



SCADpro x Town of Bluffton

Midterm | Oct. 12, 2023

The Team



Sabrina Cox
Professor of
Preservation
Design



Madeline Jensen
Preservation Design
Graduate Student
Co-Digital Team Lead



Savannah Mae Tuten
Preservation Design
Graduate Student
Co-Event Lead/Digital Team



Jackie Boing
Preservation Design
Graduate Student
Co-Digital Team Lead



Samuel Page
Architecture
Undergraduate Senior
Digital Team



Taryn Hansen
Preservation Design
Undergraduate Senior
Digital Team



Noah Befeler
Themed Entertainment
Graduate Student
Project Manager



Rory Baxter
Interior Design
Undergraduate Junior
Design Team Lead



Daniela Salume Velasquez
Preservation Design
Graduate Student
Design Team



Akshaya Ravi
Interior Design
Graduate Student
Design Team



Sebastian Escobar Campos
Preservation Design
Graduate Student
Design Team



Weijia Cui
Interior Design
Graduate Student
Design Team



Skylar Towns
Graphic Design
Undergraduate Senior
Graphics Team Lead



Evy Hondros
Graphic Design
Undergraduate Senior
Co-Event Lead/Graphics Team



Rosa Matos
Graphic Design
Undergraduate Senior
Graphics Team



Dylan Yaeger
Architectural History
Undergraduate Senior
Research Team Lead



Telfair Epperson
Production Design
Undergraduate Senior
Research Team



Lizzie Adams
Writing
Undergraduate Senior
Research Team

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01	WELCOME
02	LOGO + WEBSITE
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A topographic map of Bluffton, South Carolina, showing various land elevations in shades of brown and tan, and water bodies in light blue. The map is centered on the town of Bluffton, with a prominent road network visible.

THEME

**Follow the Heart of Bluffton:
A Love Letter**

Bluffton,
My Love...



Logo + Process Website

Graphics Team

Welcome Center Logo



Welcome Center Logo Context



Welcome Center Logo



Color

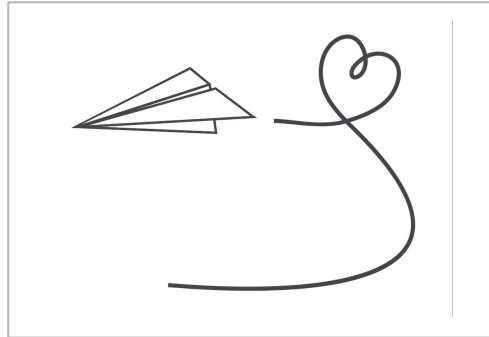


No Color

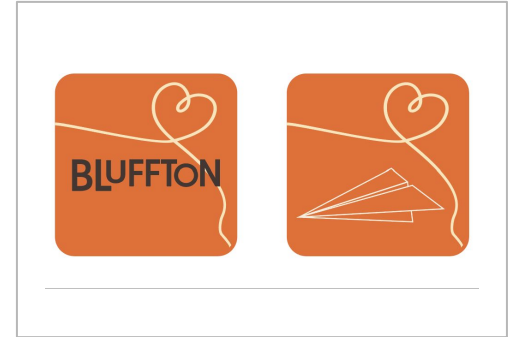
Welcome Center Logo



Word Mark

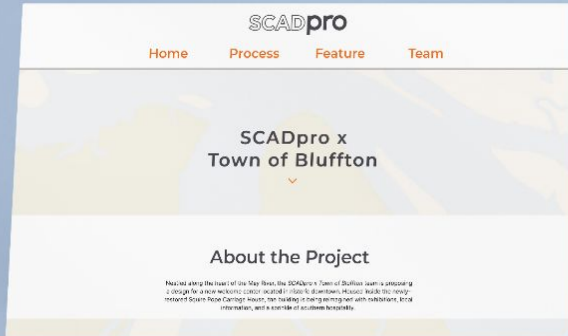


Icon



Small Icon (App)

Process Website





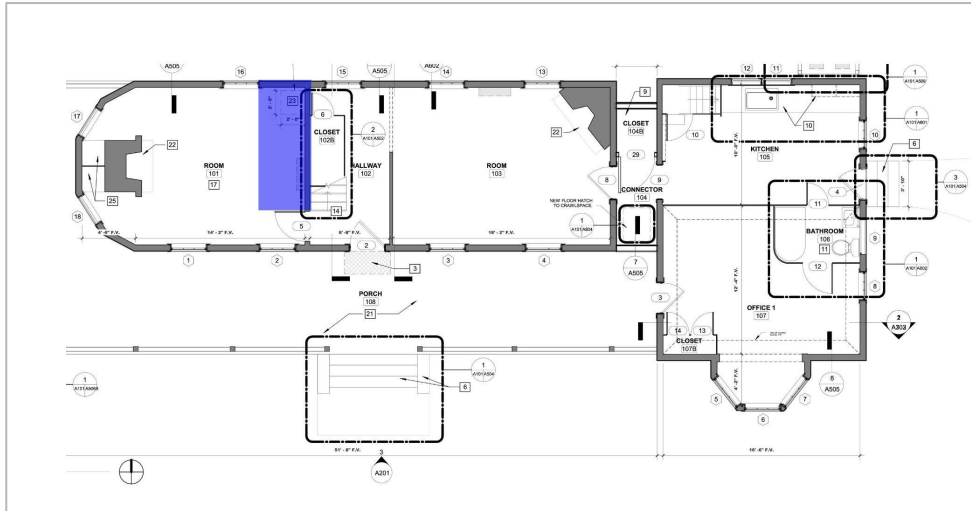
Digital Experience

Digital Team

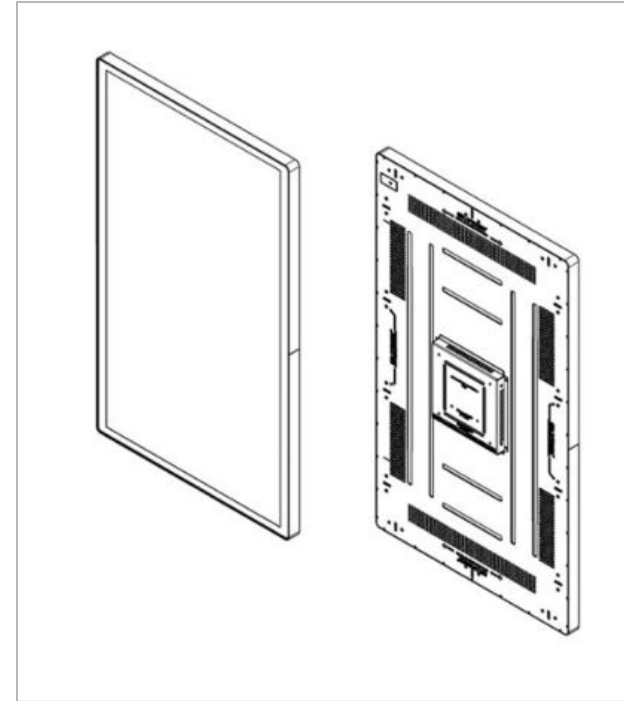
Interactive Maps

Digital Elements

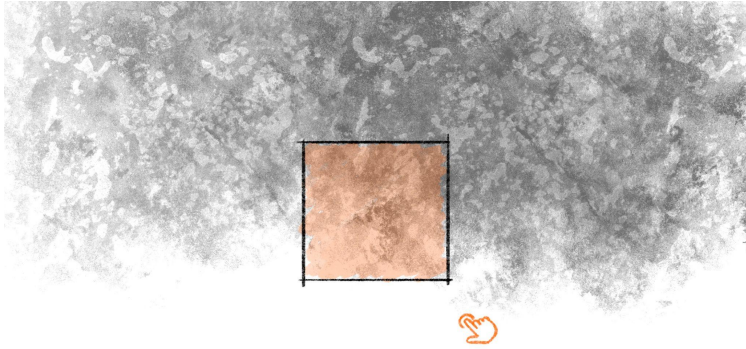
Interactive Screen



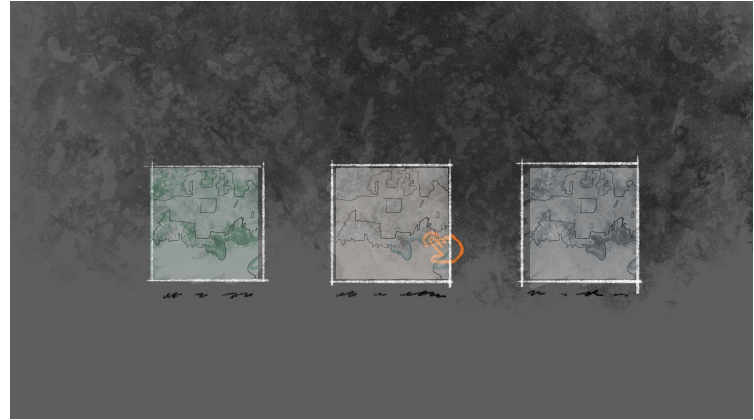
Interactive Screen Location



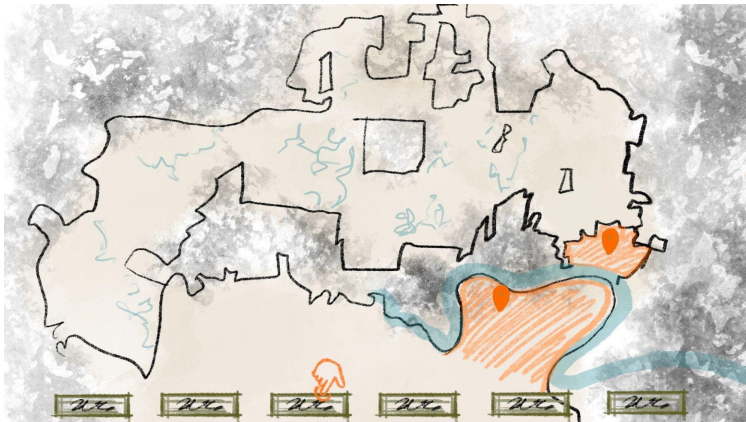
Interactive Screen Specification:
Tru-Vu Large Format Touchscreen
55" multi-touch technology 16:9 Ratio



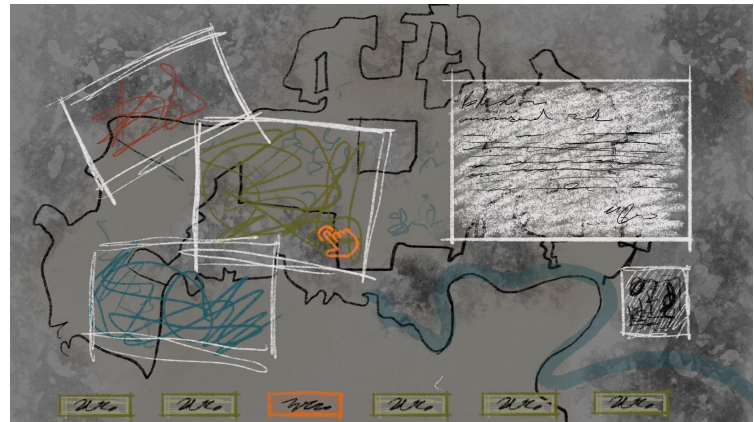
Storyboard 1



Storyboard 2



Storyboard 3



Storyboard 4

Interactive Maps

Key Points in Annexation

80s First Annexations

'05-'08 Buck Island

90s Annexation of Palmetto Bluff

'09-'22 New Riverside

'00-'04 Bluffton Village, Jones Estate,
Buckwalter, Verdier Village

Future Future Land Use Hotspots







PALMETTO BLUFF

ANNEXED NOV 1998

Palmetto Bluff The Palmetto Bluff area was originally inhabited by Native Americans who relied on fishing and hunting for sustenance. Later on, colonists took over the land, and in 1730, Robert Wright and George Anson became the new owners. The land was then sold and divided into 15 different plantations, which, like many other plantations in the South, relied on enslaved labor for their operations. The enslaved individuals were responsible for working in the fields and serving the households, where crops like cotton, rice, and indigo were grown. During the Civil War, the plantations in Palmetto Bluff were deserted, but the land was later purchased by John Estill in 1880. Richard T. Wilson Jr. acquired the land from Estill in 1902 and constructed a grand home on the property, known as Palmetto Lodge.

In 1937, Union Bag and Paper Company acquired Palmetto Bluff, and they held ownership until it was annexed into the city of Bluffton in 2000. Now, there are plans in place to thoughtfully develop Palmetto Bluff into a residential area, preserving its rich history and natural beauty.



Scan for more info about Palmetto Bluff

PRE 1980s

'80s

'90s

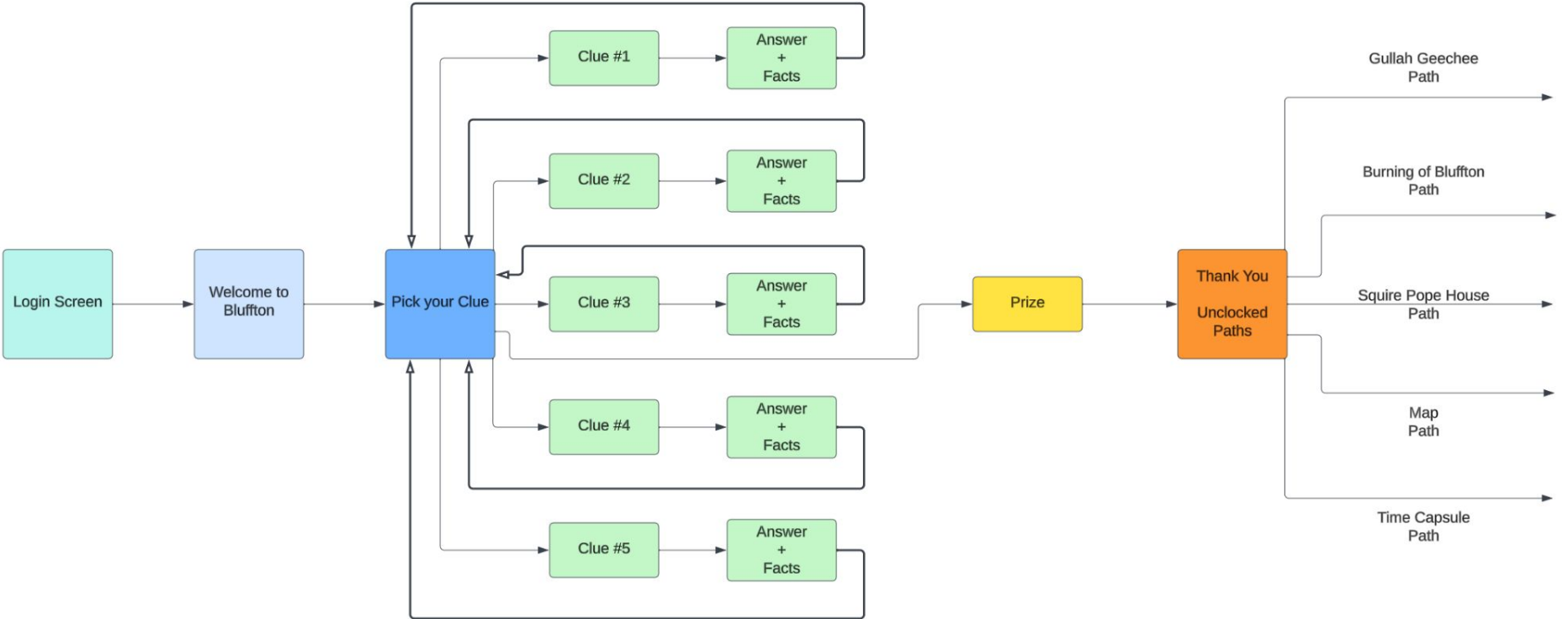
2000 - 2004

2005-2008

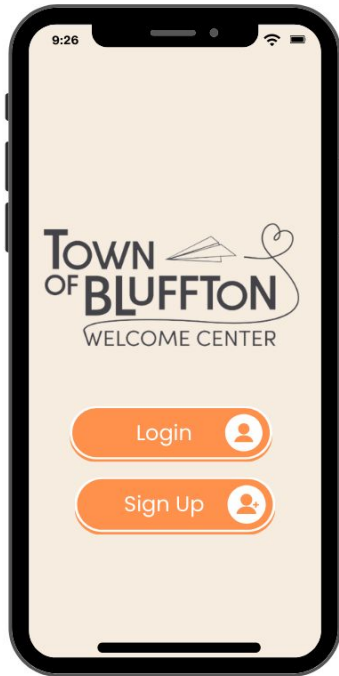
2009-2022

FUTURE

**Welcome
Center App**



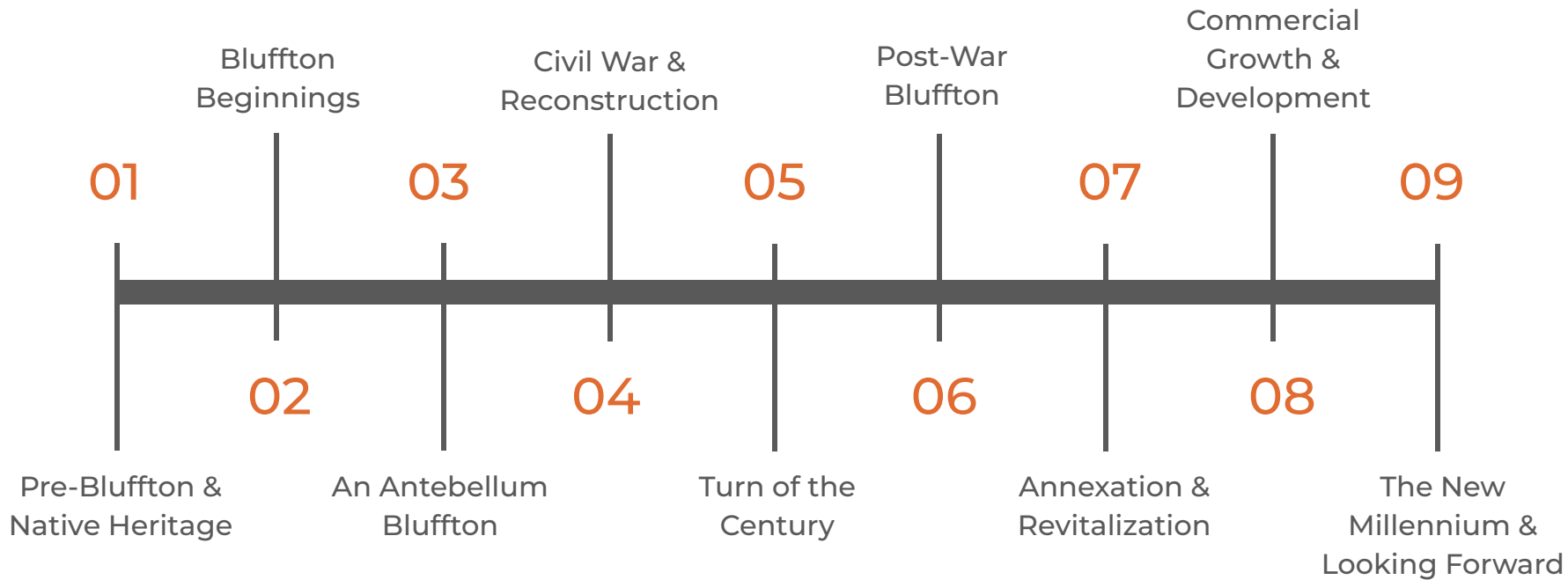
Welcome Center App



A stylized map of the United States, where landmasses are represented in a light beige color and water bodies in a light blue color. The map is centered on the continent, showing the outlines of the major landmasses and surrounding waters.

Research Approach

Research and Writing Team



Research Methodology

- Monographs
- Newspapers
- Magazines
- Peer-Reviewed Journals
- Master's Theses
- Government Plans & Documents
- Archival Materials

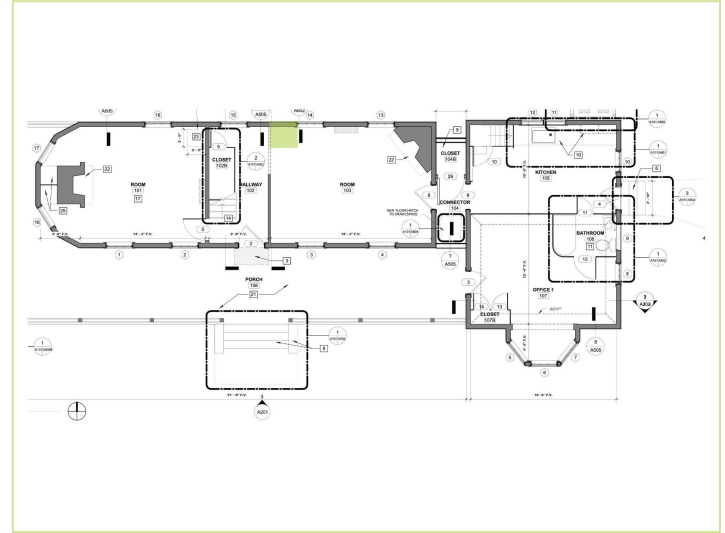
01

Pre-Bluffton and Native Heritage

- Naming of the May River

- Relationship between Yemassee and Colonists

- 1715 Yemassee War



02

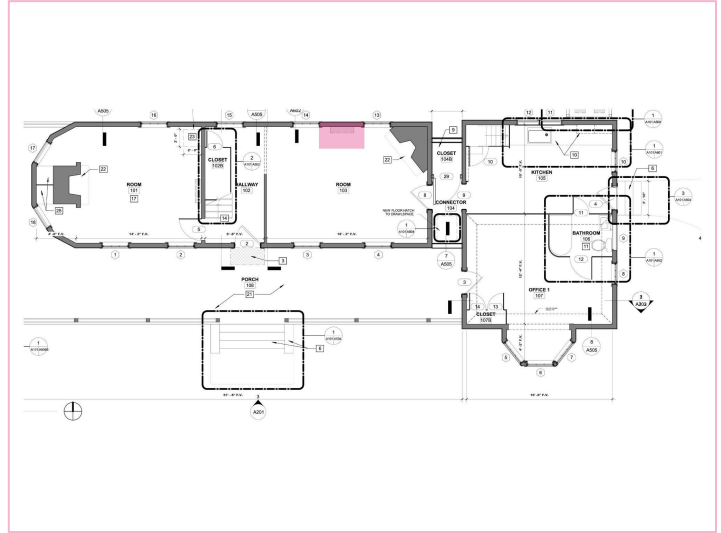
Bluffton Beginnings

- Lords Proprietors create the Baronies

- Sir John Colleton as Landowner

- Rose and Kirk Families

- Plantation Culture



03

An Antebellum Bluffton

- Gullah influence

-
- Naming of Bluffton

-
- Incorporation of Bluffton

-
- Calhoun Street Dock



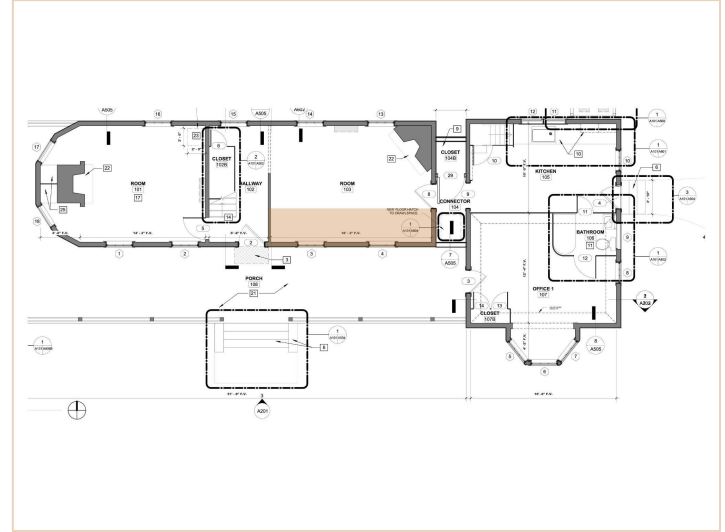
04

Bluffton Under Siege

- “The Bluffton Movement”

- Burning of Bluffton

- Old Methodist Church sold to Black Congregation



05

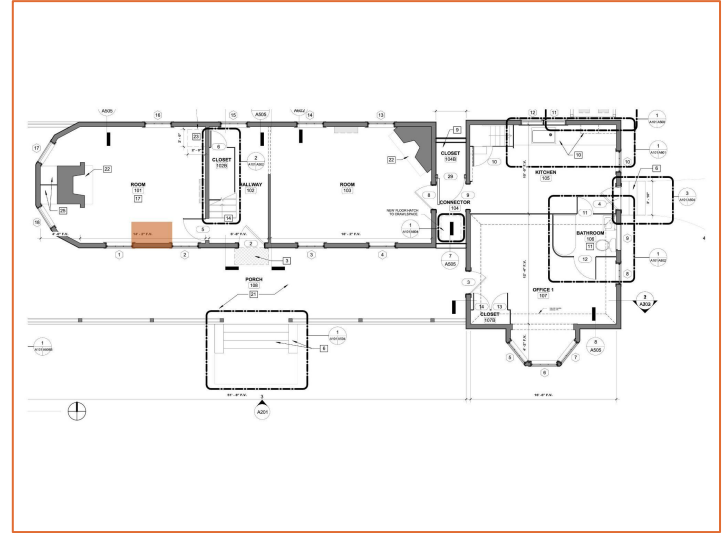
The Turn of the Twentieth Century

- Bluffton Oyster Company

- Bluffton's First Telephone

- Highway 17 Completion

- Mr. Bolton Brown



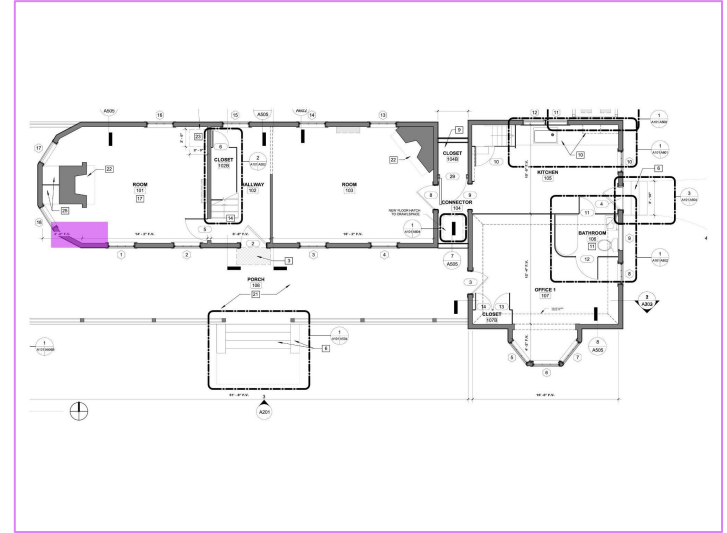
06

Post-War Bluffton

- Episcopal Monastery on Good Shepherd Island

- James F. Byrnes Bridge

- Desegregation of Bluffton High School



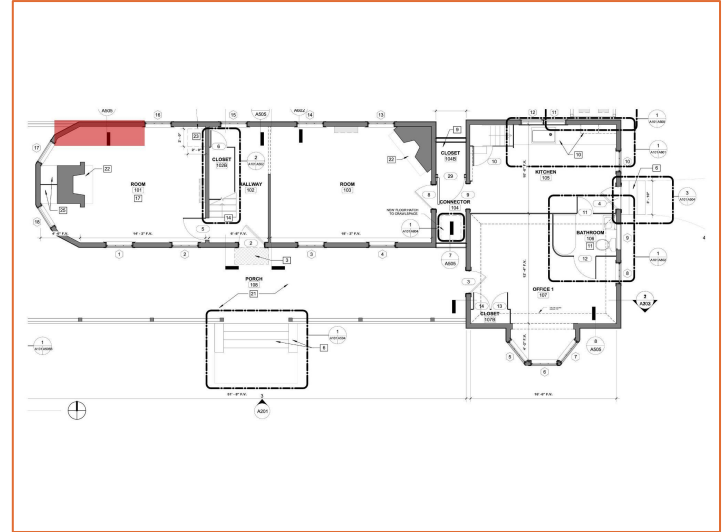
07

Commercial Growth And Development

- The Rate

- Island Packet is First Published

- Sea Pines Plantation and the Bluffton Developments



09

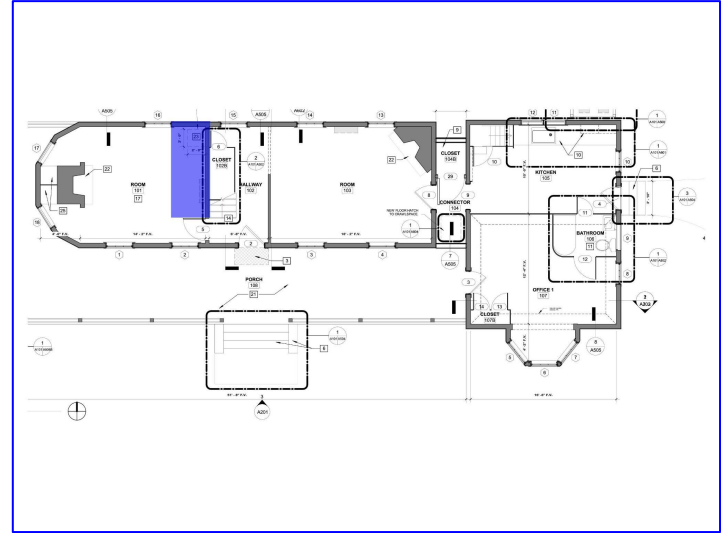
The New Millennium & Looking Forward

- Old Town Master Plan

- Growing Population

- Cultural District

- Today in Bluffton



Floor Plan / Timeline



- Pre-Bluffton & Native Heritage
- Bluffton Beginnings
- An Antebellum Bluffton
- Civil War & Reconstruction
- Turn of the Century
- Post-War Bluffton
- Annexation & Revitalization
- Commercial Growth & Development
- The New Millennium & Looking Forward

Next Steps

Personal Interviews

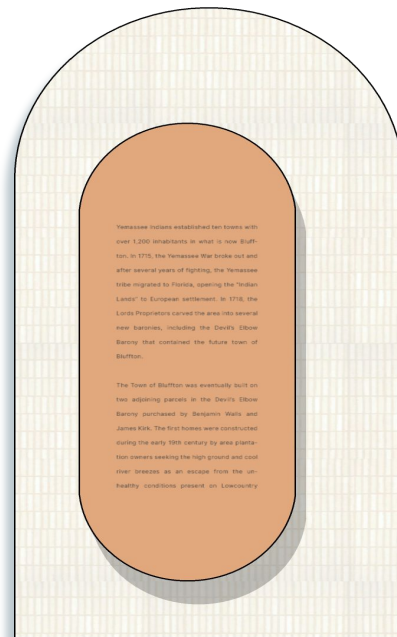
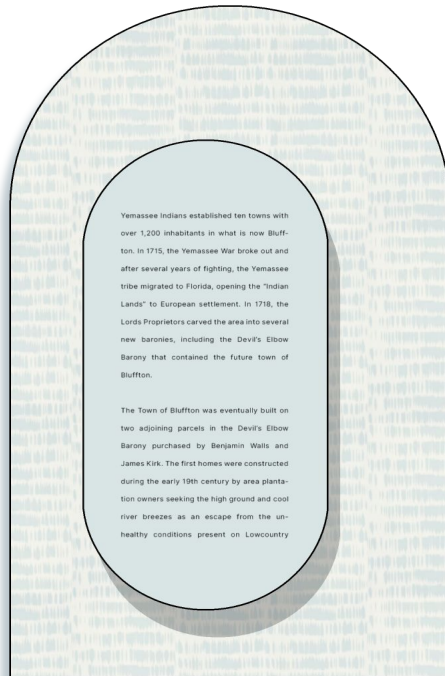
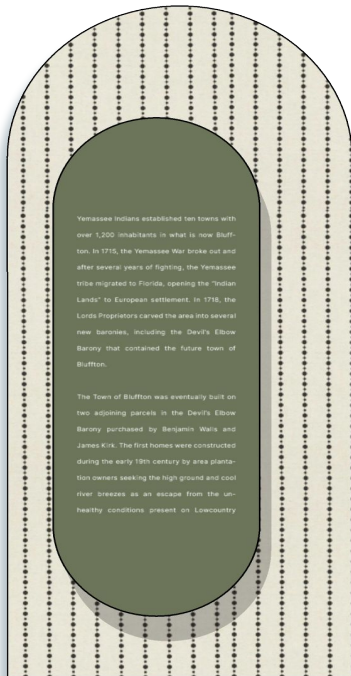


The background features a complex, organic pattern of overlapping shapes in shades of light blue and beige. The shapes resemble stylized, branching structures or perhaps a map of landmasses and water bodies. The overall aesthetic is clean and modern.

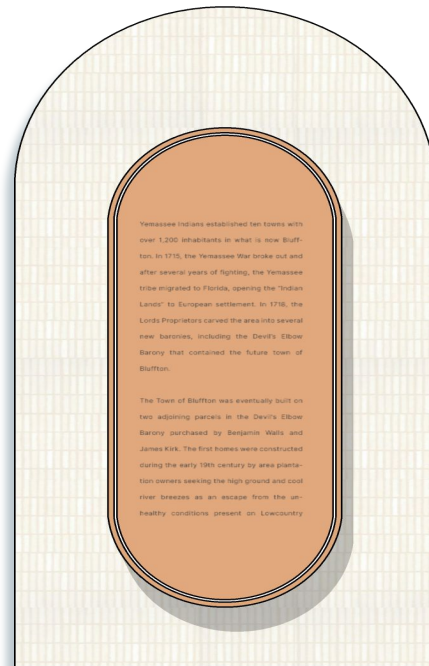
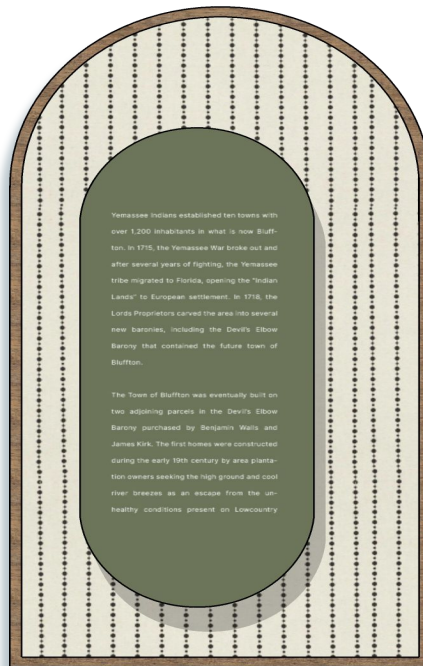
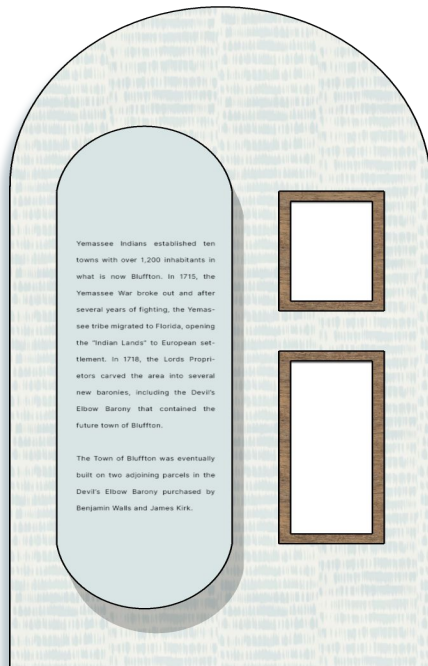
Design Approach

Design Team

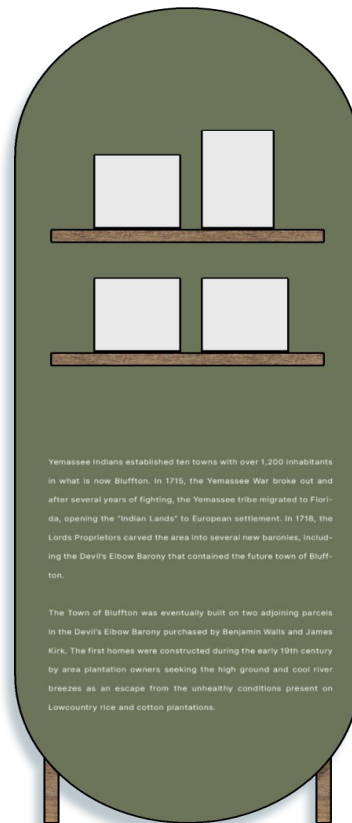
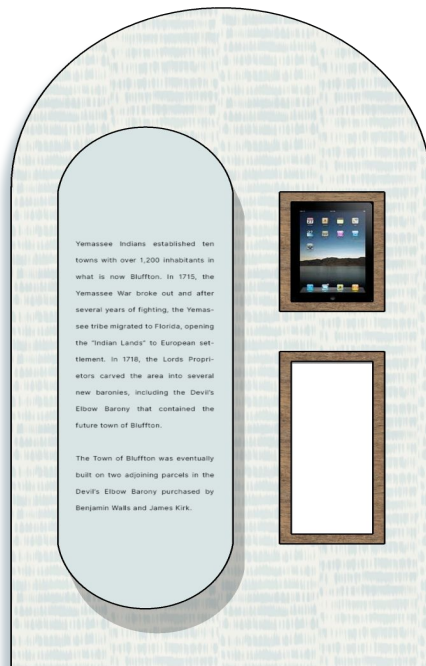
Display Boards



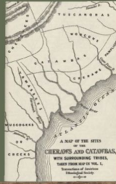
Display Boards



Display Boards



Display Board Mock-Up



PERIOD ONE PRE-BLUFFTON & NATIVE HERITAGE

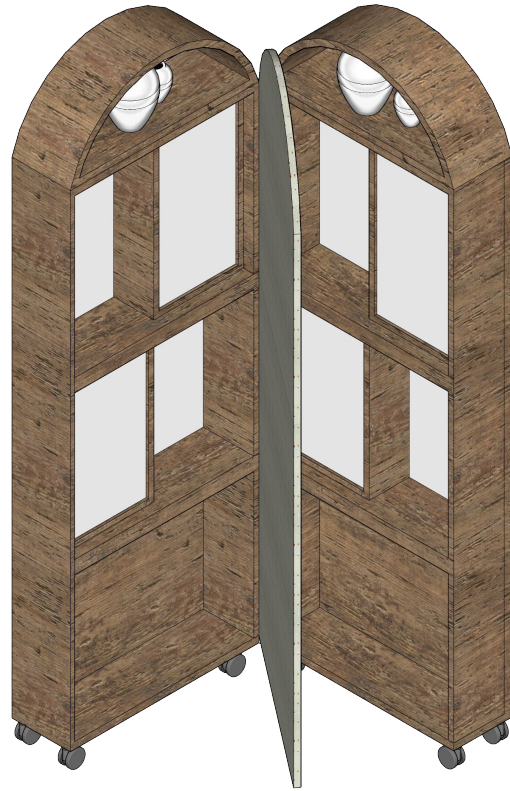
Far before anyone ever called it the Lowcountry and long after we stop, the heart of Blufftonbeat through the Yamacraw people, who begin the story of our love letter.

Hundreds of years ago, the area now known as Bluffton was home to over 1,200 Yamacraw Indians. The Yamacraw, a multi-cultural union of Native Americans, likely migrated to the Carolinas in the early seventeenth century in search of education, trading, and refuge from Spanish Missionaries in northern Florida. It has been reported that after establishing ten towns across what is now Beaufort, they developed a relationship with nearby English colonists, aiding in the capture of other native tribes in exchange for resources and protection. Around the same time, some historians believe that French explorer, Jean Ribault, named the May River, La Belle Riviere de Moi, after sailing through its waters on the first day of the month in 1562, hence its namesake. However, others propose that the river was named by English colonist, Henry Woodward in 1674. Regardless of its origins, tensions grew tight between the English and the Yamacraw settling around the river, as many Yamacraw people had become wild and unfriendly indians to the colonists. Finally, in 1715, the Yamacraw War broke out, resulting in their rejection of the area and return to Florida. While the Yamacraw no longer inhabit Bluffton, strong remnants of their cultural practices and structures continue to influence the area.

Artifacts and Story Displays

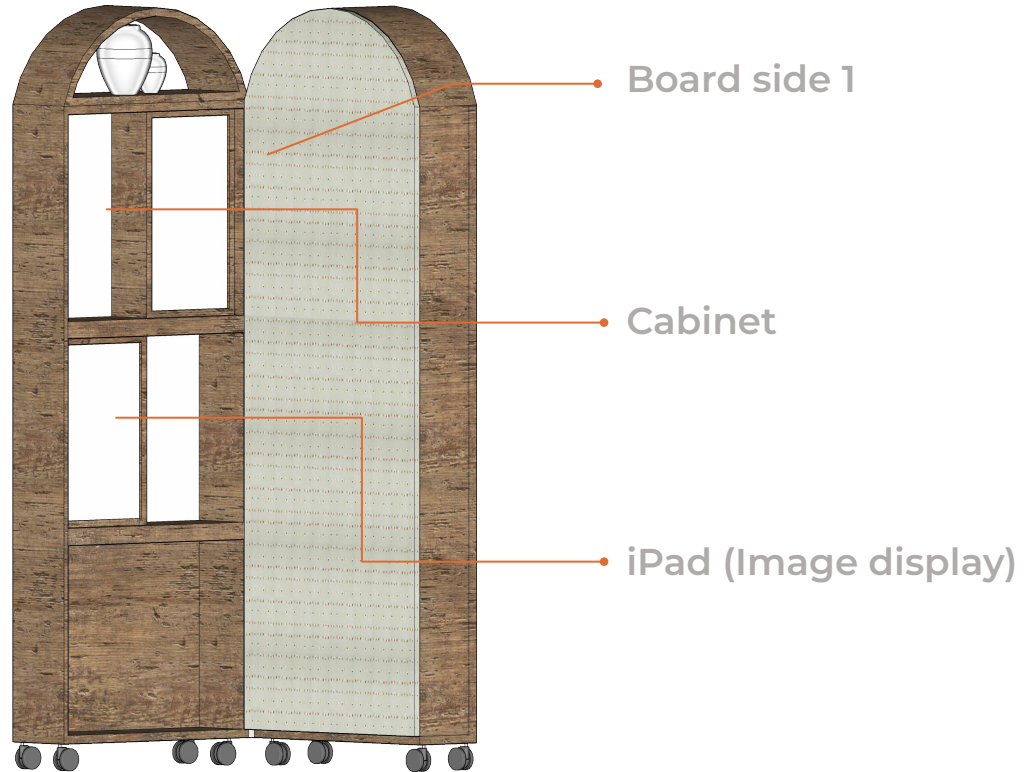


Corner Display



Corner Display

Side A

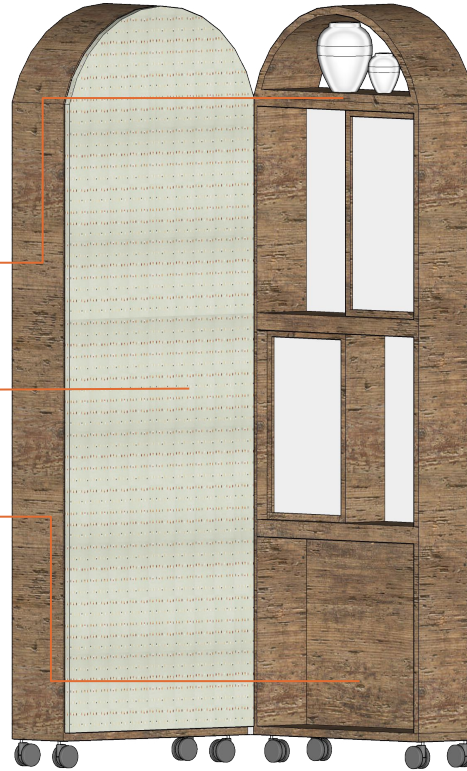


Corner Display Side B

Artifact display

Board side 2

Artifact display

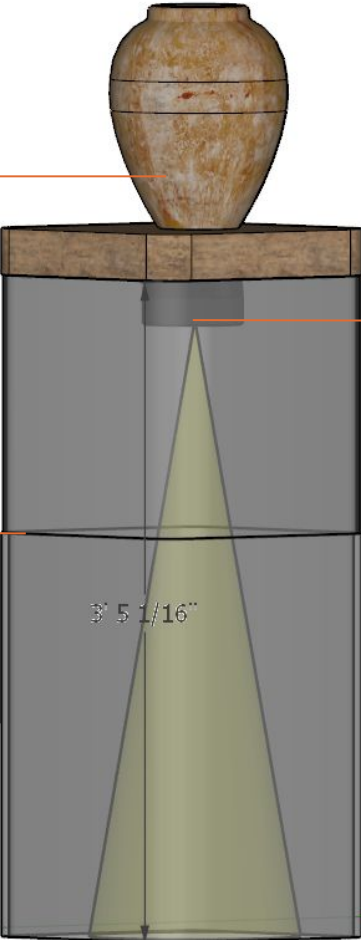


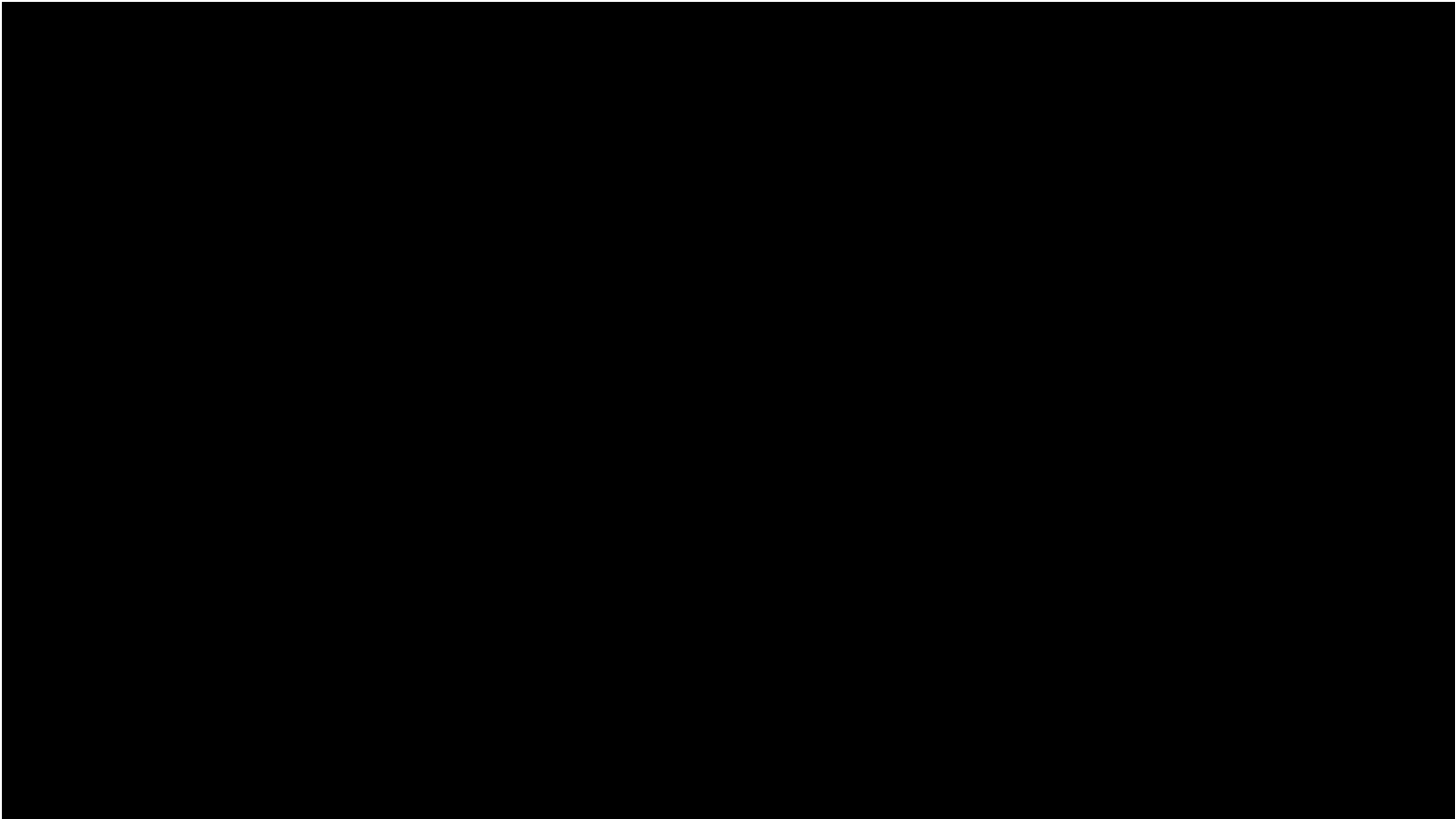
Display Desk

Artifact display

Adjustable Height

Projector







Historical text panels on the left wall, including a circular seal or logo.

Large green informational panel with text and a circular graphic element.

Two large, brown, rounded ceramic vessels displayed on a wooden shelf.

The town of Bluffton was eventually built on two adjoining parcels in the Devil's Elbow area purchased by Benjamin Wallis and James Kirk. The first homes were constructed during the early 18th century by area planters intent on leaving the high ground and cool river breezes as an escape from the unhealthy conditions present in Lowcountry.





...shed ten towns with over 1,200 inhabitants
In 1715, the Yemassee War broke out and
...fleeing, the Yemassee tribe migrated to Flint-
...lands" to European settlement. In 1736, the
...the area into several new barones, includ-
...rity that contained the future town of Bufl-

... eventually built on two adjoining parcels
... purchased by Benjamin Warrick and James
... constructed during the early 18th century
... seeking the high ground and cool river
... from the unhealthy conditions present on
... plantations.



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Question + Answer

Thank You!

