

# PLANNING COMMISSION



## STAFF REPORT

### DEPARTMENT OF GROWTH MANAGEMENT

<b>MEETING DATE:</b>	June 28, 2023
<b>PROJECT:</b>	STR-05-23-018020 Lakes at New Riverside Phases 5 & 6 - New Street Name Application
<b>PROJECT MANAGER:</b>	Dan Frazier Principal Planner – Department of Growth Management

**REQUEST:** A request by John Paul Moore of Thomas & Hutton, on behalf of the property owner, Pritchard Farms, 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 The Lakes at New Riverside Phases 5 & 6 (Attachment 1). The subject property is within the New Riverside Planned Unit Development Zoning District and consists of +/- 48.9 acres identified by tax map number R610 044 000 0443 0000 located on the north side of New Riverside Road east of May River High School.

#### Road Names

Blue Pond (Way, Street or Road) – Accepted/No Conflict

Clarks Hill (Drive, Way, Street or Road) – Accepted/No Conflict

Marion Lake (Drive, Way, Street or Road) – Accepted/No Conflict

#### Denied Names

Blue Pond Drive

**BACKGROUND:** On April 12, 2023, the Town of Bluffton Development Review Committee approved the Preliminary Development Plan for The Lakes at New Riverside Phases 5 & 6, a 144 single family residential lot development. Town Staff is currently awaiting Final Development Plan submittal. On May 24, 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 location (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 three 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 three (3) New Street Names:

1. Blue Pond (Way, Street, or Road)
2. Clarks Hill (Drive, Way, Street, or Road)
3. Marion Lake (Drive, Way, Street, or Road)

**ATTACHMENTS:**

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