

**TOWN OF BLUFFTON
DEVELOPMENT PLAN APPLICATION**

Growth Management Customer Service Center
20 Bridge Street
Bluffton, SC 29910
(843)706-4522
www.townofbluffton.sc.gov
applicationfeedback@townofbluffton.com

Applicant		Property Owner	
Name: Witmer Jones Keefer Ltd. c/o Daniel Keefer		Name: Michael Bradley Holdings LLC c/o Dawna Gray	
Phone: (843) 757.7411		Phone: (760) 310.0135	
Mailing Address: 23 Promenade St, Ste 201 Bluffton, SC 29910		Mailing Address: 101 Greenleaf Rd, Bluffton, SC 29910	
E-mail: dan@wjkltd.com		E-mail: dawna_gray@ajg.com	
Town Business License # (if applicable):			
Project Information			
Project Name: Jennifer Court Commercial	☒ Preliminary	☐ Final	
Project Location: Jennifer Court at May River Road	☐ New	☐ Amendment	
Zoning District: Neighborhood Core	Acreage: 5.18		
Tax Map Number(s): R610 039 000 0021 0000; R610 039 000 0756 0000; R610 039 000 0757 0000			
Project Description: The proposed development on the three (3) existing lots includes permitted commercial uses within the Neighborhood Core zoning district. Building 1 is planned for retail use and may include			
Minimum Requirements for Submittal			
☒ 1. Two (2) full sized copies and digital files of the Preliminary or Final Development Plans.			
☒ 2. Project Narrative and digital file describing reason for application and compliance with the criteria in Article 3 of the UDO.			
☒ 3. All information required on the attached Application Checklist.			
☒ 4. An Application Review Fee as determined by the Town of Bluffton Master Fee Schedule. Checks made payable to the Town of Bluffton.			
Note: A Pre-Application Meeting is required prior to Application submittal.			
Disclaimer: The Town of Bluffton assumes no legal or financial liability to the applicant or any third party whatsoever by approving the plans associated with this permit.			
I hereby acknowledge by my signature below that the foregoing application is complete and accurate and that I am the owner of the subject property. As applicable, I authorize the subject property to be posted and inspected.			
Property Owner Signature: <i>Dawna Gray</i>		Date: 07-22-2026	
Applicant Signature: <i>Daniel P. Keefer</i>		Date: 07-22-2026	
For Office Use			
Application Number:		Date Received:	
Received By:		Date Approved:	



ATTACHMENT 1
TOWN OF BLUFFTON
DEVELOPMENT PLAN
APPLICATION CHECKLIST

Prelim Plan	Final Plan	NOTE: Depending on the activities proposed, Development Plan documentation will vary. At minimum, each plan must contain the General Information and Site & Existing Conditions Documentation in addition to information required for the other specific activities listed below, as applicable. Please contact Town Staff for questions and additional information.
	x	4. Location of solid waste/trash disposal units/dumpsters.
	x	5. Location of proposed water, sewer, electric, telephone, cable, data, and gas service layouts, and proposed easements and connections.
	x	6. Location of proposed fire lane, hydrant location(s), FDC(s), and apparatus access to the site and building(s).
	x	7. Location of service and meter areas.
	x	8. Location of mail delivery boxes.
	x	9. Capacity and service studies and/or calculations.
	x	10. Detailed engineering information identifying the location, construction specifications, typical sections, service connections, meters, valves, manholes, inverts, transformers, service pedestals/boxes, and any other utility information.
Lighting.		
x		1. Narrative or plan notes describing the proposed exterior lighting scheme for the property.
	x	2. Location, specifications, and details for existing and proposed exterior site and building light fixtures including the total lumen output, type of lamp, method of shielding, pole and mounting height, and verification that there are no conflicts between lighting and landscaping.
	x	3. Photometric grid overlaid on the proposed site plan indicating the overall light intensity throughout the site (in footcandles) including existing and proposed lighting. Photometric calculations must consider all exterior lighting including building lighting.
	x	4. Notes describing lighting limitations, prohibitions, and methods of enforcement.

SIGN AND RETURN THIS CHECKLIST WITH THE APPLICATION SUBMITTAL
ALL SUBMITTALS MUST BE COLLATED AND FOLDED TO 8-1/2" X 11"

By signature below I certify that I have reviewed and provided the minimum submittal requirements listed above, including any additional items requested by the Town of Bluffton Staff. Any items not provided have been listed in the project narrative with an explanation as to why the required submittal item has not been provided or is not applicable. Further, I understand that failure to provide a complete, quality application or erroneous information may result in the delay of processing my application(s).

07-22-2026

Dawna Gray
 Signature of Property Owner or Authorized Agent

 Date

Dawna Gray

 Printed Name



JENNIFER COURT COMMERCIAL

July 23, 2026

Dan Frazier, AICP
Planning Manager

Re: Preliminary Development Plan submittal for Jennifer Court Commercial

Dear Mr. Frazier-

On behalf of the applicant, Michael Bradley Holding, LLC we are submitting the attached *Preliminary Development Plan*.

The following is the project narrative:

Site

The Jennifer Court Commercial project proposes the development of three existing lots, including permitted commercial uses within the Neighborhood Core zoning district. Building 1 is planned for retail/ office use and may include a drive-thru on the west side. Building 2 is planned for office and retail uses, with an option for medical offices. Building 3 is planned for restaurant use.

As a brief history, in 2000, the property was permitted as the Bright Commercial Subdivision, master-planned for five individual commercial development parcels involving a new connector roadway between Buck Island Road and May River Road, incorporating both wet and dry utilities as well as storm drainage stub outs to each parcel. The development was designed, permitted and constructed under the Beaufort County development ordinance prior to annexation by the Town of Bluffton. Subsequently, Parker's convenience store was constructed upon two of the five parcels and, due to greater stormwater regulation, was required to provide additional water quality treatment consisting of shallow bioretention ponds/swales. The Jennifer Court project parcels are identified as R600 039 000 0021 0000, R610 039 000 0756 0000, and R610 039 000 0757 0000.

Access

Access to the site will be provided from Jennifer Court. The parking lot access is planned on the westernmost lot, aligned with the existing Parker's Kitchen access. The other accesses utilize the existing curb cuts at the corner of Jennifer Court.

Storm Drainage, Infrastructure, and Utilities

To accommodate this commercial development upon the 3 remaining parcels, the existing pipe routing as well as the pond will be enhanced to include surface stormwater retention to meet current stormwater quality and quantity standards. Bioretention/raingarden, pervious pavements, and inlet filters will be necessary to meet current codes. Based upon recent surveying and wetland delineation efforts, a small wetland was identified where the new parking lot is planned. This wetland has been approved to be filled and mitigation credits have been purchased thru the Great Swamp Mitigation Bank. Sanitary sewer service will be provided by connecting to existing gravity stub outs that were constructed as part of the Bright Commercial Subdivision. Water will be provided by making use of existing services. It is necessary to install a fire line as the proposed building will be sprinkled. BJWSA will be the service provider for the project, while Dominion Power will provide power and site lighting, and Hargray will provide telephone and cable service.

Parking

Parking for Guests and Employees will be provided in a new parking lot surrounding the proposed buildings.

The following is the breakdown of required and proposed parking:

Building 1 – Office / Retail (2 story): 24,800 SF

(Calculated at 4 spaces per 1,000 SF)

Requires 100 spaces

Building 2 – Office / Retail (2 story): 12,000 SF

(Calculated at 4 spaces per 1,000 SF)

Requires 48 spaces

Building 3 – Restaurant / Office (2 story): 10,500 SF

(Calculated at 4 spaces per 1,000 SF)

Requires 42 spaces

Total Parking required: 190

Total Parking provided: 220

Exterior Lighting

Exterior Lighting will be coordinated with and provided by Dominion Power for parking lot and street fixtures.

Landscaping

The site will be enhanced with native and indigenous plantings. Overstory trees meeting the minimum tree coverage will include Live Oaks, Shumard Oaks, Bald Cypress, and Southern Magnolias. Understory trees, shrubs, grasses, groundcovers and other accent plantings will be included on the final landscape plans. The pond edge and bioretention areas will include native grasses and groundcovers to treat storm water. Open space is provided with the site through the various landscape areas and buffers. The open space exceeds the required 20% as indicated on the Preliminary Submittal Plan package (Drawing D).

Signage

Identification / Monument Signage will be located along the May River Road and Buck Island Road frontages. There will also be identification signage at the entrance off Jennifer Court. All signage will be submitted under separate application per Town of Bluffton ordinance.

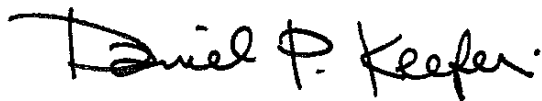
Submittal items attached:

- a. Project survey / Signed Plat
- b. Reference Plan - Existing Conditions
- c. Tree Removal and Demolition Plan
- d. Site Plan – Proposed Conditions
- e. Site Diagrams and Tables
- f. Engineer's Site Plan Exhibit

If you require additional submittal documents, please contact me.

Sincerely,

Witmer ♦ Jones ♦ Keefer, Ltd.

A handwritten signature in black ink that reads "Daniel P. Keefer". The signature is written in a cursive, flowing style with a prominent initial "D".

Daniel Keefer, ASLA
Principal

Cc: Dawna Gray
Ryan Lyle
James Atkins