

PLANNING COMMISSION



STAFF REPORT

DEPARTMENT OF GROWTH MANAGEMENT

MEETING DATE:	June 30, 2021
PROJECT:	STR 05-21-15399 The Elle Apartments, LLC - New Street Name Application
PROJECT MANAGER:	Will Howard Principal Planner-Land Development

REQUEST: A request by The Elle Apartments, LLC on behalf of The Reed Group for approval of a street naming application. The applicant is requesting approval of the following street names to be used for the proposed multifamily development in Parcel 10B of the Buckwalter Planned Unit Development (PUD).

1. Lowry Pass
2. Sikes Trail
3. Riggs Lane

BACKGROUND: The applicant is proposing to construct a 252-unit multifamily development and received a Conditional Approval of the Planning Commission for the Preliminary Development Plan at the March 24 meeting of the Planning Commission. Per comments provided at the November 4, 2021 meeting of the Development Review Committee, 3 street names are required to provide addresses for the proposed buildings.

The street naming application was reviewed at the June 16 meeting of the Development Review Committee, with all names approved for use by the Town of Bluffton, the Town of Hilton Head and Beaufort County.

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 proposed new street names are acceptable and meet the requirements of Article 3 of the Unified Development Ordinance as stated above.

STAFF RECOMMENDATION: Staff recommends that the Planning Commission approve the New Street Name application as submitted by the Applicant.

ATTACHMENTS:

1. New Street Name Application
2. Site Plan