

PLANNING COMMISSION



STAFF REPORT

Department of Growth Management

MEETING DATE:	October 28, 2026
PROJECT:	Jennifer Court Preliminary Development Plan
APPLICANT:	Dan Keefer of Witmer Jones Keefer, Ltd.
PROJECT NUMBER:	DP-07-26-020398
PROJECT MANAGER:	Dan Frazier, AICP, Planning Manager Department of Growth Management

REQUEST: The Applicant, Dan Keefer of Witmer Jones Keefer, Ltd., on behalf of property owner Dawna Gray of Michael Bradley Holdings, LLC, requests approval of a Preliminary Development Plan application. The project consists of the construction of three (3) buildings totaling 48,900 SF of retail/office, medical and restaurant use, associated parking, open space, and infrastructure (Attachment 1).

INTRODUCTION: The subject property is within the Neighborhood Core (NC) zoning district and consists of approximately 5.18 acres identified by tax map numbers R610 039 000 0021 0000, R610 039 000 0756 0000, and R610 039 000 0757 0000 and located north of May River Road east of Buck Island Road (Attachment 2).

BACKGROUND: This application is for a Preliminary Development Plan located within the Neighborhood Core (NC) zoning district and is subject to the standards set forth in the Unified Development Ordinance (UDO). The property is currently vacant.

The property previously received Preliminary Development Plan approval for the River Dog Brewing Company in August of 2022 and a Certificate of Appropriateness – Highway Corridor Overlay District (COFA-HCOD) in November of 2022. Both approvals have since expired and the current application must comply with applicable UDO standards. Approval of the currently proposed development plan will replace in whole all previously approved plans for the property.

The Applicant proposes three (3) two-story commercial buildings totaling 48,900 SF. Building 1 includes 13,200 SF on each floor, with a 5,000-SF restaurant on the first floor. Building 2 includes 6,000 SF on each floor. Building 3 includes a 7,500-SF restaurant on the first floor and 3,000 SF on the second floor (Attachment 3). As currently proposed, the tier of parking along the northern property line is within the 24-foot buffer area referenced in the Bright Commercial Subdivision Plat (PB 92 PG 93) and Declaration of Covenants (BK 1734 PG 1680) (Attachment 4). The site plan must be revised to remove the proposed parking from the 24-foot buffer area.

The Preliminary Development Plan was reviewed at the August 26, 2026, Development Review Committee (DRC) meeting (Attachment 5). The Applicant submitted responses and revised plans on September 30, 2026 (Attachments 6 and 3), removing Building 1's proposed drive-through in response to comments regarding UDO Section 5.14.4 (Drive-Thru Facilities). The proposed development provides 218 parking spaces exceeding the required 196 parking spaces calculated at four spaces per 1,000 SF of building area.

The Traffic Impact Analysis (TIA) recommends one ingress lane and one egress lane at each of the three project driveways on Jennifer Court. Jennifer Court is a private road owned by the same entity that owns the adjacent Parkers convenience store and gas station. The TIA also recommends modifying the southbound signal heads at May River Road and Buck Island Road (Attachment 7). The Applicant has indicated that the TIA will not be submitted to the South Carolina Department of Transportation (SCDOT) for approval because the project does not encroach on an SCDOT roadway. The proposed signal upgrade will be submitted to SCDOT prior to the final phase of building development; the installation schedule has not yet been established.

Additional submittal items provided by the Applicant include a U.S. Army Corps of Engineers permit authorizing 0.156 acre of wetland impact and an Emergency Vehicle Routing Exhibit (Attachment 8).

A COFA-HCOD addressing landscaping, lighting, and architecture will be required at the time of Final Development Plan approval.

REVIEW CRITERIA & ANALYSIS: The Planning Commission shall consider the criteria set forth in Section 3.10.3.A of the Unified Development Ordinance in assessing an application for a Preliminary Development Plan. The applicable criteria are provided below followed by Staff Finding(s) based upon review of the application submittals to date.

1. Section 3.10.3.A.1. Conformance with the applicable provisions provided in Article 5, Design Standards.

Finding. The subject property is located within the Neighborhood Core (NC) Zoning District and therefore is subject to the standards set forth in the Town's Unified Development Ordinance (UDO).

Finding. The proposed parking along the northern property line encroaches into the 24-foot buffer identified in the Bright Commercial Subdivision Plat (PB 92 PG 93) and Declaration of Covenants (BK 1734 PG 1680) (Attachment 4). The site plan must be revised to remove parking from this buffer.

2. Section 3.10.3.A.2. The proposed development shall be in conformance with any approved Development Agreement, PUD Concept Plan, PUD Master Plan, Subdivision Plan, or any other agreements or plans that are applicable.

Finding. The proposed development is not within any PUD or Development Agreement. The proposed development is in conformance with the Bright Commercial Subdivision recorded on March 25, 2003 (BK 92 PG 53).

3. **Section 3.10.3.A.3. If the proposed development is associated with a previously approved Master Plan, then the traffic and access plans shall adhere to the previously approved traffic impact analysis or assessment, where applicable. If an application is not associated with a previously approved PUD Master Plan, then a traffic impact analysis shall be required at final development plan submittal.**

Finding. The Applicant provided a Traffic Impact Analysis (TIA) identifying recommended driveway configurations and a signal modification at May River Road and Buck Island Road (Attachment 7). According to the Applicant, the TIA will not be submitted to SCDOT for approval because the project does not encroach on an SCDOT roadway.

Finding. The Applicant will submit the signal upgrade to SCDOT prior to the final phase of building development.

4. **Section 3.10.3.A.4. The proposed development must be able to be served by adequate public services, including, but not limited to, water, sanitary sewer, roads, police, fire, and school services. For developments that have the potential for significant impact on infrastructure and services, the applicant shall be required to provide an analysis and mitigation of the impact on transportation, utilities, and community services.**

Finding. Letters from the agencies providing public services will be required at time of Final Development Plan submittal per the Applications Manual.

5. **Section 3.10.3.A.5. The phasing plan, if applicable, is logical and is designed in a manner that allows each phase to fully function independently regarding services, utilities, circulation, facilities, and open space, irrespective of the completion of other proposed phases.**

Finding. The Applicant proposes to construct the site infrastructure in a single phase and phase building construction. A phasing plan must be provided at Final Development Plan submittal demonstrating that each building phase can function independently and identifying the transportation improvements required for each phase.

6. **Section 3.10.3.A.6. The application must comply with applicable requirements in the Applications Manual.**

Finding. The application has been reviewed by Town Staff and has been determined to be complete.

PLANNING COMMISSION ACTIONS: The Planning Commission has the authority to take the following actions with respect to the application as authorized by Section 2.2.6.C.5 of the UDO:

1. Approve the application as submitted;
2. Approve the application with conditions; or
3. Deny the application as submitted.

RECOMMENDATION: Should the Planning Commission choose to approve the application with conditions, Town Staff recommends that the following conditions be met prior to Final Development Plan approval to address the requirements of Section 3.10.3.A:

1. The site plan shall be revised to remove the proposed parking from the 24-foot buffer along the northern property line, as shown on the Bright Commercial Subdivision Plat (Plat Book 92 Page 53) and further described in the Bright Commercial Subdivision Declaration of Covenants (BK 1734 PG 1680).
2. The Applicant shall provide a proposed phasing plan identifying the infrastructure and building construction phases and demonstrating that each phase can function independently in accordance with Section 3.10.3.A.5.

ATTACHMENTS:

1. Application and Project Narrative
2. Vicinity Map
3. Revised Site Development Plans 09 30 2026
4. Bright Commercial Subdivision Plat (PB 92 PG 93) and Declaration of Covenants (BK 1734 PG 1680)
5. DRC Staff Comments & Original Site Development Plans 07 23 2026
6. Response to Staff Comments 09 30 2026
7. Jennifer Court Commercial Development Traffic Impact Analysis (TIA) September 2026
8. Additional Submittal Items:
 - a. U.S. Army Corp of Engineers Wetland Fill Permit 05 08 2023
 - b. Emergency Vehicle Routing Exhibit