

PLANNING COMMISSION



STAFF REPORT

DEPARTMENT OF GROWTH MANAGEMENT

MEETING DATE:	October 23, 2024
PROJECT:	STR-07-24-019249 Magnolia Square New Street Name Application
PROJECT MANAGER:	Angie Castrillon Planner Department of Growth Management

REQUEST: Willy Powell of Ward Edwards, Inc., on behalf of Ed Goas of ERB Enterprises LLC for approval of a Street Naming Application. The project consists of three internal streets for the Magnolia Square mixed-use development. The property contains three lots zoned Neighborhood General-HD (NG-HD), one lot zoned Neighborhood Core (NC), and two lots zoned Residential General (RG) and consists of approximately 3.43 acres located at 1203-1217 May River Road and 15-19 Jason Street. (Attachment 1).

Road Names

Apollo's Way – Accepted/No Conflict
Lowden Lane – Accepted/No Conflict
Soba Street – Accepted/No Conflict
Pluff Street – Accepted/No Conflict

Denied Names

Indigo Walk
Kirk Road
Stock Farm Road
Magnolia Square Road

BACKGROUND: On September 27, 2023, the Town of Bluffton Planning Commission approved the Preliminary Development Plan for Magnolia Square. Staff received and is currently reviewing the Final Development Plan submittal. This street naming application provides potential names for two internal roads providing access to the site from Jason Street and May River Road.

Staff comments were heard at the August 14, 2024, Development Review Committee 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 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 four (4) 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 four (4) New Street Names:

1. Apollo's Way
2. Lowden Lane
3. Soba Street
4. Pluff Street

ATTACHMENTS:

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