

PLANNING COMMISSION



STAFF REPORT

DEPARTMENT OF GROWTH MANAGEMENT

MEETING DATE:	August 26, 2026
PROJECT:	STR-04-24-019089 The May (1095 May River Road) - New Street Name Application
PROJECT MANAGER:	Dan Frazier Planning Manager Department of Growth Management

REQUEST: A request by the Town of Bluffton on behalf of Workforce State of Mind, LLC for approval of a street naming application. The project consists of two streets for The May neighborhood with associated townhome lots. The property is identified by tax map number R610 039 000 0498 0000 and is located at 1095 May River Road in the Residential General Zoning District (Attachment 1). Two street names were previously approved for the project, and this application proposed three additional street names.

Street Names

Foundation Drive – Accepted/No Conflict

Harmony Lane – Accepted/No Conflict

Friendship Drive – Accepted/No Conflict

BACKGROUND: The public project composed of 12 townhome units, and associated parking and infrastructure was approved on March 20, 2024. The street names Hamilton Way and Smalls Court were previously approved by the Planning Commission on May 22, 2024. While Hamilton Way will be used for the primary entrance street off May River Road, three new street names are being proposed for the second street in the development. The Applicant has provided a street naming exhibit that identifies the proposed street name locations (Attachment 2).

PLANNING COMMISSION ACTIONS: As granted by the powers and duties set forth in Section 2.2.6.C.5 of the Unified Development Ordinance, the Planning Commission has the authority to take the following actions with respect to this application:

1. Approve the application as submitted by the Applicant;
2. Approve the application with conditions; or
3. Deny the application as submitted by the Applicant.

REVIEW CRITERIA & ANALYSIS: Town Staff and the Planning Commission are required to consider the criteria set forth in Section 3.15.3 of the Unified Development Ordinance in assessing an application for the New Street Name. These criteria are provided below followed by a Staff Finding(s) based upon review of the application submittals to date.

1. Section 3.15.3.A Does not already exist within Beaufort County;
2. Section 3.15.3.B Are not street types with the same primary name, such as Smith Street and Smith Boulevard;
3. Section 3.15.3.C Are not name(s) which sound alike or which might be confused with one another;
4. Section 3.15.3.D Does not use frivolous or complicated words, or unconventional spellings;
5. Section 3.15.3.E Are not numbers (such as 1st Street) or alphabetical letters (such as A Street);
6. Section 3.15.3.F Could not be perceived as offensive;
7. Section 3.15.3.G Are simple, logical, easy to pronounce, clear and brief;
8. Section 3.15.3.H Are associated with the history of Bluffton or the character of the Lowcountry when possible;
9. Section 3.15.3.I May represent a common theme within residential developments; and
10. Section 3.15.3.J The application must comply with applicable requirements in the Applications Manual.

Finding. Town Staff finds that the two proposed new street names are acceptable and meet the requirements of Article 3 of the Unified Development Ordinance as stated above.

STAFF RECOMMENDATION: Staff finds that the requirements of Section 3.15.3 have been met and recommends that the Planning Commission approve the following three (3) New Street Names:

1. Foundation Drive
2. Harmony Lane
3. Friendship Drive

ATTACHMENTS:

1. New Street Name Application
2. Street Name Exhibit