

# PLANNING COMMISSION



## STAFF REPORT

### DEPARTMENT OF GROWTH MANAGEMENT

<b>MEETING DATE:</b>	June 28, 2023
<b>PROJECT:</b>	STR-05-23-018057 Midpoint at New Riverside - New Street Name Application
<b>PROJECT MANAGER:</b>	Dan Frazier Principal Planner – Department of Growth Management

**REQUEST:** A request by Patterson Farmer of Pulte Homes Company, on behalf of the property owner, Walcam Land Group, LLC and Pioneer Land & Timber, LLC for approval of a street naming application. The applicant is requesting approval of the following street names to be used for the future development of Midpoint at New Riverside (Attachment 1). The subject property is within the New Riverside Planned Unit Development Zoning District and consists of +/- 59 acres identified by tax map numbers R610 044 000 0126 0000 and R614 045 000 0019 0000 located along Midpoint Blvd.

#### Road Names

1. Scarlet Sage Drive – Accepted/No Conflict
2. Moonstone Way - Accepted/No Conflict
3. Coral Cove Road - Accepted/No Conflict
4. Sea Glass Lane – Accepted/Potential Conflict with Seagrass Lane
5. Golden Poppy Lane - Accepted/No Conflict
6. Pebble Path Road - Accepted/No Conflict
7. Mint Meadows - Accepted/Needs a street type descriptor
8. Bottlenose Dolphin Drive - Accepted/No Conflict
9. Bluefin Lane - Accepted/No Conflict
10. Toadfish Way - Accepted/No Conflict
11. Menhaden Court - Accepted/No Conflict
12. Seaside Goldenrod Road - Accepted/No Conflict
13. Darby Plantation Road - Accepted/No Conflict
14. Sea Oats Way - Accepted/No Conflict
15. Coral Cove Court - Accepted/No Conflict
16. Coral Haze Drive – Accepted/Don't use if Coral Cove Court is used
17. Shrimp Boat Lane - Accepted/No Conflict
18. Scallop Shell Road - Accepted/No Conflict
19. Mermaid Cove – Accepted/Needs a street type descriptor

- 20. Beach Bum Place - Accepted/No Conflict
- 21. Beachgrass Lane - Accepted/No Conflict

**BACKGROUND:** On June 7, 2023, the New Street Name Application received comments at the DRC meeting (Attachment 2). The Applicant has provided a street naming exhibit that identifies the proposed street name locations (Attachment 3).

**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 1<sup>st</sup> 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 twenty-one of the 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 twenty-one (21) New Street Names:

1. Scarlet Sage Drive – Accepted/No Conflict
2. Moonstone Way - Accepted/No Conflict
3. Coral Cove Road - Accepted/No Conflict
4. Sea Glass Lane – Accepted/Potential Conflict with Seagrass Lane
5. Golden Poppy Lane - Accepted/No Conflict
6. Pebble Path Road - Accepted/No Conflict
7. Mint Meadows - Accepted/Needs a street type descriptor
8. Bottlenose Dolphin Drive - Accepted/No Conflict
9. Bluefin Lane - Accepted/No Conflict
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20. Beach Bum Place - Accepted/No Conflict
21. Beachgrass Lane - Accepted/No Conflict

**ATTACHMENTS:**

1. New Street Name Application and Narrative
2. DRC Comments
3. Street Name Exhibit