

**OLD TOWN MASTER PLAN AND CODE, BLUFFTON SC
IN COLLABORATION WITH DOVER, KOHL & PARTNERS**

HPE RESPONSIBILITY:

Provide a balance between walkability and automobile traffic movement on redevelopment in historic Old Town in Bluffton, SC.

CLIENT'S NAME & ADDRESS:

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Year: 2006

Hall Planning & Engineering, Inc. participated as a subconsultant with Dover, Kohl & Partners, Inc., to address redevelopment in the Old Town area in Beaufort, SC. The project included creating a master plan to create walkable, urban-scale development along the "Old Main Street" to the May River while maintaining an acceptable level of vehicle movement.

Results included the following:

- Creation of street sections to balance automobile and pedestrian traffic needs
- Design and analysis of a modified multiway boulevard design for Old Main Street
- Operational analysis of circulation patterns using Synchro™ traffic analysis software
- Recommendations for design and phasing of streets in the Old Main Street to the May River corridor to create high levels of walkability, in coordination with the Dover Kohl land use plan
- Analysis of multi-lane roundabouts at key intersections.



Lack of Walkability



Guiding principles for the Master Plan included the restoration and transformation of May River Road/ Bruin Road; maintaining the tranquility south of Bridge Street; demanding robust, complete neighborhoods; enhancing connections to the May River; clustering retail in the heart of the Town; requiring the inclusion of affordable housing; shifting into a higher gear with adaptive reuse; requiring stewardship of historic resources; investing heavily in the tree canopy; reforming zoning by adopting a form-based code; designing for walkability first; minimizing pavement; and improving water quality.

In July 2006 the Bluffton Town Council unanimously approved the Old Town Master Plan as an addendum to the Town of Bluffton Comprehensive Plan. The Old Town District Code was approved in June 2007. The Town has proceeded with a parking and transportation study for the area, and improvements to May River Road are underway.

