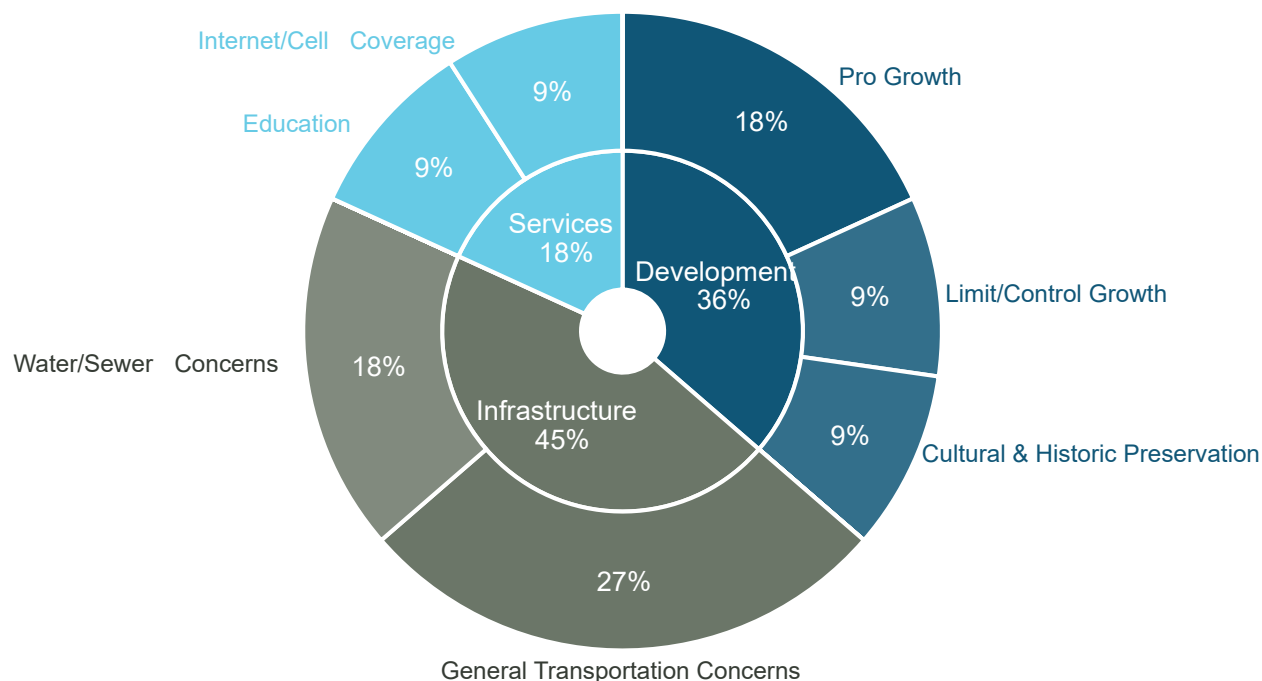
East Berkeley County

Community Survey Results

Residents of the East Berkeley County planning area share many of the same lifestyle preferences as their neighbors to the west and north. They want to ensure their communities remain quiet and rural, they want to preserve and protect the natural environment, particularly the Francis Marion National Forest, and to maintain large fields, forests and farmland tracts. Folks here worry about the possibility of future development pressure coming to their communities, resulting in overcrowding.

Among these respondents, it is evident that much greater interest and priority exists in simply protecting the natural environment and preserving the small-town, country atmosphere than in securing public services and amenities.

Public Meeting Open Discussion Themes



When asked, “What changes do you hope to see in the County’s future,” East Berkeley County respondents said:

“We enjoy the ability to have space, respect the nature, have access to natural environments, not be overcrowded, and the ease of entering and exiting our community. We should keep it that way.”

“Need better planning for school improvements, police and fire departments in concert with subdivision approvals.”

“I hope the county can maintain its charm and not allow big contractors to come in and build their version of utopia here, but we lose ours.”

EAST BERKELEY COUNTY COMMUNITY SURVEY SNAPSHOT

SURVEY RESPONDENTS



23

Total Respondents

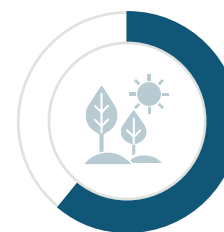


WHY WE'RE HERE



65%

Rural Lifestyle



61%

Proximity
to nature

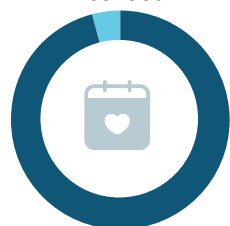


44%

Born and Raised

WHO RESPONDED

Interest



96% Full-time
residents

4% Part-time
residents

Residency



30% Long-term
residents
(21+ years)

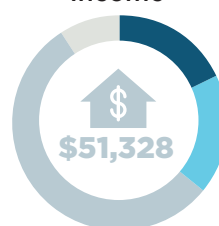
17% 11-20 years

22% 6-10 years

22% 1-5 years

9% <1 year

Income



18% Below area MHI

18% At area MHI

55% Above area MHI

9% No response

Age



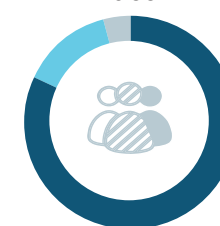
39% Millennials
(23-39 years)

26% GenX
(40-54 years)

22% Boomers
(55-64 years)

13% Older Adults
(65-80 years)

Race



82% White

14% Black

4% Other

OUR BIGGEST CONCERNS



OUR GREATEST ASSETS

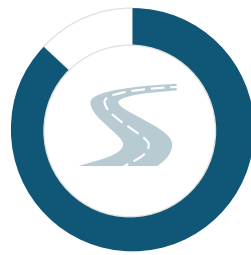


OUR TOP PRIORITIES



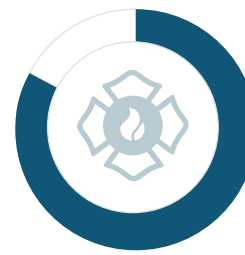
91%

Preserving Rural, Cultural, and Historic Areas



87%

Implementing Growth Management Policies



83%

Improving Roadways & Mobility



70%

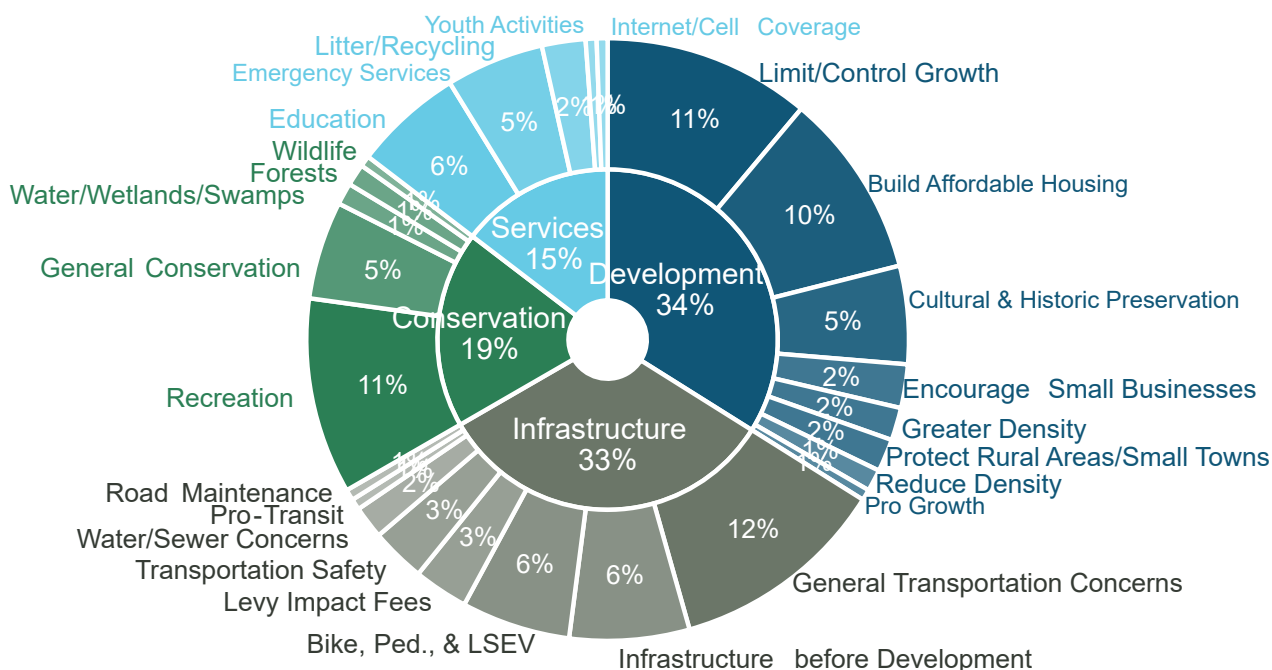
Enhancing Emergency Services

South Berkeley County

Community Survey Results

Similar to the more rural planning areas, South Berkeley County planning area residents also appreciate the large, open spaces and natural environment. The primary difference seen among residents of this more urbanized area is an openness to continued growth, **BUT** with an important caveat – *impact mitigation must occur alongside future growth*. The commonly repeated plea cited among residents here was to “*slow down the residential growth until necessary infrastructure and services can catch up.*” In this southern extent of the county, there is a greater tolerance for and even approval of continued growth, **if and when** related impacts are adequately addressed. Until that time, however, many residents would like a moratorium on residential development to allow for a necessary period of “catch-up” of infrastructure and public services to prioritize adequately serving current residents. Once these needs are addressed, residents would likely approve of returning to a reasonable level of growth with a hyper-focused lens on planning for and mitigating development-related impacts.

Public Meeting Open Discussion Themes



When asked, “What changes do you hope to see in the County’s future,” South Berkeley County respondents said:

“Give me reason not to have to leave the county for retail, dining and recreation. Berkeley is beautiful and it should all be right here for us.”

“Since population will continue to increase, we need development options for higher density and multi-family development and more mixed-use development (i.e., Nexton). This is vital to serve Berkeley County and the greater region.”

“Better planning for growth is important. I worry about some of the newer developments like Cane Bay - traffic, schools, safety of exit routes, emergency services. I hope we can preserve a high quality of life. And I hope we can protect historic settlement areas of our Black and Native American neighbors.”

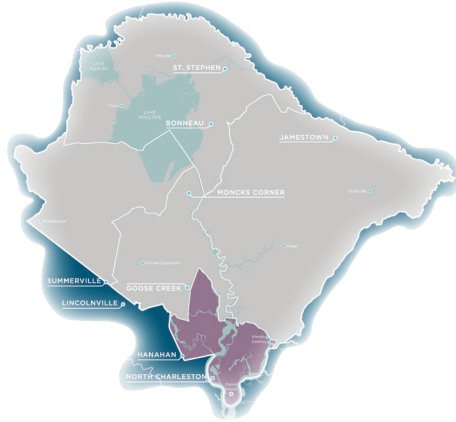
SOUTH BERKELEY COUNTY COMMUNITY SURVEY SNAPSHOT

SURVEY RESPONDENTS



291

Total Respondents



WHY WE'RE HERE



50%
Affordability



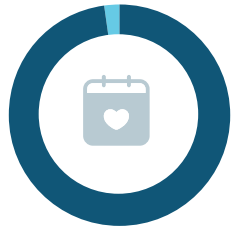
47%
Proximity to work opportunities



42%
Family-friendly

WHO RESPONDED

Interest



98% Full-time residents
2% Part-time residents, or work in county

Residency



34% Long-term residents (21+ years)
18% 11-20 years
18% 6-10 years
27% 1-5 years
3% <1 year

Income



29% Below area MHI
13% At area MHI
47% Above area MHI
11% No response

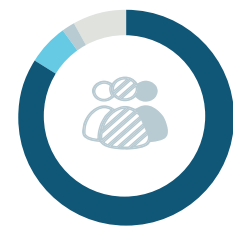
\$75,522

Age



36% GenX (40-54 years)
32% Millennials (23-39 years)
17% Boomers (55-64 years)
13% Older Adults (65-80 years)
1% Under 23 years
1% No response

Race



84% White
6% Black
2% Asian
8% Preferred not to Answer

OUR BIGGEST CONCERNS

69% Inadequate Infrastructure & Services for Growth

64% Growth & Development Impacts

47% Insufficient Alternative Transportation

32% Good Quality Education

25% Equitable Access to Parks & Recreational Amenities

21% Housing Affordability

18% Climate Change and Natural Resource Impacts

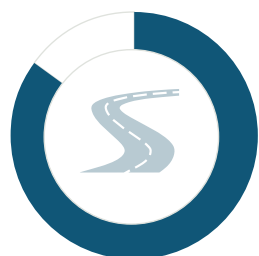
15% Affordability of Basic Needs

11% Insufficient Employment Opportunities

OUR GREATEST ASSETS



OUR TOP PRIORITIES



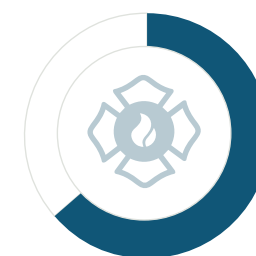
85%
Improving Roadways
& Mobility



76%
Implementing Growth
Management Policies



72%
Preserving Rural,
Cultural, and Historic Areas



63%
Enhancing Emergency
Services

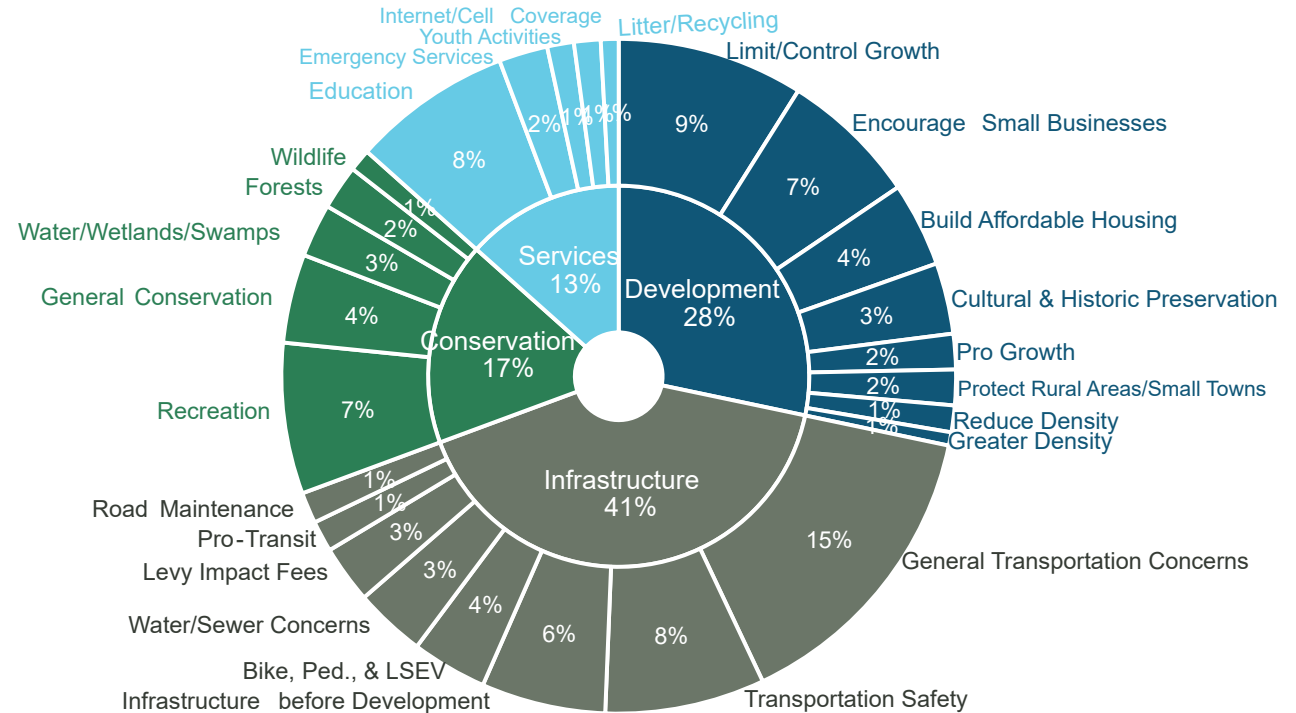
Central Berkeley County

Community Survey Results

Although the Central Berkeley County planning area is mostly developed and has some of the densest neighborhoods in the county, residents still prioritize the quiet, rural, country environment the rest of the county offers and want to ensure some areas remain rural. Like residents throughout the rest of the county, they also value the natural environment and want to see it protected, particularly large fields, farmland, forests, waterways, and open space areas.

Furthermore, residents appreciate existing parks, trails and outdoor recreational opportunities, but still hope to see enhancements made and additional parks built in the future. A robust, programmed county park system like that of Charleston County was frequently referenced. Increased public access points to many of the existing water features was also commonly discussed, such as the desire for more public boat docks/landings at Lake Marion, Lake Moultrie, Santee Canal Park, the Cooper River, Bushy Park, and the former Atkins Landing.

Public Meeting Open Discussion Themes



When asked, “What changes do you hope to see in the County’s future,” Central Berkeley County respondents said:

“More locally owned small businesses and restaurants so we can spend our money right here instead of Mount Pleasant or Charleston.”

“Do thorough environmental impact studies when considering a new development. How will it negatively impact things like stormwater runoff? First understand those impacts, then require the developer to fix those problems before approving a project.”

“A good balance of housing, recreation, retail, and protection of the environment. A significant increase for the county police budget to enforce traffic laws.”

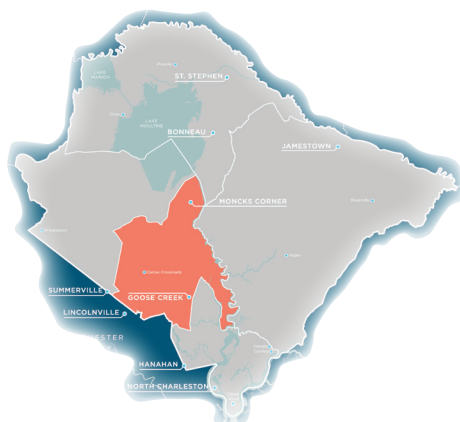
CENTRAL BERKELEY COUNTY COMMUNITY SURVEY SNAPSHOT

SURVEY RESPONDENTS



630

Total Respondents



WHY WE'RE HERE

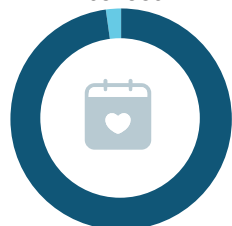
49%
Affordability

44%
Rural Lifestyle

34%
Proximity
to nature

WHO RESPONDED

Interest



98% Full-time residents

2% Work or own a business in county

Residency



35% Long-term residents (21+ years)

16% 11-20 years

15% 6-10 years

27% 1-5 years

7% <1 year

Income



12% Below area MHI

16% At area MHI

60% Above area MHI

12% No response

Age



30% GenX (40-54 years)

29% Millennials (23-39 years)

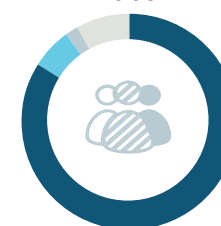
20% Boomers (55-64 years)

20% Older Adults (65-80 years)

<1% 81+ years

1% Under 23 years

Race



87% White

4% Black

1% Asian

2% Other

6% Preferred not to Answer

OUR BIGGEST CONCERNS

80% Inadequate Infrastructure & Services for Growth

73% Growth & Development Impacts

49% Good Quality Education

31% Insufficient Alternative Transportation

17% Equitable Access to Parks & Recreational Amenities

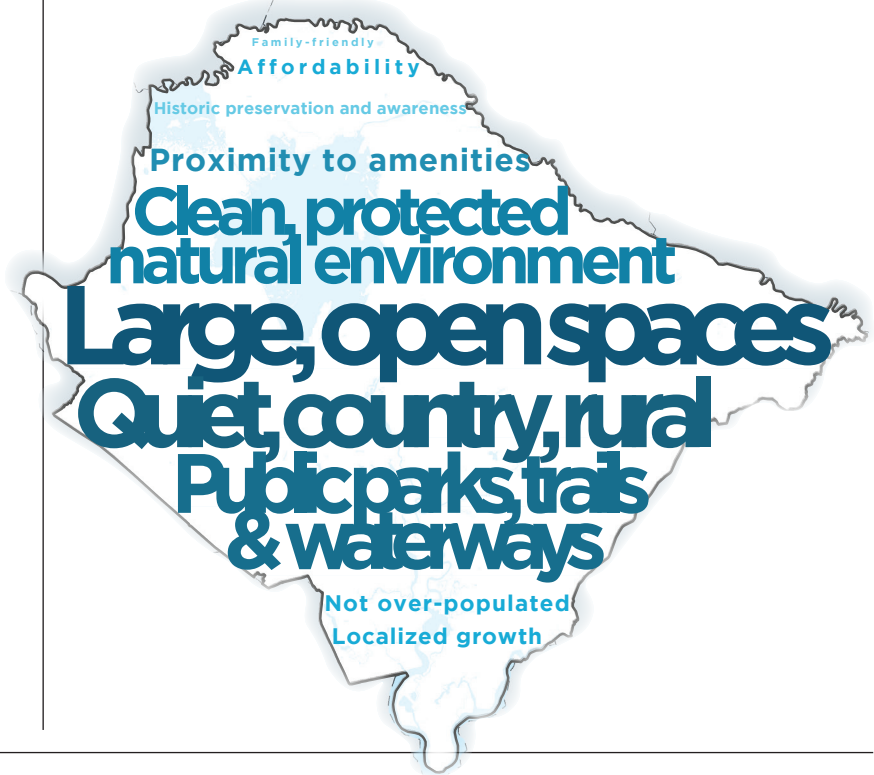
15% Housing Affordability

15% Affordability of Basic Needs

12% Climate Change and Natural Resource Impacts

9% Insufficient Employment Opportunities

OUR GREATEST ASSETS



OUR TOP PRIORITIES



90%

Improving Roadways
& Mobility



80%

Implementing Growth
Management Policies



75%

Preserving Rural,
Cultural, and Historic Areas



64%

Enhancing Emergency
Services

Stakeholder Meetings

Throughout a series of virtual meetings held in Fall 2020, the project team discussed matters related to the comprehensive plan update with a variety of stakeholders. Over one hundred attendees were identified and invited to participate. To ensure meetings were efficient and individuals could attend the meeting of greatest relevance to them, all stakeholders were grouped into interest areas and invited to one of the six meetings. The Table below lists the six stakeholder interest areas followed by the groups and organizations who were invited to attend those meetings.

Table XX. Stakeholder Meetings by Interest Area		
1) Environmental and Conservation groups <ul style="list-style-type: none"> Ashley-Cooper Stormwater Consortium Audubon Society Coastal Conservation League Lord Berkeley Conservation Trust** Lowcountry Land Trust SC Forestry Commission SC Sea Grant SCDNR** US Forest Service** 	2) Housing Developers (including non-profits) <ul style="list-style-type: none"> Berkeley County Habitat for Humanity Charleston Homebuilders Assoc. Charleston Trident Association of Realtors Colliers International Daniel Island Company Seamon Whiteside Gramling Brothers Nexton 	3) Economic Development and Local Industry <ul style="list-style-type: none"> Berkeley County Chamber of Commerce Berkeley County Economic Development Charleston Metro Chamber of Commerce** CRDA Industrial Parks: Charleston International Manufacturing Center, Charleston Trade Center, OMIN, ZZ Real Estate SC Department of Commerce Small Business Development Center
4) Infrastructure and Transportation <ul style="list-style-type: none"> BCWS BC Engineering Berkeley Electric Co-Op** Dominion Energy Edisto Electric** HOME TELEPHONE** Santee Cooper** BCDCOG (Public Transit) CSX** Norfolk Southern** Palmetto Railways SC Ports Authority SCDOT 	5) Municipalities <ul style="list-style-type: none"> Berkeley County Council members Berkeley County government officials City of Charleston City of Goose Creek City of Hanahan City of North Charleston Town of Bonneau** Town of Jamestown** Town of Moncks Corner Town of St. Stephen** Town of Summerville Various community members 	6) Public Services <ul style="list-style-type: none"> Berkeley Citizens** Berkeley County EMS** Berkeley County Library** Berkeley County School District** Center for Heirs Property Fire Chiefs' Association** Greater Charleston YMCA** Keep Berkeley Beautiful Low Country Local First**
** Did not attend meeting		

The “Stakeholder Meetings Table” below presents the primary takeaways from these conversations organized as follows: Valued Assets, Opportunities, Challenges, and Suggestions, the latter with subcategories of Zoning and Land Development Regulations, Housing, Community Facilities, Transportation, Natural Resources and Other.

	Conservation Groups	Housing Developers	Development & Industry	Infrastructure & Transportation	Municipalities	Public Services & Community Advocacy
VALUED ASSETS						
Cultural & Natural resources (wetlands, forests, agricultural lands)	X					X
Some municipalities have abundant parks & rec programs					X	
Quiet, rural lifestyle is appealing to many people						X
Easy regulatory environment + low labor costs = low cost of doing business			X			
OPPORTUNITIES						
Diversified housing stock and non-profit support due to recent growth		X				
Employment space needed due to port access and investment trends			X			
New Infrastructure and transportation options come with growth				X		
CHALLENGES						
Lack of understanding of conservation concerns among residents	X					
Current zoning does not foster affordable housing development		X				
Constraints on expanding infrastructure systems without new customer potential				X		
Concerns about traffic congestion and time spent in the car reducing quality of life; uncertainty about “the right” or comfortable level of density					X	X
Disconnect between local average income and average cost of new housing						X
Flood management and water quality; environmental protection	X				X	X
Lack of funding for safe bike/ped facilities for interconnectivity	X				X	X
Lack of coordination between towns, county, and region					X	
County’s retroactive approach to dealing with development impacts						X
Finding and securing funding for affordable housing development		X				

	Conservation Groups	Housing Developers	Development & Industry	Infrastructure & Transportation	Municipalities	Public Services & Community Advocacy
SUGGESTIONS						
ZONING AND LAND DEVELOPMENT REGULATIONS						
Focus growth around existing infrastructure (e.g., TOD in I-26 area)			X			
Require developers to share cost burden of infrastructure development and maintenance				X		
"Tighten up" the Principal Growth Area	X					X
Communicate early on that the Plan's purpose is to determine where and how to "build strategically," rather than just "build anything anywhere"			X			
Implement a proactive "coordinated review" process to assess a new project's potential development impacts; require impact mitigation plan (e.g., traffic, schools, stormwater) before granting approval						X
Inventory current land development regs to identify conflicts with county goals and intentions (e.g., wetland preservation)		X				
Overhaul or amend Zoning Code and Land Development Regulations to better address needs: <ul style="list-style-type: none"> • Flex 1 zoning district has last large land tracts, industrial uses not permitted • Revise impact fee structure ("one size does NOT fit all") • Encourage smaller (more affordable) lot sizes with patio homes, duplex, triplex and quads • Encourage mixed-use development for 'live, work, shop and play' lifestyle • Encourage and incentivize low-impact development and provide conceptual details • Explore elevation-based development regulations to combat sea level rise and flood impacts 	X	X			X	
HOUSING						
Identify areas best suited for TOD and increased housing density		X				
Encourage affordable housing development with a special "checklist approach" with expedited reviews, density bonuses, etc. to simplify the process and reduce costs		X				
COMMUNITY FACILITIES						
School funding and quality of education must be improved for this area to remain competitive		X				X

	Conservation Groups	Housing Developers	Development & Industry	Infrastructure & Transportation	Municipalities	Public Services & Community Advocacy
SUGGESTIONS (CONTINUED)						
TRANSPORTATION						
Require ‘complete streets’ in new development with added alternative modes of transportation (light rail, bus, bike lanes, sidewalks)				X	X	
Adopt and implement recommendations of Regional Transit Framework Plan as part of TST referendum	X					
NATURAL RESOURCES						
Develop a Countywide forestry management plan	X	X				
Protect and retain open space, natural areas, conserved land	X					X
Create tools for protecting working timberlands, agricultural lands, and “gaps” surrounding National Forest	X					
Consider requiring 3rd party management of wetlands, particularly in HOAs	X					
OTHER						
Implement Rural Workforce Study, Water & Sewer Master Plans, etc. recommendations				X		
Improve coordination, communication and policy implementation between towns, cities and county					X	
Balance growth, protect and strengthen existing industries			X			
Encourage cultural change to increase inclusivity						X

One Berkeley Growth Choices Workshop And Survey

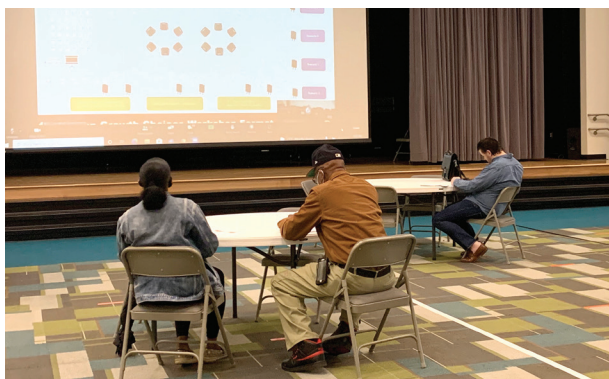
In February 2022, County staff and project consultants hosted a second series of public workshops, known as the ‘Growth Choices Workshop’ (GCW), for the *One Berkeley 2020* plan development in a hybrid format, with a virtual attendance option available while four (4) meetings were held concurrently throughout the County for the public to attend the presentation and engage with project staff in-person. The main presentation was live-streamed by the County from the Berkeley County Administration Building in Moncks Corner. Open houses were held concurrently at Philip Simmons High School in Wando, Timberland High School in St Stephen, and Cross Elementary School in Cross. All four meeting locations were set up with the same informational displays and stations for providing written comments. At “satellite” locations, attendees able to watch the live stream presentation and interact with City Explained Inc. about data used in the scenarios then engage with project staff with questions and provide input.

The purpose of the Growth Choices Workshop was two-fold:

- First, to present and receive feedback on four different planning scenario options created for Berkeley County’s future development, the costs and benefits of each, as well as the planning and development trade-offs of each; and

- Secondly, to notify in-person and virtual attendees of a corresponding Growth Choices and Preferences Survey for the public to provide input and insights on the scenario options presented.

The following sections elaborate on each of those components and how their outcomes helped inform the evolution of the County’s Preferred Development Scenario, and ultimately, the Future Land Use Map (FLUM).



Public meeting at Phillip Simmons Elementary School.

Scenario Planning

As presented in Part I of the *One Berkeley* plan, a comprehensive inventory and analysis of infrastructure and service capacities was a significant foundation of the plan’s development. The infrastructure analysis conducted by City Explained, Inc was used to evaluate scenarios developed by the project team (CEI, BCDCOG and County staff) starting with existing conditions, entitled development approvals, and public input

received during the first public workshop and survey. The team used input and feedback gathered in 2020 and 2021 to identify the various focus areas for future development such that concerns expressed by participants are addressed and translated into a mapped representation of options for future development patterns.

It is important to note that all scenarios were shaped and assessed by the County’s “baseline model”, which accounts for present day development, services and facilities, as well as the County’s “committed development,” which is all approved and entitled development projects accounted for in 2020 data collection phase. Existing development is included in all future scenario to base the models in reality because any such development projects are approved and have a ‘vested right’ to undertake development of the project as approved. Thus, all four development scenarios were created with a modeling software called CommunityViz that was programmed specifically for Berkeley to account for the technical analysis of infrastructure capacities, data on existing and committed developments, such as housing units, commercial and industrial buildings, associated public costs to provide public services to them (i.e., water, sewer, roads, emergency services, etc.), and projected county revenues from them (i.e., property taxes, any special tax districts or fees levied, etc.) through 2040.

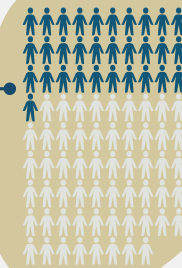
Scenario A. Committed Development – This mapped scenario and the corresponding performance measures illustrate the circumstances of a 20-year planning horizon if the County were to allow **only** the previously committed development that had been approved as of late 2020 **without approval of any more additional development** through 2040. This planning scenario would require the County to pass a moratorium on all development through 2040. While it is unlikely, if not even nearly impossible for this planning scenario to be implemented, it was presented as its own scenario to illustrate the anticipated outcome visually and quantitatively of adding committed development that is already in the pipeline and will (likely) eventually be built out.

Performance Measures of the COMMITTED DEVELOPMENT SCENARIO

This scenario answers the question, "What happens if we only allow what has already been approved as of 2020, and nothing more, through 2040"?

Population Change

Population will increase by approximately 122,000 new individuals from the 2020 baseline population of 229,861. The total population in 2040 will increase to approximately 351,000. This is a 53% increase from the 2020 baseline, or about 2.65% per year over 20 years.



Job Growth

Committed Development will add approximately 5,000 new jobs to the existing 60,274 jobs in 2019, totaling about 65,000 jobs in 2040. This is an 8% increase from the 2020 baseline job numbers.

ACCESS TO AMENITIES BY 2040

Percent of all homes within 1/2-mile of existing parks and 1/4-mile of existing transit

64%

36%

ADDED INFRASTRUCTURE BY 2040

Newly Added Roadway, Sewer, and Water Line Miles

527-MILES

556-MILES

562-MILES

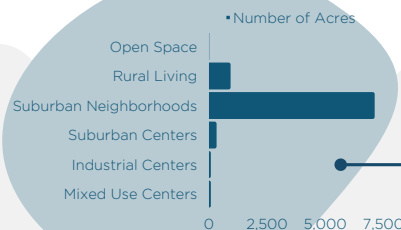
FINANCIAL RETURN ON COMMITTED DEVELOPMENT

Anticipated Return on Investment (Net Return ÷ Cost)

1.38

Housing Units

In 2020, the County had approximately 84,461 total housing units. Committed Development will add 49,600 units resulting in a total of about 134,000 units by 2040, or a 59% increase.



Of the total 689,323-acres in the County, about 14% of land was already developed in 2020. An additional 8,505 acres of development are committed through 2040.

+8,505
NEWLY DEVELOPED
COUNTY ACRES

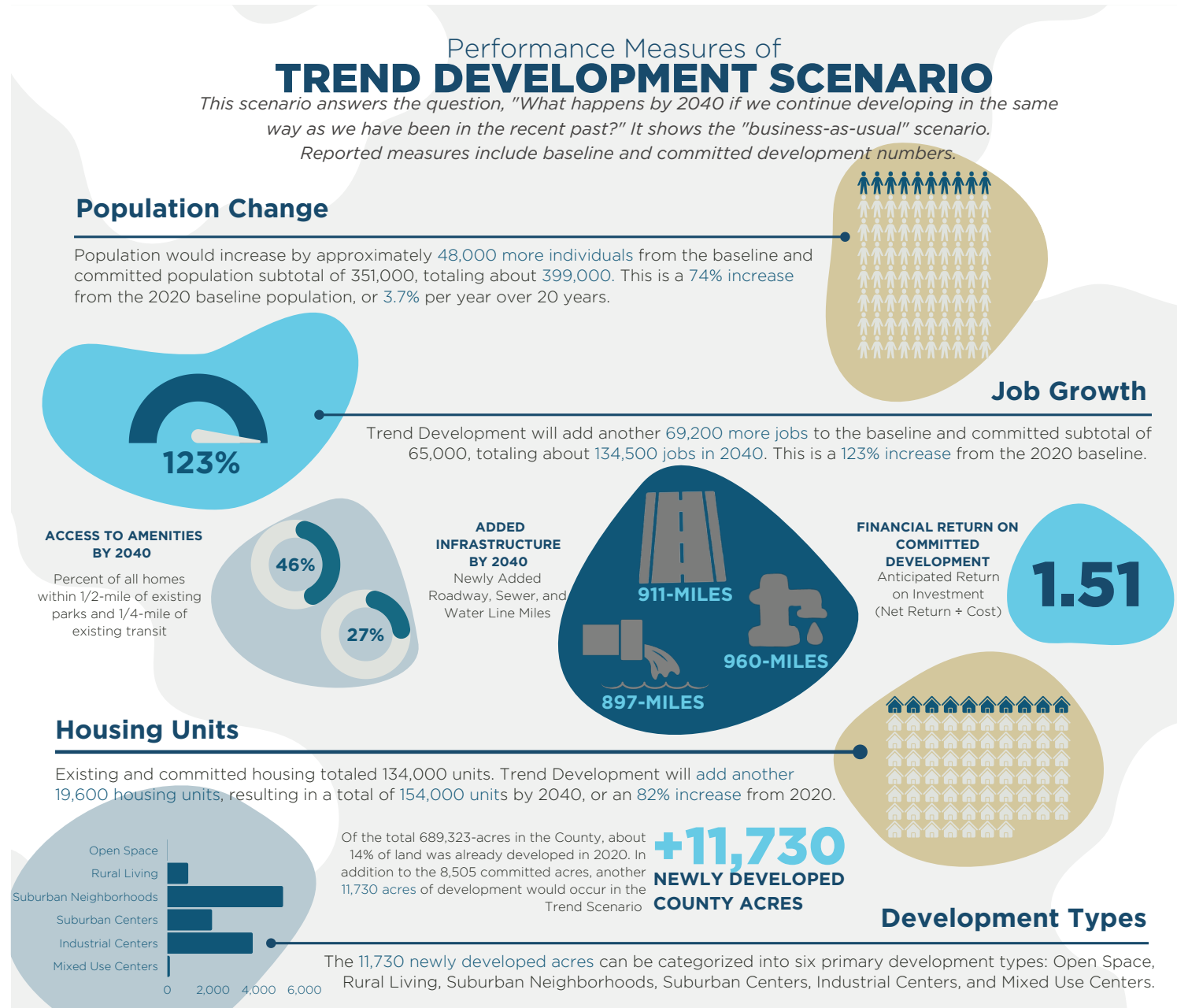


Development Types

The 8,505 newly developed acres can be categorized into six primary development types: Open Space, Rural Living, Suburban Neighborhoods, Suburban Centers, Industrial Centers, and Mixed Use Centers.

Scenario B. Trend

Development – This mapped scenario and the corresponding performance measures illustrate the anticipated development growth pattern, growth levels and associated outcomes if the County were to continue growing in the same patterns and trajectory as it has in recent years. This “trend” scenario assumes that the County’s population will increase to about 399,000 total residents (+169,000 new residents) and 154,000 total housing units (+69,500 new units) by 2040, projections based on a conservative estimate of build out for major developments and building permit averages over the past decade. These assumptions represent the low- to mid-range of population and housing stock growth projected for Berkeley County. The land use and development patterns shown in this scenario reflect a continuation of similar development types that have been built in Berkeley County as of late, particularly, large suburban subdivisions (i.e., Nexton, Cane Bay and those on the Cainho peninsula).



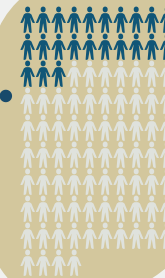
Scenario C. Accelerated Trend Development – This mapped scenario and the corresponding performance measures assume that population and the number of housing units increase at a faster (accelerated) rate. Specifically, the Accelerated Trend Development Scenario assumes that the County’s population will increase to 468,000 total residents (+238,000 new residents) and 181,500 total housing units (+97,000 new units) by 2040 as projected by the current CHATS regional travel demand model. The Accelerated Trend Development assumptions represent the higher end range of population and housing stock growth. The land use and development patterns shown in this scenario reflect the same continuation of development patterns as described in Trend Development, but includes and distributes more people and housing units.

Performance Measures of ACCELERATED TREND DEVELOPMENT SCENARIO

This scenario answers the question, “What happens by 2040 if growth in the County approaches the maximum end of the forecasted range?” Reported measures include baseline and committed development numbers.

Population Change

Population would increase by approximately 117,000 more individuals from the baseline and committed population subtotal of 351,000, totaling 468,000. This is a 104% increase from the 2020 baseline population, or 5.2% per year over 20 years.



Job Growth

Accelerated Trend Development will add another 69,200 more jobs to the baseline and committed subtotal of 65,000, totaling 134,500 jobs in 2040. This is a 123% increase from the 2020 baseline.

123%

ACCESS TO AMENITIES BY 2040

Percent of all homes within 1/2-mile of existing parks and 1/4-mile of existing transit

52%

30%

ADDED INFRASTRUCTURE BY 2040

Newly Added Roadway, Sewer, and Water Line Miles

1,243-MILES

1,292-MILES

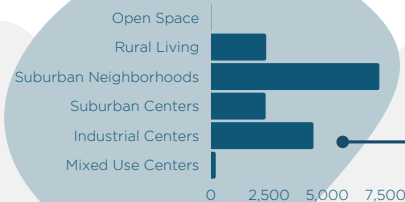
998-MILES

**FINANCIAL RETURN ON
COMMITTED
DEVELOPMENT**
Anticipated Return on Investment
(Net Return ÷ Cost)

1.39

Housing Units

Existing and committed housing totaled 134,000 units. Accelerated Trend Development would add another 47,500 units, resulting in a total of 181,500 units by 2040, or a 115% increase from 2020.



Of the total 689,323-acres in the County, about 14% of land was already developed in 2020. In addition to the 8,505 committed acres, another 16,537 acres of development would occur in the Accelerated Trend Scenario

**+16,537
NEWLY DEVELOPED
COUNTY ACRES**



Development Types

The 16,537 newly developed acres can be categorized into six primary development types: Open Space, Rural Living, Suburban Neighborhoods, Suburban Centers, Industrial Centers, and Mixed Use Centers.

Scenario D. Managed Growth Development

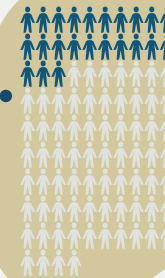
– This mapped scenario and the corresponding performance measures assume the exact same increase in population (+238,000 new residents) and housing units (+97,000 new units) as that of the Accelerated Trend Development scenario. However, this scenario differs from the Accelerated Trend in where and how that new development happens. Specifically, this scenario distributes the projected new population and housing units in more compact, mixed-use development patterns, rather than the low-density, large-lot residential subdivisions seen in the Trend and Accelerated Trend scenarios. While the new population and housing units are identical to that of the Accelerated Trend, the “development footprint” is much smaller and more efficient with the compact land use pattern. This results in increased land conservation, more jobs and entertainment located near housing, increased walkability, and decreased traffic congestion.

Performance Measures of MANAGED GROWTH DEVELOPMENT SCENARIO

This scenario answers the question, “What happens by 2040 if the County implements land development regulations consistent with public feedback?” Reported measures include baseline and committed development numbers.

Population Change

Population would increase by approximately 117,000 more individuals from the baseline and committed population subtotal of 351,000, totaling 468,000. This is a 104% increase from the 2020 baseline population, or 5.2% per year over 20 years.



Job Growth

The Managed Growth scenario would add another 69,200 more jobs to the baseline and committed subtotal of 65,000, totaling 134,500 jobs in 2040. This is a 123% increase from the 2020 baseline.



ACCESS TO AMENITIES BY 2040

Percent of all homes within 1/2-mile of existing parks and 1/4-mile of existing transit

57%

37%

ADDED INFRASTRUCTURE BY 2040

Newly Added Roadway, Sewer, and Water Line Miles

981-MILES

1,076-MILES

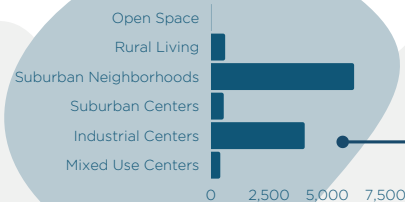
1,098-MILES

**FINANCIAL RETURN ON
COMMITTED
DEVELOPMENT**
Anticipated Return
on Investment
(Net Return ÷ Cost)

1.48

Housing Units

Existing and committed housing totaled 134,000 units. Managed Growth would add another 47,500 units, resulting in a total of 181,500 units by 2040, or a 115% increase from 2020.



Of the total 689,323-acres in the County, about 14% of land was already developed in 2020. In addition to the 8,505 committed acres, another 11,706 acres of development would occur in the Managed Growth Scenario.

**+11,706
NEWLY DEVELOPED
COUNTY ACRES**

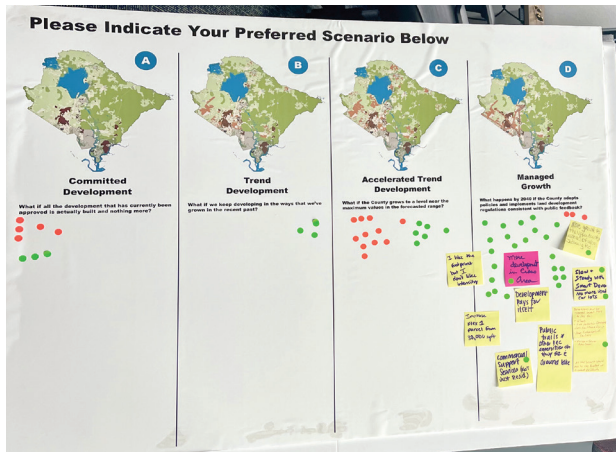
Development Types

The 11,706 newly developed acres can be categorized into six primary development types: Open Space, Rural Living, Suburban Neighborhoods, Suburban Centers, Industrial Centers, and Mixed Use Centers.



Growth Choices Workshops

These four development scenarios were the main focus of the February 2022 Growth Choices Workshop wherein virtual and in-person attendees saw large-scale prints of the mapped scenarios, reviewed and discussed their performance measures (or “indicators”), and provided comments and feedback on exactly what they did or did not like about each of the scenarios. Residents and stakeholders were encouraged to provide public feedback on the development scenarios in multiple formats, including one-on-one conversations with the project team members at each meeting location, marking up maps and visuals, submitting written comments or questions via the Zoom webinar.



The presentation video and all materials were posted on the One Berkeley project webpage and open for additional comments or questions via email or the project website for several weeks following the workshops. In addition to public comments garnered

at the Growth Choices Workshop and from the project website, the project team also deployed a Growth Choices and Preferences (GCAP) Survey that asked more in-depth questions pertaining to tolerance levels for various planning trade-offs. A hard copy of survey and QR code were also provided for all participants to respond to at or following the meeting. The survey link and all relevant materials were also posted on the project website following the public meeting for public review and to solicit feedback from those who were not able to attend the meeting. The survey and supporting materials were advertised and shared widely by means of social media accounts, the County’s website, mass media outlets.

Once the GCW comment period closed, the project team reviewed and considered all comments and feedback received. Approximately 900 distinct comments were received during this time period and incorporated into the public feedback log for consideration and inclusion. Responses to comments seeking additional information were responded to directly and in a matrix posted on the website. Many of these comments pertained to concerns about vehicular speeds and pedestrian safety on roadways and certain intersections, the need for increased conservation and preservation of natural resources, questions about and desires for mass transportation options, and concerns about impacts on public services and schools by new, large-scale residential development.

Growth Choices and Preferences Survey

The Growth Choices and Preferences Survey posed 11 different trade-off questions inquiring about participants’ willingness for some particular planning and/or development-related change to occur (such as new land development regulations) if it would in turn help to improve or preserve the things residents and stakeholders previously identified as being important *to them*. For example, one question asked, “Would you support the adoption of environmental land use controls if it meant that environmentally constrained or sensitive habitat areas would be better protected?” Survey respondents could choose from five (5) different response options on a Likert Scale indicating their level of support or opposition for each question, including:

1. Strongly Opposed
2. Somewhat Opposed
3. Neutral
4. Somewhat Support
5. Strongly Support

Survey Outcomes

Upon closing, a total of 935 total individuals completed the GCAP Survey. As shown in Figure X, respondents were asked three background questions, including:

1. The planning area(s) in which they live or own property
2. Their affiliation or interest in the plan, and
3. What type of housing or residential area in which they currently live.



Growth Choices Survey

WHO RESPONDED*?

*Respondents were asked to 'select all that apply,' resulting in a total count of 1,049

North: 130 Surveys (14%)

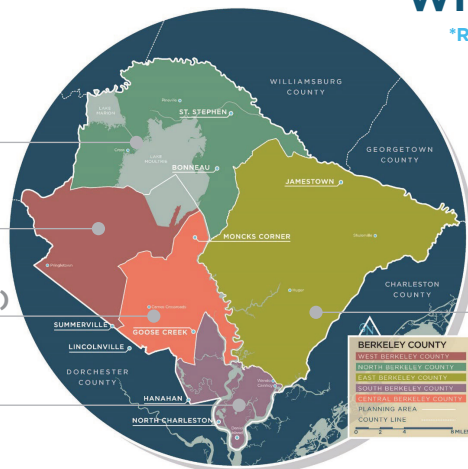
West: 133 Surveys (14%)

Central: 438 Surveys (47%)

South: 222 Surveys (24%)

Countywide: 935 Total

East: 126 Surveys (13%)



Well-distributed
Throughout County

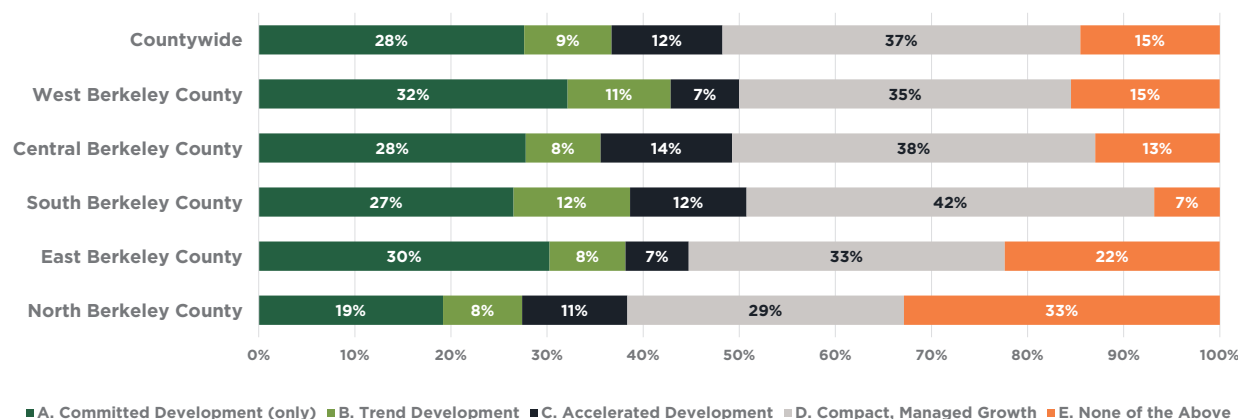
935 Total Surveys
Completed

Grouped by
Planning Area &
Countywide

Analyzed
Geographically

SCENARIOS: OUR BEST PATH FORWARD

Which scenario do you believe is our best path forward for meeting future needs and protecting quality-of-life?



These questions measured whether survey responses were well-distributed throughout the county, provided some initial insight about each respondent's background, and served as a means to categorize respondents' answers based on their home location as identified in their response to the first question. Filtering and categorizing the survey by each planning area revealed additional information about what areas of the county did or did not like particular ideas and trade-offs, enabling the project team to respond accordingly.

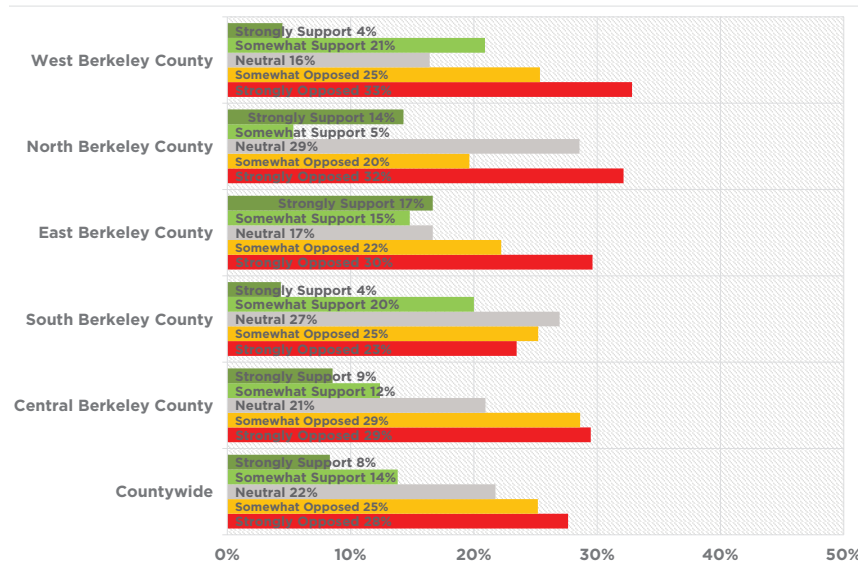
GCAP Survey question number 4 asked respondents to choose which of the planning scenarios they believed to be the county's best path forward for meeting future needs and protecting quality-of-life (A. Committed Development [only], B. Trend Development, C. Accelerated Trend Development, D. Compact, Managed Growth, or E. None of the Above).

Similar to input from attendees at the Growth Options Workshop, the option that received the most support (by 37% of respondents) at the countywide level of analysis was D. Compact, Managed Growth, respondents selecting it. At the planning area level of analysis, West, Central, South, and East Berkeley County residents also supported Compact, Managed Growth above the other choices, with 35%, 38%, 42% and 33% of the responses, respectively. However, most North Berkeley County planning area respondents supported option was E. None of the Above, receiving 33% of the response, followed by D. Managed Growth, with 29%.

Interestingly, respondents representing the four (4) planning areas that preferred the Scenario D - Compact, Managed Growth, ranked their next preferences as Scenario A. *Committed Development Only*, indicating that a large subset of residents want as little new development to happen as possible, regardless of how or where it occurs. Very few residents selected the Trend (Scenario B) or Accelerated Trend Development Scenarios (Scenario C) with no more than 24% of respondents selecting these scenarios *combined*, indicating that most residents (>75%) want significant change to occur in the realm of land use and development patterns in the future.

Remaining survey questions (question 6 matrix) posed 11 trade-off questions, the responses to which are described and illustrated in Figures 1-11. The GCAP Survey results and public comment garnered during and following the GCW process combined to provide the project team with the needed information and feedback to work with the Planning Commission's Steering Committee to create the County's Preferred Development Scenario.

TRADE OFFS: NONE! CONTINUE ON AS WE HAVE BEEN!

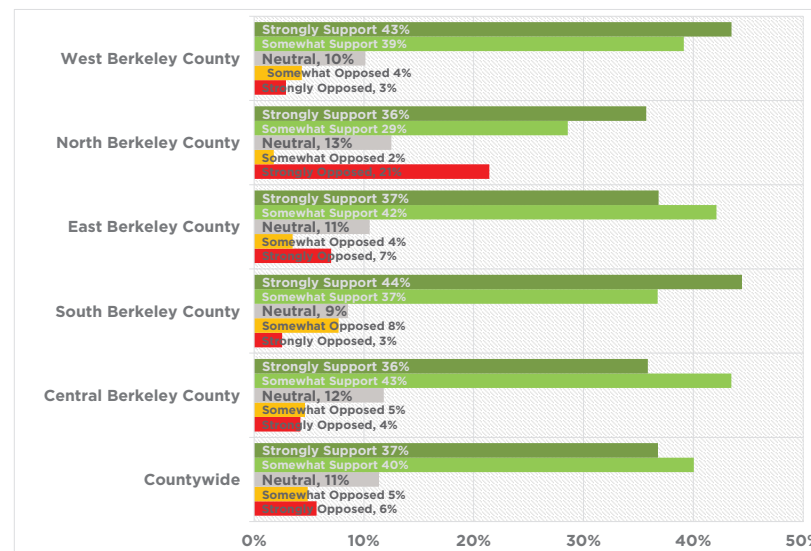


	Avg. Oppose	Avg. Neutral	Avg. Support
Rural	27%	21%	13%
Developed	21%	24%	11%
Full County	26%	22%	11%

- Most people (by Planning Area) and countywide are not content with status quo
- Low levels of support for the idea that county should continue on as usual

Figure 1

TRADE OFFS: STRATEGIC DENSITY FOR MORE OPEN SPACE?

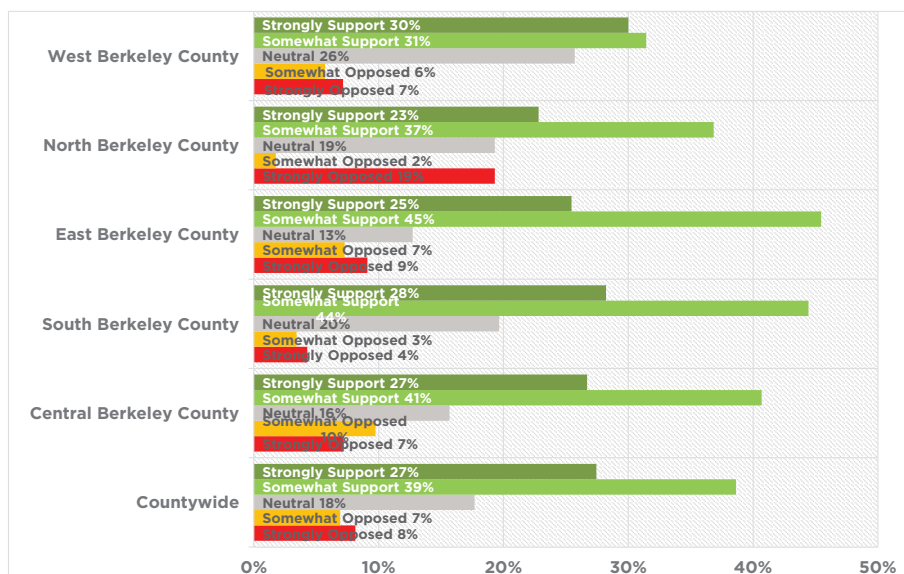


	Avg. Oppose	Avg. Neutral	Avg. Support
Rural	7%	8%	38%
Developed	5%	10%	40%
Full County	4%	11%	38%

- High levels of support in all areas of the county

Figure 2

TRADE OFFS: STRATEGIC DENSITY FOR INFRASTRUCTURE COST SAVINGS?

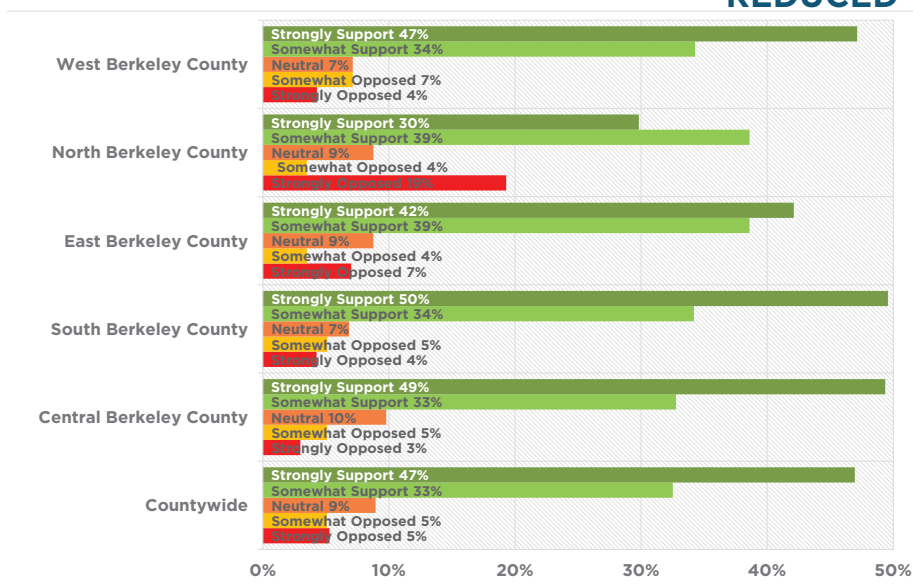


	Avg. Oppose	Avg. Neutral	Avg. Support
Rural	8%	19%	32%
Developed	6%	18%	35%
Full County	8%	18%	33%

- High levels of support in all areas of the county
- Most opposition in Northern BC

Figure 3

TRADE OFFS: STRATEGIC DENSITY FOR REDUCED TRAFFIC CONGESTION?

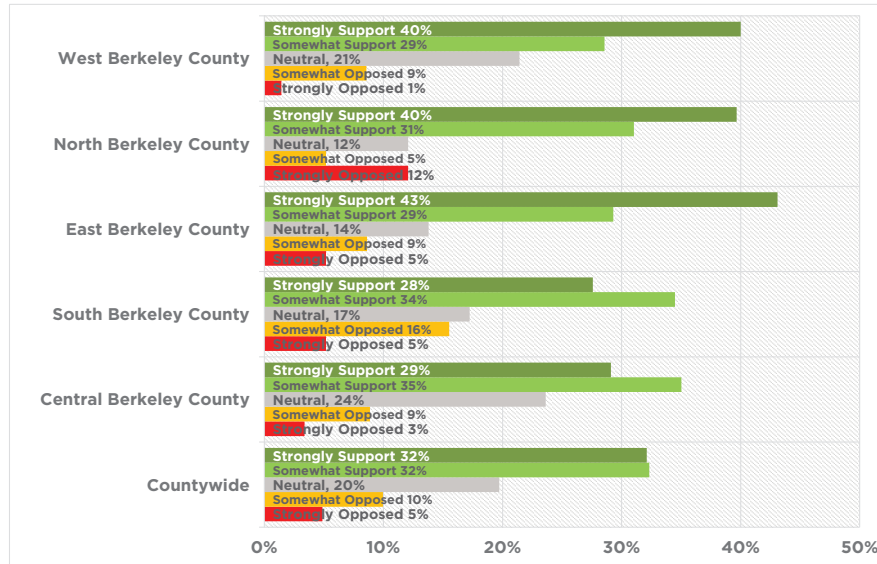


	Avg. Oppose	Avg. Neutral	Avg. Support
Rural	7%	8%	38%
Developed	4%	8%	41%
Full County	5%	9%	40%

- High level of support countywide, especially in developed areas
- Less supported in rural areas (North BC)

Figure 4

TRADE OFFS: INCREASED, STRATEGIC DENSITY FOR RURAL LAND PRESERVATION?

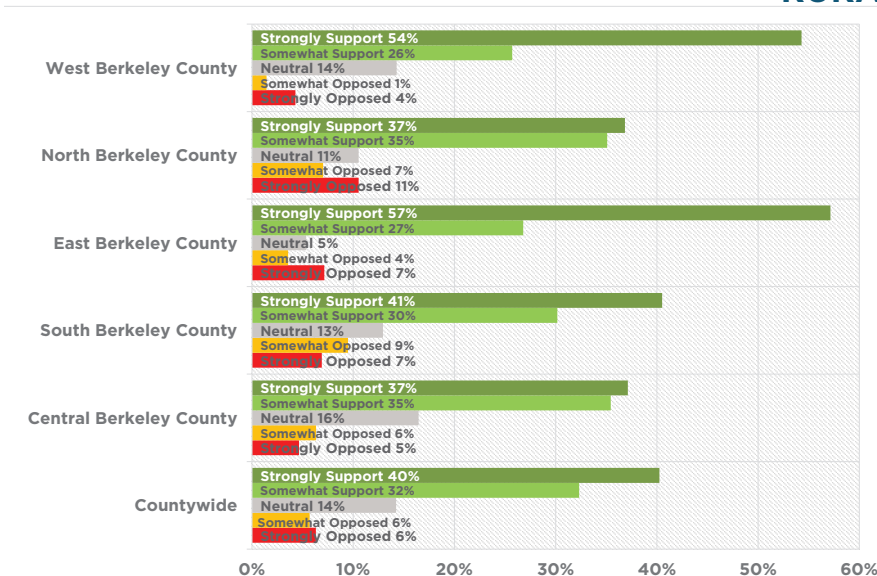


	Avg. Oppose	Avg. Neutral	Avg. Support
Rural	7%	16%	35%
Developed	8%	20%	32%
Full County	7%	20%	32%

- Highest support in rural areas (West, North, East)
- Support levels not quite as high in developed areas, but still supported
- Very little opposition

Figure 5

TRADE OFFS: NEW ZONING REGULATIONS FOR RURAL LAND PRESERVATION?



	Avg. Oppose	Avg. Neutral	Avg. Support
Rural	6%	10%	39%
Developed	7%	15%	36%
Full County	6%	14%	36%

- Most highly supported trade-off idea! (>50% "strongly supported" in West and East BC)
- Most supported in rural areas (West, North, East)
- VERY little opposition countywide

Figure 6

TRADE OFFS: HIGHER INTENSITY, MIXED-USE AREAS FOR IMPROVED PEDESTRIAN ACCESS & CONNECTIVITY?

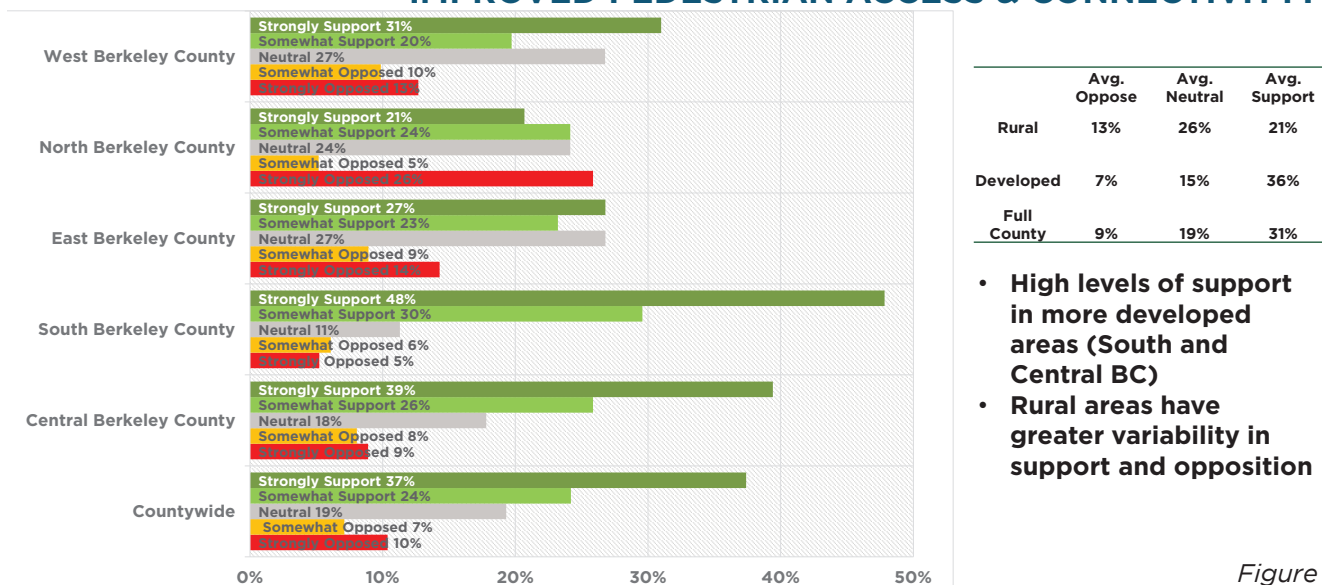


Figure 7

TRADE OFFS: GREATER VARIETY OF HOUSING TYPES FOR MORE EQUITY AND AFFORDABILITY?

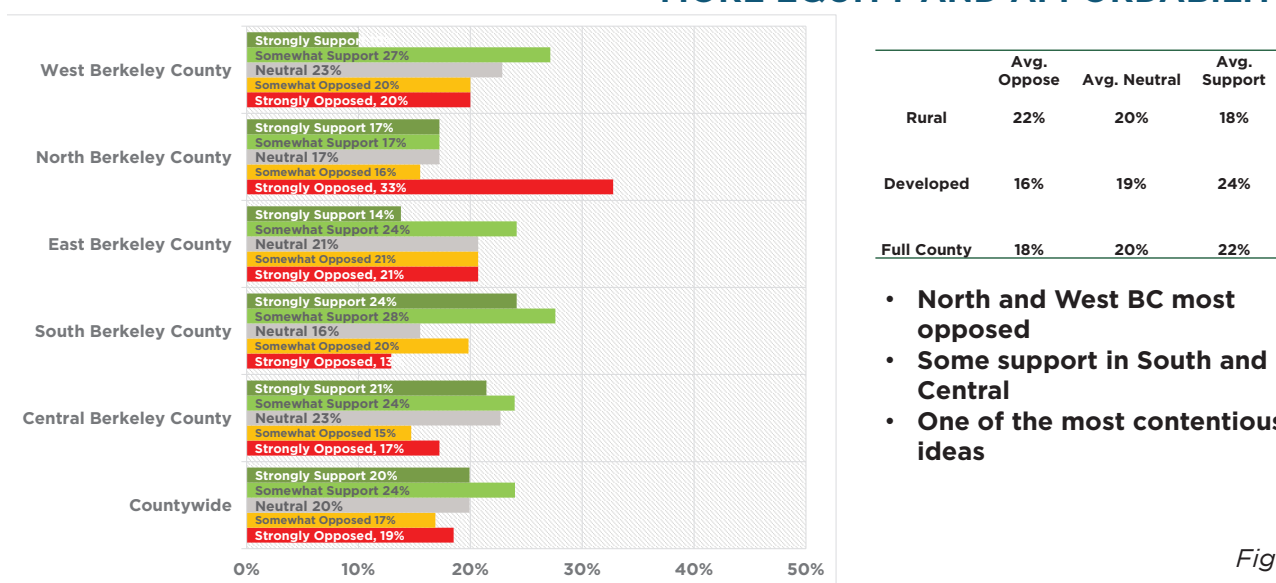
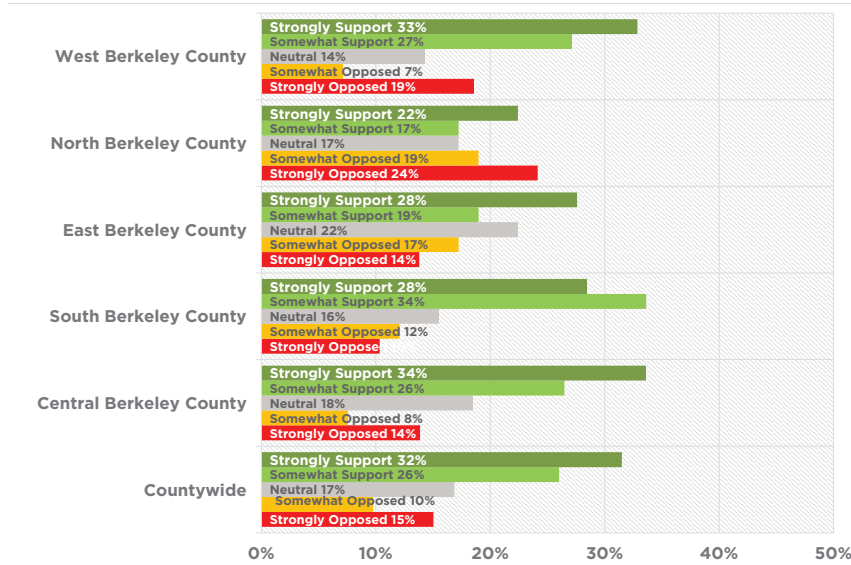


Figure 8

TRADE OFFS: NEW LAND USE REGULATIONS (LIKE IMPACT FEES) FOR ASSURED INFRASTRUCTURE AND SERVICES?

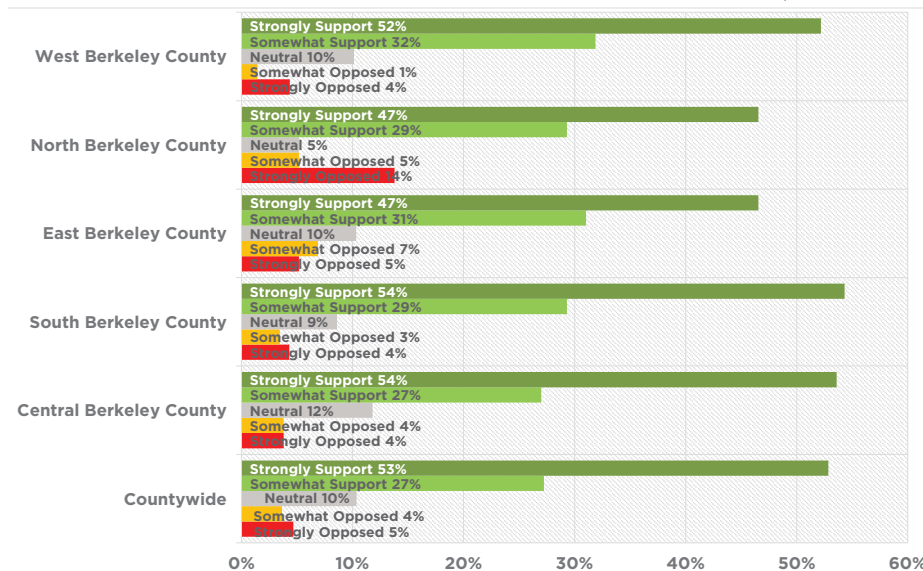


	Avg. Oppose	Avg. Neutral	Avg. Support
Rural	17%	18%	24%
Developed	11%	17%	31%
Full County	12%	17%	29%

- Most supported in developed areas (South and Central) and West BC
- Less amenable in North and East BC

Figure 9

TRADE OFFS: NEW LAND USE CONTROLS FOR ENVIRONMENTAL PROTECTION (HABITATS, WETLANDS, ETC.)?

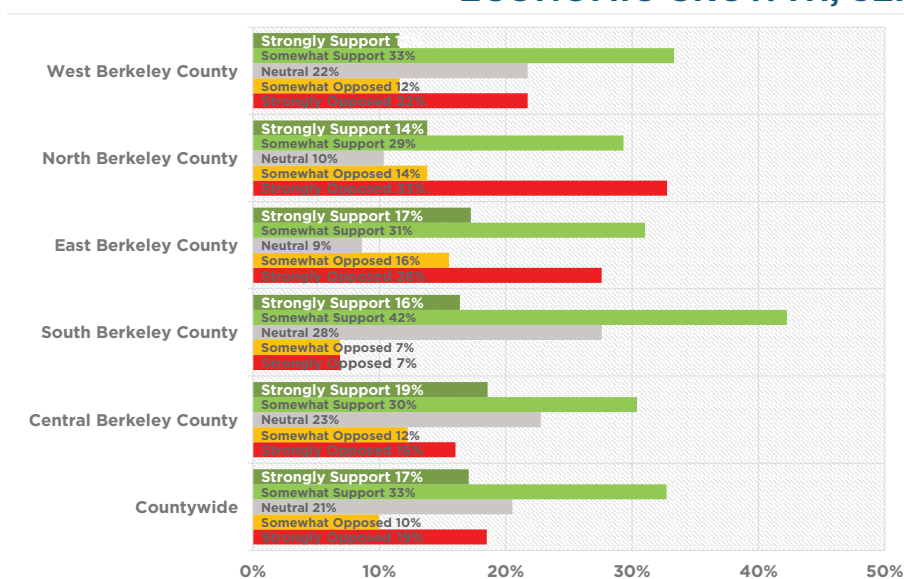


	Avg. Oppose	Avg. Neutral	Avg. Support
Rural	6%	9%	40%
Developed	4%	10%	33%
Full County	4%	10%	40%

- One of the most popular, well-supported ideas!
- >50% countywide!
- Very little opposition at all

Figure 10

TRADE OFFS: INCENTIVIZED DEVELOPMENT IN RURAL AREAS FOR ECONOMIC GROWTH, SERVICES, AND HOUSING?



	Avg. Oppose	Avg. Neutral	Avg. Support
Rural	20%	14%	23%
Developed	11%	25%	27%
Full County	14%	21%	25%

- Noticeably fewer people were willing to “strongly support” the idea, though high numbers “somewhat supported” it
- Greater support for idea in developed areas (South & Central), but less so in the rural areas!

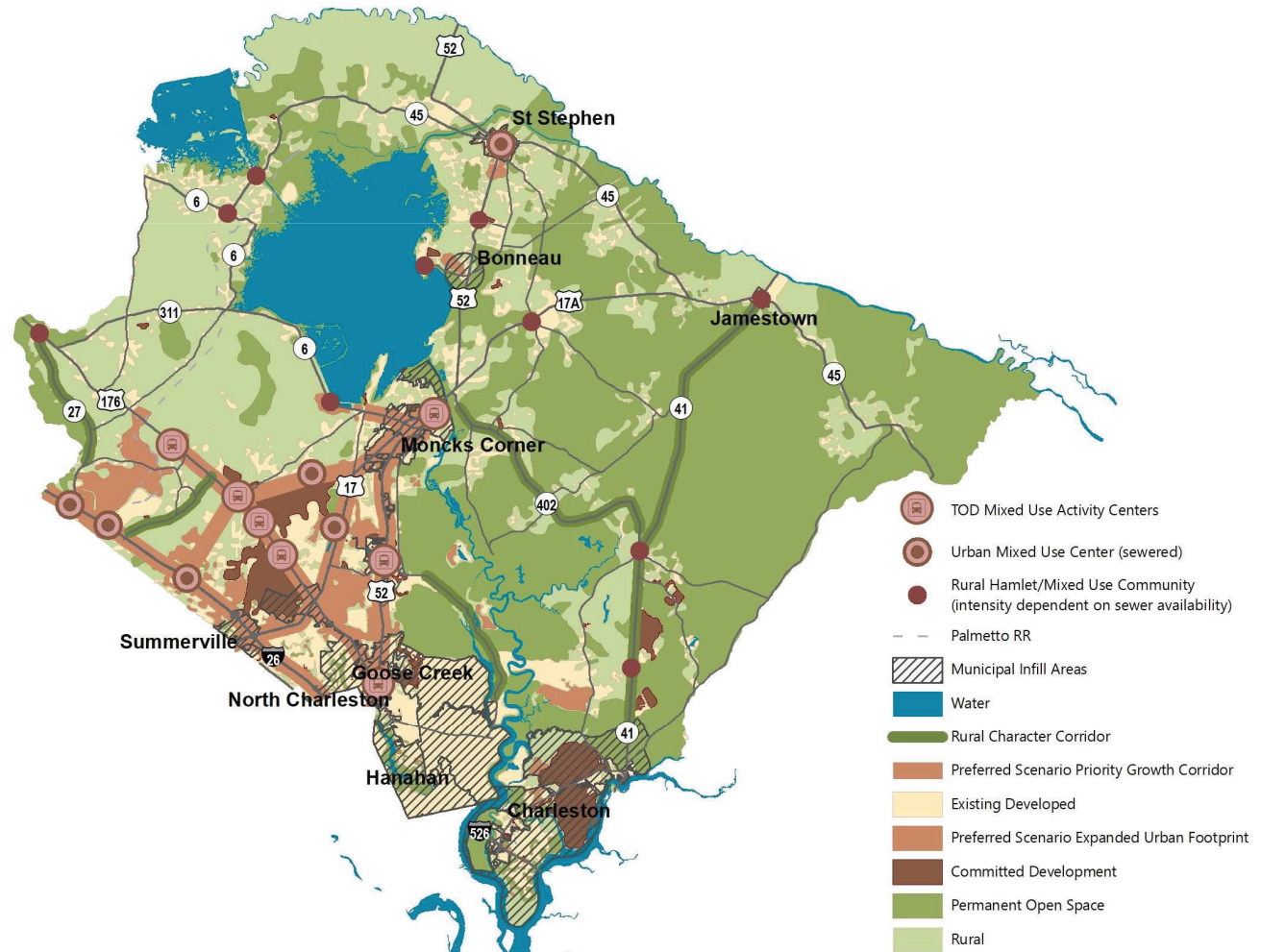
Figure 11

The Preferred Development Scenario

Using considerable public input from both the first and second phases of public outreach, the project team developed a fifth and final planning scenario, known as the *Preferred Development Scenario*, reflecting a future that addresses preferences expressed by the public to the greatest extent practicable. Because the Compact, Managed Growth scenario was the highest scoring option (in 4 out of the 5 planning areas, and countywide), the project team used this scenario as the basis for the Preferred Development Scenario (PDS), then made adjustments to it thereafter.

Scenario E. Preferred Development – This mapped scenario and the corresponding performance measures illustrate the exact same increase in population (+238,000 new residents) and housing units (+97,000 new units) as that of the Accelerated Trend and the Managed Growth scenarios. The Preferred Development scenario differed significantly from the Accelerated Trend in the development patterns used and the overall development footprint. It somewhat differed from the Managed Growth scenario in that some of the new growth is allocated among added ‘rural hamlets’ and more of the growth directed to areas surrounding the rural communities of Bonneau, St. Stephen and Cross. The preferred scenario added more ‘Mixed-Use Development Activity centers’ along I-26, re-located some of the TOD nodes are in the Central Planning Area, and

Scenario E Preferred Scenario

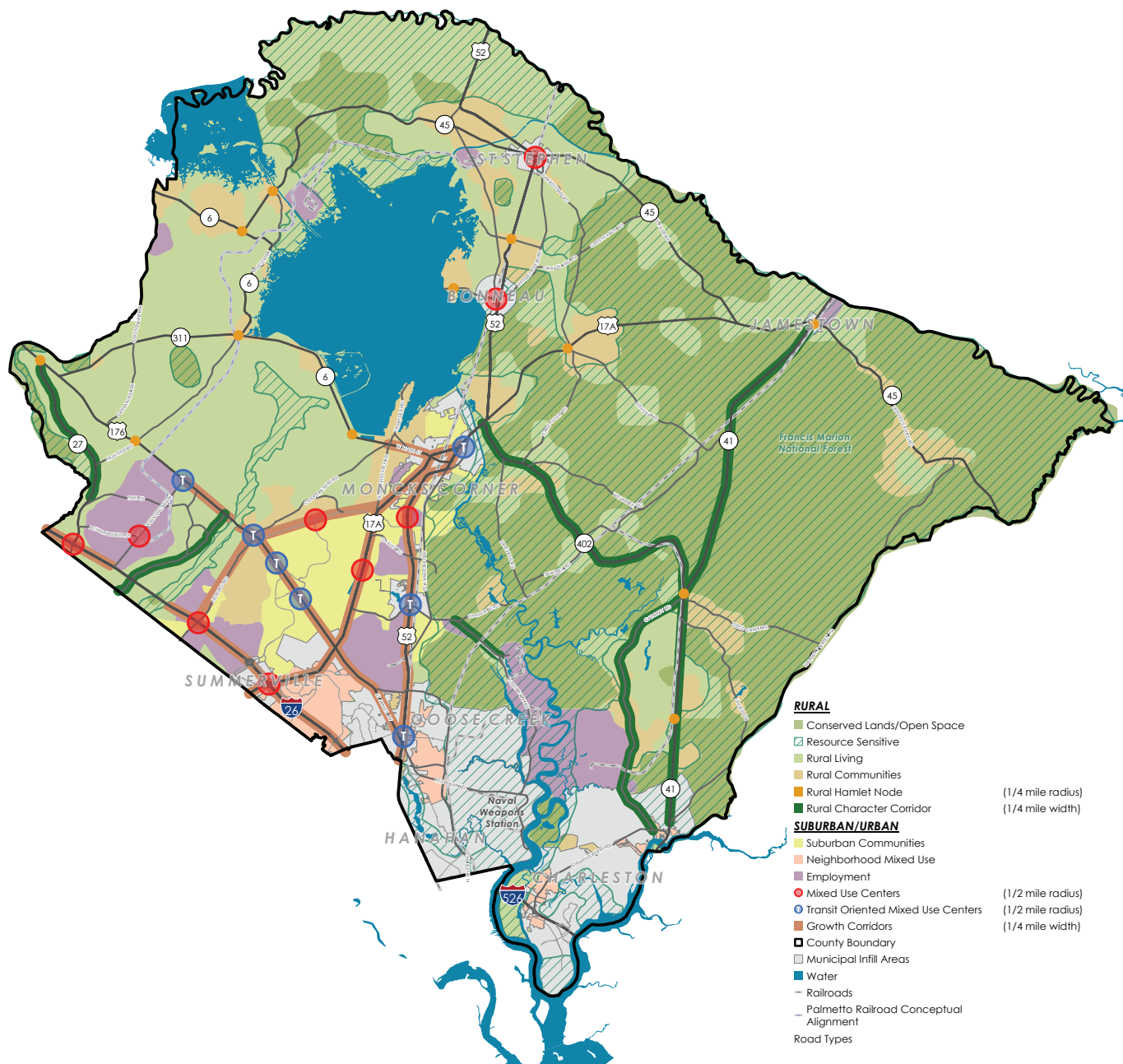


identified new ‘Rural Character Corridors’ in key conservation areas.

Performance Measures of the Preferred Scenario mirror that of Scenario D - Managed Growth, with a few distinctions: slight fluctuations in the breakdown of the ‘New

Development Footprint’ and some marginal variations in ‘Access to Amenities’ measures and ‘Infrastructure Needs.’ The Return on Investment (ROI) remained the same at a rate of 1.30.

Future Land Use Map (FLUM)



Upon the Planning Commission's acceptance of the Preferred Development Scenario, the development assumptions were translated into corresponding land use designations reflected in the Future Land Use Map. The Planning Commission Steering Committee worked to organize inputs into a series of recommended goals and potential strategies (Action Plan) to achieve the vision of future growth illustrated in the Future Land Use Map and *One Berkeley* plan. The Preferred Development Scenario and Action Plan were reviewed, discussed and vetted several times over six months in mid-2022 with the Comprehensive Plan Steering Committee, Planning Commission, county staff from departments providing infrastructure and services, and eventually County Council's Land Use Committee. All Commission and Council Committee workshops were advertised and open to the public, held on the same day and preceding regularly scheduled meetings. During and after each iterative review and discussion of the draft Future Land Use Map (FLUM) and Action Plan matrix, the project team updated materials to reflect the comments and suggestions, ultimately becoming the final Action Plan matrix presented in this document.



One Berkeley
COMPREHENSIVE PLAN