

PLANNING COMMISSION



STAFF REPORT

DEPARTMENT OF GROWTH MANAGEMENT

MEETING DATE:	December 14, 2022
PROJECT:	STR-12-22-017451 Ma Daisy's - New Street Name Application
PROJECT MANAGER:	Dan Frazier, AICP Principal Planner – Department of Growth Management

REQUEST: A request by Daisy's Legacy Holdings, LLC for approval of a street naming application. The project consists of redeveloping 1.85 acres to include restaurant, commercial, and residential uses in four buildings. The property is identified by tax map number R610 039 00A 0235 0000 located at 1255 May River Road within the Neighborhood General Historic District.

Road Names

Ma Daisy's Way – Accepted/No Conflict

Frazier's Way – Not Accepted/Multiple Conflicts within the County

Eustace's Way – Accepted/No Conflict

BACKGROUND: On April 27, 2022, the Town of Bluffton Planning Commission approved the Preliminary Development Plan for Ma Daisy's. Town Staff is currently reviewing the Final Development Plan submittal. This street naming application provides potential names for the single road that needs to be named for the development.

The street naming application was reviewed at the December 7, 2022, meeting of the Development Review Committee, with two of the three street names approved.

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 two 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 two (2) New Street Names:

1. Ma Daisy's Way
2. Eustace's Way

ATTACHMENTS:

1. Application and Narrative
2. Street Name Exhibit