

**CHAPTER IX**  
**Goals, Objectives, Strategies**

At the first Scenic Byway meeting held in March 2006, the following were listed as what people wanted to see happen along SC 46.

- Priorities
  - Slow down the traffic
  - Make this a pleasure drive
  - Save the trees and canopies
  - Make entranceways to development aesthetically pleasing
  - Add a bicycle path
  - Preserve the scenic beauty of the route

From the list above, the following goals were developed and reviewed at the public meeting held on May 1st, 2006 and finalized on May 4<sup>th</sup>. This will become a part of the corridor management plan we are developing for SC 46 which is a requirement for scenic byway designation.

**Recommendation for Goals:**

- Goal 1: Conserve and enhance the natural and scenic resources that make this area such an important place to protect and a privilege to visit.
- Goal 2: Protect cultural and historic qualities of the region that reflect the way of life.
- Goal 3: Maintain and improve services and facilities, for residents and visitors, that are consistent with small town, rural character and local values.
- Goal 4: Improve safety along the Scenic Byway for all users without jeopardizing intrinsic qualities.
- Goal 5: Continue to build partnerships and foster cooperation among agencies and organizations to ensure that the goals of the Scenic Byway are in harmony with existing programs that protect and enhance the intrinsic qualities along the roadway.

From each of the goals above, objectives were developed as well as strategies in which to achieve them. Goals, objectives and strategies to obtain them are listed on the following pages.

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## **Chapter IX**

### **Goals, Objectives, Strategies**

#### **Goal #1**

**Conserve and enhance the natural and scenic resources that make this area such an important place to protect and a privilege to visit.**

The first and primary goal of the SC46 Bluffton Scenic Byway is to “conserve and enhance the natural and scenic resources that make this area such an important place to protect and a privilege to visit.” In order to achieve this goal, the natural and scenic resources along the Scenic Byway must be protected through specific management strategies and practices. The following list was compiled from those who attended one of the town meetings and a primary goal determined from those suggestions.

*What do you want to conserve and enhance along the corridor?*

*Preserve and protect:*

- *Live Oaks, Tree Canopies, and other trees of note*
- *Native Flora and Fauna*
- *Marshlands, riparian habitat*
- *Streams, Rivers, Waterways*
- *Birds and Wildlife*
- *Existing natural and scenic view sheds*

Below is listed the objectives one desires to obtain under this goal, and specific strategies for the management of those natural and scenic resources to obtain those objectives.

#### **Objectives:**

- 1:1 Protect the trees of note along the Scenic Byway Develop an overall planting program for all areas along the route, not just those under development. Encourage native species and focus on those plantings that will also serve as food plots for wildlife.

#### **Strategies to achieve objectives and reach goals:**

- A. Where possible, save live oaks and trees of note and work with local experts and interested parties to develop a tree planting program to replace those trees that are lost due to natural causes and/or development as well as add new sections of live oaks and trees for future generations to enjoy because trees (even live oaks) do not live forever.
- i. Prioritize areas replanting of live oaks in specific areas. For example: Along the sections of SC 46 where

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powerlines now exist if, or better yet, when the community is successful in putting the powerlines underground.

*See Goal 3:7 for more on burying utility wires.*

- ii. Develop a memorial Live Oak program in which live oaks are planted in memory of someone. What better way to memorialize a person than by planting a tree that has a life expectancy of a hundred years or more.
- iii. The community should continue encouraging participation in the tree fund they have established and encourage tree plantings by developers as part of mitigations.
- iv. Impose a significant and improved replacement policy for those who cut any significant tree (as defined by the Bluffton Landscape Ordinance<sup>0</sup> within the buffers and view shed of SC 46.
  - 1. Recommendation: Require 10 trees of six inch diameter or more be planted for every tree cut to be placed in areas recommended by the proposed tree management plan which may not necessarily be at the location the tree was removed.

Notable quote from the first meeting...

*“Live Oaks spend their first 100 years growing and the next 100 years dying”.*



*Canopy within Old Town*



*Tunnel effect near Tabby's Place  
(From mm 1.1 to 1.9)*



*Live Oak (at mm 2.3)*

- 1:2 Protect the wildlife and natural habitat along the Scenic Byway, especially unique riparian habitat, marshes, forests and grasslands and the flora and fauna they support.

Strategies to achieve objectives and reach goals:

- A. Form a local volunteer citizen organization to work with resource people in Fish & Wildlife to provide food plots and natural

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- shelters for animals in the area including fish and birds encouraging proper growth.
- B. Develop strategic locations for wildlife where their natural habit will be protected and even improved.
    - i. Work with State and Federal agencies to establish wildlife refuges and management areas along the Byway and within the areas.
  - C. Encourage additional greenspace on both publicly accessible and private lands. *See Appendix A – Conservation Easements and Appendix D – Scenic Easements.*
    - i. Publicly recognize individuals and groups for their activities to improve the area for wildlife and enhance corridor features.
    - ii. Encourage conservation easements that allow public access for wildlife viewing and river access.
      - 1. Add access points for nonmotorized boats at strategic locations along both the May River and New River
        - a. Suggested location:  
Provide river access at the Bridge near Jones Tract Public Park
  - D. Provide opportunities for residents and visitors to view wildlife without disturbing them by providing viewing stands and educating people to stay on designated nature walk areas.
  - E. Offer classes for individuals to learn how best to attract more butterflies, specific fish, bird and animal species as well as protect and manage them.
  - F. Work with local experts and interested parties to develop a comprehensive vegetation management plan for the Scenic Byway that includes businesses and private landowners in both its planning and adoption. The plan will include educating residents about the use of native plants, exotic plant eradication, and use of appropriate seed for the region, area and habitat.
    - i. Provide a copy of the plan to both state and local government agencies as guidance for policy decisions related to transportation improvement, land development and vegetation maintenance.

1. Continually update the plan.

*As noted in Payne's [Critical Resource Survey Study](#), the document developed "should be regarded as a living document. As new data is collected and processed, it should be added to databases and maps of critical features".*

- ii. Develop nature parks and green space that educate individuals of different species by marking each with a name and that encourage and provide working examples of recommended and best practices for those wanting to set up similar areas on their own properties.
- iii. Develop local volunteer citizen organizations to help in vegetation management, trash removal and other beautification programs along the Scenic Road.

1. *Suggestion: Discuss with the Sun City Garden Club to see if they might be interested in developing a beautification plan for the section of SC 46 from the Jasper County Line to Pritchardville. Also see if there is a garden club in the Old Town, see if they might assist in their area and if there are other garden clubs who might be interested in developing possible gardens from Pritchardville up to the Old Town area.*
2. *There are better alternatives to being recognized than putting up signs. If it is determined that signs will be used, try to develop ones that are low to the ground and do not take away from the view shed.*



*Typical signage*



*Less obtrusive, eye-pleasing signage that is low to the ground*

- iv. Publicly recognize individuals and groups for their activities to conserve and enhance corridor features for flora and fauna.
- v. Develop and enforce strict litter and protection laws.

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*Recommendation:*

*Establish and enforce penalties but refrain from putting up these types of signs which, in themselves, become an eyesore and take away from the view shed.*

- 1:3 Protect the watershed and enhance the water quality with a focus on streams, swamps and riparian areas along the Scenic Byway and throughout the area.

Strategies to achieve objectives and reach goals:

- A. Adopt an ordinance to protect the wetlands and waterways.<sup>1</sup>
- B. Work with representatives from Beaufort County Pride Week, a division of the Great American Cleanup, to continue to have periodic river clean-ups and extend this to other waterways within the Bluffton area.
  - i. Encourage participation at the annual May River clean-up in April and work with local media to receive the promotion as well as the recognition for those who participate.
  - ii. Extend this activity to other riparian areas.



*Continue river clean up and protection of the May River*



*Encourage river clean up on the New River and other watersheds*



*Protect all water sources and encourage practices that improve water quality.*

<sup>1</sup>A model wetlands protection ordinance is viewable at [http://www.angelfire.com/in4/earthpages/georgia\\_ord.html](http://www.angelfire.com/in4/earthpages/georgia_ord.html)



- 1:4 Protect the beautiful vistas and open spaces experienced along the Scenic Byway, and minimize those areas and activities that detract from the area's beauty and natural character.

Strategies to achieve objectives and reach goals:

- A. Provide incentives to clean up areas along the scenic driven including existing unsightly areas.
  - i. Let people in the community be recognized for their clean-up efforts by the Chamber, beautification committee, and/or merchants association as well as through the local newspapers and other publications. Have them submit "before" and "after" photos and compete among each other. Ask local businesses to offer prizes to those selected. At the end of the year, recognize each one again and then select among them the "Best of the Best" for further recognition.
- B. Prohibit new billboards along the corridor which take away from the view shed and remove existing billboards if possible. Otherwise, only allow existing billboards as existing non-conforming uses.

*See APPENDIX C - Addressing the Billboard Issue and Model Ordinance.*



*Discourage billboards which tend to take away from the view shed*

- C. Develop a uniform sign program along the corridor itself.
  - i. Consider coordination with the Old Town Way Finding System.
  - ii. Strengthen sign consistency in the Town's Highway Corridor Overlay District.

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- D. Adopt ordinances that keep unsightly areas out of view through stricter codes and steeper penalties.



*These three areas located within the view shed of SC 46 would not be considered very "scenic".*

- E. Discourage mobile home parks and encourage only residential construction on foundations by providing incentives and opportunities for low income permanent housing.



*Encourage foundation-based homes*



**Goal #2**

**Preserve and protect archaeological, cultural and historic qualities of the region that reflect the way of life.**

The second goal of SC46 Bluffton Scenic Byway is to protect the archaeological, cultural and historic qualities of the region that reflect the small town southern charm of the community and its cultural heritage. The following list was compiled from those who attended one of the town meetings and a primary goal determined from those suggestions.

*What archaeological, cultural and historic qualities along the corridor do you want to preserve and protect?*

- There are some wonderful historic homes and structures along the proposed route.
- There are approximately 30 known archaeological sites located along SC 46 and over 120 if one goes over 200 yards. Are these areas being protected as development occurs?
- The Bluffton Oyster Company is one of the few remaining oyster-shucking companies still operating.

Objectives:

- 2:1 Continue to identify, map, and protect archaeological sites along the Scenic Byway.

Strategies to achieve objectives and reach goals:

- A. Find a balance between advertising the sites to residents and visitors who would be responsible and appreciative while discouraging vandals and scavengers.
  - i. Install real time cams at the visitor's center at sensitive areas along the route for both interpretive purposes and for protection of the site.
- B. Work with the archaeologists at the University of South Carolina and in the area to protect and preserve sensitive areas.
  - ii. Adopt an archeological protection ordinance and enforce it. See Appendix "H" – Zoning Ordinance for Archaeological Resources Protection.

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1. Require archeological site survey of new development, along with a plant and tree inventory and wetlands report.
    - iii. Notify authorities for support if archaeological artifacts are discovered.
      1. Contact the Savannah River Archaeological Research Program (803)725-3623
  - C. As development occurs along SC 46, make sure sensitive areas are protected.
    - i. Contact the University and provide them with specific site location where land will be disturbed before any development receives final approval.
- 2:2 Identify, map and protect the historical features along or near the Scenic Byway.

#### Strategies to achieve objectives and reach goals:

- A. Inventory of all significant historic sites along the entire corridor.
  - i. The Town of Bluffton has an inventory of the National Register District and the contributing properties within the Overlay District. Currently, only the Church of the Cross has been listed on the National Register of Historic Places although others may qualify.
  - ii. Funds should be sought to inventory all historic buildings along SC 46 including, but not limited to, the Cannery and the old Post Office, noting those at risk, and where applicable, apply for funding or seek benefactors to save the structures for future generations.
  - iii. Promote nomination of eligible structures or sites for National Register. There is greater access to funding once they are included in the National Register.
- B. Develop a self-guided driving tour along the entire Scenic Byway similar to the walking tour within Old Town Bluffton.
  - i. Develop a brochure that compliments the existing Old Town Walking Tour.

- ii. Add, where possible, historic markers, interpretive signs, and wayside exhibits.
- 2:3 Preserve the Bluffton Oyster Company in Bluffton, it is one of the last oyster shucking factories in South Carolina. This tradition needs to continue.

Strategies to achieve objectives and reach goals:

- A. Assist the oyster industry in Bluffton to remain viable for years to come.
  - i. Create a greater public awareness and appreciation for this industry and its importance to the community and to the state.
  - ii. Encourage local restaurants to use Bluffton Oyster Factory oysters.
  - iii. Hold periodic Oyster Roasts in the newly developed park

**A Cultural Landmark in Bluffton, South Carolina**



*Bluffton Oyster Company – One of the last remaining oyster-shucking factories in South Carolina*

*Preservation efforts underway:*

\$2.5 million dollars\* funded by Rural Critical Land Preservation Program in cooperation with Beaufort County Open Land Trust and the Town of Bluffton has been appropriated for developing a five acre passive park fronting on Wharf Street to help preserve and protect the land surrounding the Bluffton Oyster Company. A portion of these funds come from the \$40 million bond initiative approved by the voters in 2000.

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#### Goal #3

**Maintain and improve services and facilities, for residents and visitors, that are consistent with the small town, southern character of Bluffton and local values.**

*What do you want to accomplish?*

- *Wish to retain the small town southern charm of the community.*
- *Generate enough funds to sustain the existing businesses.*
- *Provide services and facilities to meet first and foremost the needs of the residents.*

#### Objectives:

- 3:1 Emphasize an economic base that focuses on resource conservation and clean industry.

#### Strategies to achieve objectives and reach goals:

- A. Encourage and provide incentives for artisans and crafters to come to the area.
- B. Continue to encourage B&B's, wineries, coffee shops, tea rooms, and other non-franchise businesses that "fit" with the Old Town's unique visitor experience that sets it apart from other major destination such as Hilton Head, Beaufort, and Savannah.
- C. Support and work with local Chamber of Commerce, Merchant's Association, other business associations, lending agencies and both Town and county governments to identify and attract businesses that will support the Scenic Byways goals and objectives.
  - i. Establish a list of those businesses which "fit" the area and those that do not, and actively "go after" those businesses that do.
    1. Refer to Cultural Economic Development; a practical guide for communities, by Neeta Delaney, 2004. It is an excellent resource on ideas and funding strategies for this type of development.<sup>1</sup>

<sup>1</sup> A copy of the guide is available at: <http://macaa.com/pdffiles/Neeta's%20article.doc>

2. Research the City of Paducah Kentucky. It is an excellent case study on establishing an artist relocation program that works.<sup>1</sup>
- D. Support affordable housing for employees.
    - i. Establish a goal to “keep housing affordable for the current socio-economic mix” by supporting density/walkability/socialness of town and allowing infill densification to occur naturally.
  - E. Focus advertising, marketing and tourist development efforts on visitors that respect the environment.
  - F. Highlight in visitor information sources local businesses such as restaurants, art galleries, craft shops, antique shops and encourage new business development by first stimulating growth of local businesses. In other words, create a need for new businesses which complement those businesses already in the area.
  - G. Attract businesses that will further educate both residents and visitors on the “richness of the area” and the need to protect it. Pontoon boats, paddleboats, kayak guided eco-tours. Established guided or self-guided walking and driving tours should be encouraged.

### ECOTOURISM

**Responsible travel to natural areas which conserves the environment and improves the welfare of the local people.**

- i. New businesses: Bicycle rental and guided eco-tours such as birdwatching, wild plant tours, etc.
- ii. As this eco-tourism clientel begins to grow, a few of the restaurants might wish to offer earlier breakfasts and healthier fare for birders and recreationalists.

<sup>1</sup> For more information on this successful incentive program, visit:  
<http://paducaharts.com/about.php>



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3:2 Promote cultural and recreational activities for residents and visitors that associate with community values.

Strategies to achieve objectives and reach goals:

- A. Educate the Beaufort County/Hilton Head Chamber of Commerce and the South Carolina Tourism as to community values, tourism expectations, available services along the Scenic Byway and within the Town of Bluffton.
  - i. Make sure the community is involved in their outreach efforts.
- B. Develop a “newcomers guide” that includes the vision of the Scenic Byway as well as information on the importance of preserving and protecting the environment, recommended plantings to encourage wildlife in areas desired, and an invitation for them to become a part of “Friends of the Scenic Byway”.
- C. Promote “eco-tourism” that attracts those visitors interested in birding, wildlife viewing, day trips, bicycling, hiking and kayaking.
- D. Offer more fishing opportunities including techniques such as drift fishing and kayak fishing on the flats.
- E. Promote special events that highlight the Scenic Byway’s intrinsic qualities such as a Bike-the-Byway Day, harbor tours, oyster roasts, community picnics at one of the many parks in the area, etc.
- F. Develop a brochure and website that focuses on these activities and provides a strong message that those who come to Bluffton have come to a special place that feels strongly about protection and preservation.
- G. Continue to market existing festivals and local attractions that bring the types of visitors to the area that you want to attract. Some of the events that come to mind are art shows, wine tastings, crafts day, a walk in the park, etc.

- 3:3 Develop “educational” opportunities along the scenic byway to better educate the public (both local and visitors) of what lies along its corridor and in the area.

Strategies to achieve objectives and reach goals:

- A. At every pull-off or suggested stop, establish historical, educational and/or cultural interpretation.
  - i. Develop interpretative signs for birding and wildlife viewing also noting natural areas such as marshlands, lagoons, estuaries, swamps, etc as well as noteworthy historic sites along the way.
- B. Create both greenways and blueways along the corridor providing opportunities for eco-tourism in natural settings.
  - i. Blueways are similar to greenways except that they access and trails on waterways rather than land. One excellent location for a river “trailhead” on the New River would be at or near the Jones Tract Park.

- 3:4 Protect and promote access to existing recreational areas and establish more public parks and green space along SC 46, providing areas to walk, hike and bike.

Strategies to achieve objectives and reach goals:

- A. Provide pull-offs and/or parking for those wishing to access public trails to scenic overlooks and interesting features which may or may not be visible from the road.
  - i. All pull-offs for vehicular traffic should be outside the margins of the highway.
    - 1. Obtain right-of-way easements from individual property owners or dedications within permitted developments at locations. Each ‘pull-off’ should facilitate passenger vehicles to safely exit the traveled roadway of SC 46, allowing travelers to experience scenic vistas, historic buildings or cultural amenities that have been identified as intrinsic qualities.

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2. Include interpretative signage and/or wayside exhibits at each site for greater understanding and interpretation.

*Photos taken from <http://www.pinyondesign.com/projects/woodbridge/wdbridge.html>*



*Paved paths allow visitors to wander through a man-made meadow and along native riparian woodlands, observing nature.*



*Interpretive signs describe flora and fauna and invite visitors to make specific observations.*

- B. Erect uniform signage along SC 46 directing passenger vehicles to public areas with view sheds or points of interest for greater public understanding and appreciation.
  - i. For interpretive purposes, use wayside exhibits and/or uniform sign concept and simplistic number system that correlates with either a brochure, audio-tape, CD or radio-transmitted system. *(Similar in size to mile markers)*



*Numbers correspond with interpretive information*

- 3:5. Create functional and welcoming opportunities for experiencing the prioritized intrinsic qualities along the SC 46 National Scenic Byway.

Strategies to achieve objectives and reach goals:

- A. Include trash receptacles, bicycle racks and benches where needed.
  - i. Recommendation is to use ones similar to those selected for the May River Road/Bruin Road Streetscape Project for continuity and uniformity.<sup>1</sup>
  - ii. Personalize trash bins by adding the scenic byway logo on each one.
- B. Talk with local developers about providing public access to some of the scenic areas, areas not conducive to development and/or within the conservation protection districts.
- C. Work with agencies on a protection and monitoring strategy for possible hiking areas.
- D. Partner with the local and national bird and wildlife groups to promote birding and wildlife viewing activities for the area.
  - i. These groups might even assist with funding for both publications and interpretative signage as well as help in the purchase of additional lands for public use.

- 3:6. Improve “gateways” (entranceways) onto SC 46 Scenic Byway.

Strategies to achieve objectives and obtain goals:

- A. Work with DOT to develop a strong sense of entrance to a pristine and sensitive area, and a safe and comfortable environment for bicycles and pedestrians, with the destination being the Town of Bluffton.
  - i. Eliminate existing metal DOT issued guardrails and replace with more aesthetic and natural guardrails.

<sup>1</sup> Plan in its entirety is available at:  
<http://www.townofbluffton.com/new/link.php?link=main>  
then click on “Old Town Master Plan”.



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*Metal DOT issued guardrails are functional yet not aesthetically appealing not eco-friendly.*

- B. Pursue state and federal funds for landscaping and streetscaping along the entire Scenic Byway following a consistent theme with signage etc.
- C. Whenever possible, encourage all utility wires to be placed underground. *See APPENDIX "G" – Benefits of Relocating Utilities.*



*Above ground utilities take away from view shed (as do billboards).*





- D. Develop visitor centers at either end of the Scenic Byway.
- i. The primary purpose of both will be to let visitors know they are entering a special place that has a lot to see and do and tells them what they can expect to see along the route.
    1. Both locations will also offer bicycles for rent and encourage this alternative mode of travel.
      - a. The Visitor Center at the west end of the Scenic Byway will focus primarily on eco-tourism.
  - ii. The uniqueness of the area as a coastal wetlands that includes marshes, swamps, both salt and freshwater rivers, estuaries, lagoons and the difference of each.
    1. The variety of plant and wildlife and the fragile ecosystem and the community's desire to protect and preserve and keep the area pristine.
    2. Informs the traveling public that the destination of this Scenic Byway is the Town of Bluffton and that it is a slow and scenic road designed specifically for pleasure driving.
    3. Also provide information on the Town of Bluffton and what it has to offer within the Old Town area.



*Recommended location for the west visitor center is on New Riverside Access Road into Palmetto Bluff at the roundabout on the corner of US 170 and SC 46.*

- E. The Visitor Center at the east end of the Scenic Byway (intersection of SC 46 and Boundary Street) will focus primarily on those activities within the Town of Bluffton such as Heyward House, the shops, Artisan's Row, the historic walking tour, unique dining opportunities, the history of the area, the Oyster Company and the customs and uniqueness of the people who live here.

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*Recommended location for the east Visitor Center would be at the corner of SC 46 and Boundary Street within the Promenade*

- 3:7 Promote the “park and ride” concept at both visitor centers as an alternative to originating trips by private vehicles.

Strategies to achieve objectives and reach goals:

- A. The visitor centers should also include ample parking to accommodate those trips originating by mass transit trolleys. The trolley would operate between designated transfer or destination points, as opposed to a trolley for sight-seeing or tours.

- 3:8 Encourage historic preservation.

Strategies to achieve objectives and reach goals:

- A. There are currently a number of historical structures “at risk” along the Scenic Byway and within the Town of Bluffton. Efforts should be made to preserve these before they are lost forever.
- i. Implement recommendations of the Old Town Master Plan.

- 3:9 Create a marketing plan the focuses on attracting those interested and appreciative of outdoor recreation, eco-tourism and/or the “arts”.

Strategies to achieve objectives and reach goals:

- A. Develop marketing and interpretation materials for the Scenic Byway that includes a focus towards informing the general public that they have come to a special, unique place that has small town southern charm and a strong respect for the environment.

- B. Create a brochure and map for visitors that highlights the entire Scenic Byway and includes a list of all offerings of interest to the visitor (lodging, restaurants, shops, museums, historic sites, as well as activities such as hiking, nature and historic walks, boating and fishing opportunities, etc.)
  - i. Develop a Scenic Byway website and companion brochure on information on both the historical and the natural significance of the area which can be used to educate school children, the residents and potential visitors on birding, plants, historic sites, trees, etc.
  - ii. Use the website to educate the public of what to anticipate before they travel the route.
    - 1. Include a section on the website will familiarize the traveler with the route and introduce them to the signage system and what they might expect up ahead. It would also allow them to do further internet research of sites along the route of specific interest to them prior to visiting.
    - 2. Install kiosks at the visitor centers that permit visitors to 'query' specific locations of particular interest via the webpage developed in conjunction with the SC 46 Corridor Management Plan.
      - a. The "kiosk" could be as simple and cost efficient as having computer(s) accessible at the visitor centers and bookmarked to the Bluffton website.

3:10 Improve and expand recreational opportunities

Strategies to achieve objectives and obtain goals:

- A. Develop greenways on SC 46 which include a bicycle path separated from the main road. *See Goal #4, Objective 1 for more details.*
- B. Encourage or provide incentives for a business to open that would rent both bikes and scooters. Three potential locations might be the Promenade, the commercial area being developed on the south corner of US 170/New River Road as well as the old Red Dot liquor store near Calhoun Street.

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- C. Consider the possibility of adding a scooter business as well which are low noise yet a little less strenuous activity.

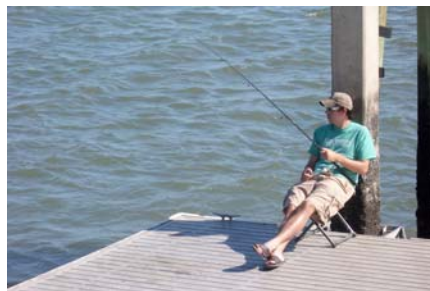
#### 3:11 Expand water sport activities

##### Strategies to achieve objectives and obtain goals:

- A. Expand awareness of existing canoeing, kayaking and boat rental. Encourage the expansion or development of similar businesses.
- B. Consider other ways a visitor might access the marshes and tributaries. Most access through private properties.
  - i. Establish easement agreements with property owners for public access to these areas.
- C. Develop opportunities for a visitor to experience fishing, crabbing and/or shrimping.



Fishing/Boating off the Public Dock or Pier



Hiking  
(Future 3 ½ mile Rails to Trails)

**Goal #4**

**Improve safety along the Scenic Byway for all users without jeopardizing intrinsic qualities.**

*What would you like to see happen along SC 46 in regards to transportation and the road itself?*

- *Slow traffic down.*
- *Reduce traffic.*
- *Discourage trucks and pass-through travelers.*
- *Make the Scenic Byway safer for all modes of travel.*
- *Improve Bicycle/Pedestrian Corridor*

The fourth goal of the SC 46 Scenic Byway is to “Improve safety along the Scenic Road for all users without jeopardizing intrinsic qualities”. In order to achieve this goal, a balance need to be achieved between commercial transport requirements, traffic safety, preservation of the corridor’s intrinsic qualities, and small town values.

**Please Note:** Completing the Bluffton Parkway and straightening its proposed route is a **PRIORITY**. Until this is done, there is limited options for drivers wanting to get to and from Hilton Head. Until the Bluffton Parkway is completed, SC 46 will continue to be a major thoroughfare for pass-thru traffic and trucks.

Below lays out the strategy that relate to transportation and traffic safety as it pertains to the Scenic Byway while preserving the intrinsic qualities along the corridor. This section is addressed more thoroughly in Chapter X – Transportation Recommendations.

Objectives:

4:1 Provide better safety conditions for bicyclists and pedestrians.

Strategies to achieve objectives and reach goals:

- A. Develop a paved multi-use pathway from the Old Town to Hwy 170 and onward to the Jasper County Line.



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*A 10' multi-use pathway was recently constructed on the east side of Buckwalter Parkway.*

- i. Recommendation: A minimum 10' width on one side of the road, not both, with cross walks at primary road accesses such as Buckwalter Parkway, Pritchardville, and at the proposed roundabout onto US 170.
  1. Place pathway either to the inside of utility wires and /or a minimum of 50 ft to 100 ft off right-of-way creating a buffer between road and path.

Please note: *Utility wires are to the south of SC 46 from the cemetery within the Old Town up to US 170 then crosses the road and stays on the north side of SC 46 to the county line.*
  2. Work with land owners to place pathway behind fences where possible.
    - a. Interest in doing so has been expressed by land owners in the May River Plantation between mile marker 6.8 and 7.5
  3. Encourage tree-planting and landscaping design to create a greater visual barrier between road and path.
  4. Require landowners on the south side of SC 46 annexing into the Town of Bluffton to donate a land easement for the multi-use pathway.
  5. Carry out a joint-effort between the County and the Town to establish multi-use pathways.



*Photo by Paul Niehoff*

- B. Develop better pedestrian crossings and/or sidewalks in the Old Town of Bluffton (see *Recommendations from the Old Town Masterplan*), and periodically along the route especially in areas where there are schools, parks, commercial areas directly across from each other and/or areas in which the proposed bicycle pathways cross over to the other side of the byway.



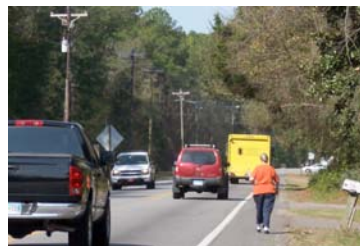
*These children crossed traffic to get to the country store at Pritchardville.*

*A crosswalk at this area would definitely be recommended.*

*Note how the driver tends to move towards the center lane to avoid the pedestrians. This could cause accidents. Definitely need a better bicycle/pedestrian pathway*



- C. Develop intermodal safety education programs.
- D. Distribute information to increase safety awareness among drivers and encourage sharing of the Scenic Byway, with non-motorized vehicles.



*A four-foot shoulder is being used by both pedestrians and bicyclists.*

- 4:2 Reduce the number of through trucks and vehicles.

Strategies to achieve objectives and reach goals:

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## Chapter IX

### Goals, Objectives, Strategies

- A. Discourage pass-through traffic and make SC 46 a destination route into the Old Town of Bluffton rather than “an alternative route to Hilton Head”.
  - B. Work with DOT to discourage truck and pass-through traffic by noting “narrow road”, “low clearance due to canopies” and “slow traffic warning” on maps and in publications (i.e. AAA and other motor services). Include “Truck Traffic” or “Truck Route” signs directing trucks North on US 170.
    - i. Notify travelers that this is not the “alternative route” to Hilton Head but a slow, leisurely trip to Historic Downtown Bluffton.
      - 1. If allowed, add a sign that says “No thru traffic”.
    - ii. Where feasible, add planted median to further slow traffic and create a more scenic drive.
    - iii. While construction is going on (and that will be going on for a long while) only those trucks with business along SC 46 should be allowed on the road.
      - 1. Work to open communications with truckers and trucking companies to encourage the use of US 170, US 278 and Bluffton Parkway.
      - 2. Use of flyers and brochures, post notifications on bulletin boards and websites.
      - 3. Work with Rand-McNally and AAA to discourage travel on SC 46 unless specifically coming to Bluffton.
    - iv. Work with law enforcement in enforcing speed limits on the Scenic Byway. The more speed limits are enforced, the more truckers and those just driving through may reroute their route.
    - v. Encourage travelers “to slow down and enjoy a scenic drive” through media and publications.
- 4:3 Balance roadway safety with roadway aesthetics and community values.

#### Strategies to achieve objectives and reach goals:

- A. Work with DOT to ensure that the Scenic Byway remains a maximum of two lanes, except where left-turn lanes are needed.
- 4:4 Discourage vandalism and littering and provide protection for those sensitive areas and features worth preserving.

Strategies to achieve objectives and reach goals:

- A. Put in place strict enforceable laws for those who tend harm to the area.
- 4:5 Lower speed limit considerably along the Scenic Byway

Strategies to achieve objectives and reach goals:

- A. Lower speed limit from 55 to 45 from US 170 to Barton's Run then 35 to Buck Island Road, then drop to 25 or lower as one goes through the Old Town of Bluffton. This speed is also recommended in the Old Town Master Plan.
  - B. Keep lane width to the minimum 10 foot in the Old Town section and 12 foot along the remaining route. Widening beyond 12 feet may encourage faster driving.
- 4:6 Encourage appropriate signage along the Scenic Byway.

Strategies to achieve objectives and reach goals:

- A. Discourage billboards and proliferation of signs.
  - i. Encourage the community to adopt policies and measures to minimize or eliminate outdoor advertising except at the business itself.
  - ii. Develop ordinances that limit sign proliferation, size and type, particularly in view shed areas.
- B. Work with DOT to develop a uniform signage program.
  - i. Include safety signs as needed.
- C. Determine location of individual interpretive signs along the Scenic Byway.

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**Goals, Objectives, Strategies**

- D. Develop guidelines for consistent sizes and graphic features of interpretive signs and wayside exhibits along the entire corridor.

*Two of the sites which could possibly use pull offs and interpretive signs along the Scenic Byway*



*The Cannery*



*The Old Post Office*

- E. Develop designated pull-offs near scenic vistas and areas of interest to allow travelers to pull completely off the road for a safer, more enjoyable experience.



*Two suggested designated "photo ops" should be overlooking Stoney Creek and Rose Dhu Creek*

- F. Through signage, encourage people to stop at proposed designated visitor information centers to learn about the Scenic Byway and its uniqueness and educate them of the importance of preserving and protecting it through proper use.



**Goal #5**

**Continue to build partnerships and foster cooperation among agencies and organizations to ensure that the goals of the Scenic Byway are in harmony with existing programs that protect and enhance the intrinsic qualities along the roadway.**

*What do you want the CMP to accomplish?*

- *Traffic control*
- *Tool to protect the environment*
- *Guide the growth in such a way as to preserve those qualities that make SC 46 unique and scenic.*
- *Set priorities and regulations to protect and enhance those qualities.*
- *Develop a strategy to work with the County, Town, DOT and others to strive toward protection, preservation and aesthetics to create an enjoyable and safe driving experience.*

Objectives:

- 5:1 Increase public awareness of the Scenic Byway as a valuable asset to the community, the region and to agencies.

Strategies to achieve objectives and reach goals:

- A. Monitor local planning boards, commissions, historical groups, conservation commissions, and land trusts to insure that they exercise responsibility in acting to safeguard resources along the Scenic Byway.
- B. Encourage education in the Bluffton area schools. Encourage the incorporation of curricula designed to illustrate the importance of local natural resources.
- C. Attend agency and other organizations' meetings to discuss progress in corridor management plan implementation such as City Planning, County Planning, Historical Society meetings, etc.
- D. Encourage Fish & Wildlife, possibly Forest Service, Bureau of Land Management, and other state and federal agencies to distribute Scenic Byway information through informational displays and educational brochures at their offices, visitor center and on their websites.

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## **Chapter IX**

### **Goals, Objectives, Strategies**

- E. Work with DOT to develop a vegetation maintenance plan that addresses concerns for aesthetic beauty and natural growth along the corridor.
  - F. Work with the Natural Resources Conservation Service in promoting conservation easements.
  - G. Keep local media (newspapers, radio, public TV) informed of Corridor Management progress.
    - i. Start a public awareness campaign in partnership with the media to educate everyone on the importance of protecting and preserving these area.
  - H. Staff a booth at local festivals to educate both community members and visitor about the Scenic Byway.
  - I. Develop and distribute educational brochures encouraging protection and preservation.
  - J. Begin working with others to protect and preserve those areas that are highly sensitive or at risk of being destroyed or just deteriorate over time without preservation efforts.
- 5:2 Work with agencies and other planning organizations to ensure the goals, objectives, and strategies of this CMP are included in future planning documents and projects.

#### Strategies to achieve objectives and obtain goals:

- A. Work with agencies and organizations, to include the SC 46 Corridor Plan in the county comprehensive plan.
- B. Work with other agencies on management strategies along the roadway that focus on preservation of biotic communities.
- C. Write proposals and grants with agencies and organizations for such things as interpretive signage along the Scenic Byway. Proposals become stronger if more entities are involved.
- D. Make sure Town and county are familiar with the Corridor Management Plan, understand its purpose and goals.

- i. Work towards receiving adoption of CMP by both entities.
- E. Initiate contact with developers along the Scenic Byway. Present them with a copy of the Corridor Management Plan and encourage their participation and support for implementing recommendations especially in those areas of screening and setbacks.
- F. Assess and revise Town and County Corridor Overlay Districts. Corridor Overlay Districts have been created by the Town and the County which set forth standards for architecture, landscaping, signage and lighting.
  - i. The Corridor Overlay Districts can be effective tools for ensuring that new development along the SC 46 Corridor is in keeping with the character of the existing built environment.
  - ii. The Corridor Overlay Districts also require landscaped buffers along the highway, and have the potential to control the proliferation and quality of signage.
  - iii. The County and the Town should coordinate to evaluate their Corridor Overlay District standards and require, if necessary, more stringent standards for the SC 46 Corridor to meet the goals of the Corridor Management Plan. Such requirements might include wider buffers and more stringent tree protection.
- G. Undertake a joint land use planning effort in southern Beaufort County during the Town and County's Comprehensive Plan updates.
  - i. Town and County planners should coordinate to recognize the potential adverse impacts that decisions to upzone along SC 46 could have on the desired character of the corridor.
  - ii. There is still undeveloped acreage along the SC 46 Corridor that remains in the unincorporated county and is zoned rural. The future development of these uncommitted parcels still has the potential to greatly affect the character of the highway.