

TOWN  
OF BLUFFTON
WELCOME CENTER

DIGITAL
DELIVERABLE

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PROJECT TEAM



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INTRODUCTION

In addressing the spatial constraints of the Bluffton Welcome Center, embracing the digital realm emerges as an essential tool for presenting a wealth of information that may exceed the confines of physical space. Utilizing just one monitor or iPad, we can exhibit limitless information in an interactive manner.

Our design employs digital technology within physical displays themselves, including a touchscreen interactive map gallery, as well to interact with both the welcome center and Bluffton using personal devices through an app.

The development focus for this SCADpro includes an interactive map of Bluffton annexation and land growth since the 1980s and a digitally led scavenger hunt within an app. The interactive map can serve as a model to develop additional map content for the welcome center. An integral component of our digital strategy is the Welcome Center app, designed to enhance visitor experience by incorporating a dynamic scavenger hunt that guides them through physical space. This app not only adds an element of excitement but also provides detailed information about each section of the welcome center. The Welcome Center Scavenger Hunt will be complimented by an additional scavenger hunt outside of the building that gets visitors moving across the town, which the following sections will expand on.

The subsequent research, presented below, was gathered consulting Neighborhood Plans, maps, documents, and reports created by Town of Bluffton. In the following sections, recommendations of products suitable for displaying and developing digital content are made. All compiled information may be executed in the form of digital media, including interactive maps and an app.

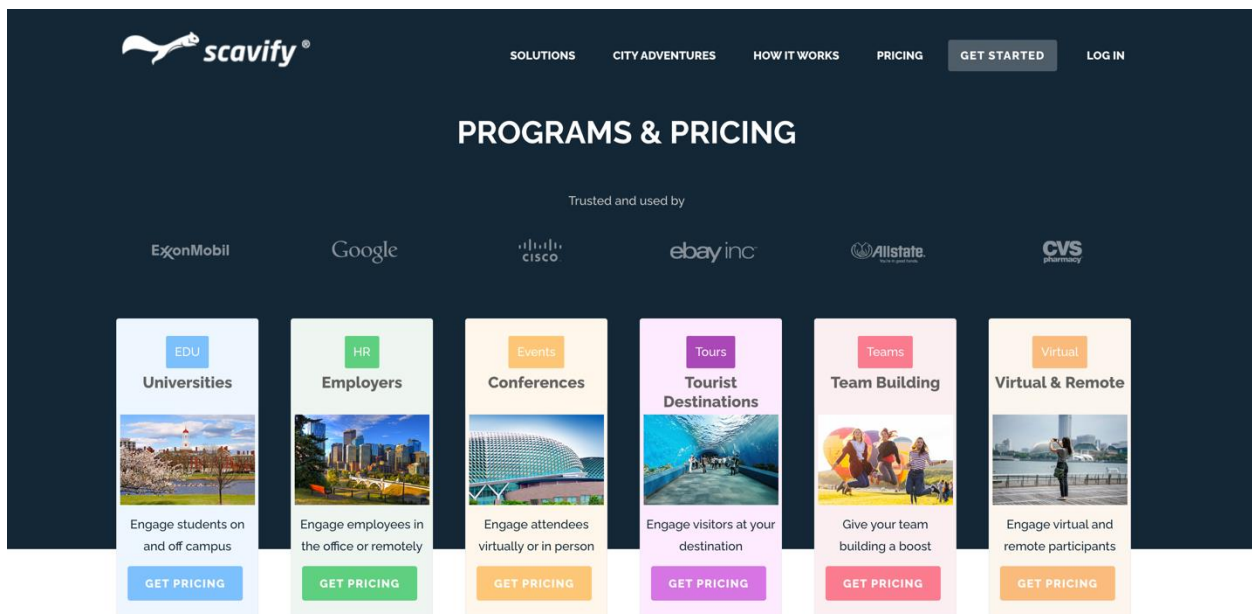
SPECIFICATIONS

APP SPECIFICATIONS

The Bluffton Welcome Center App was prototyped by utilizing the software Figma. Through Figma, developers can see how compatible the contact is with the user. Figma is strictly used for prototyping; however, there are many applications where the content and coding from Figma can be applied to other software. Choosing software is tricky, as there are many to choose from. However, through research, there are two that provide efficient design and are compatible with Figma.

SCAVIFY

Scavify is a successful application program that companies such as Google and Exxon utilize. This application also works with Main Street Programs and smaller towns nationwide to create apps, including interactive tools such as scavenger hunts to incentivize traffic in the area. The benefit of using Scavify is that users can independently begin an app, or the content can be given to designers, who will continue to design and maintain the app. Another benefit to Scavify is that the application company provides required maintenance.



LET'S ROAM

Let's Roam is an application service that primarily partners with cities to create scavenger hunts. This application service provides a variety of templates and online design support for individual

projects. Another aspect of Let's Roam is that they can make any scavenger hunt very interactive, including adding photography and social media caption options. Let's Roam also provides a scavenger hunt that people can use from computers or tablets from home, still allowing people to visit new destinations without traveling.




Get Tickets ↗

How Scavenger Hunt Apps (Like Let's Roam) Benefit Communities

Scavenger Hunts Things To Do Travel • 7 mins



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SPECIFICATIONS

INTERACTIVE SPREEN SPRECIFICATIONS

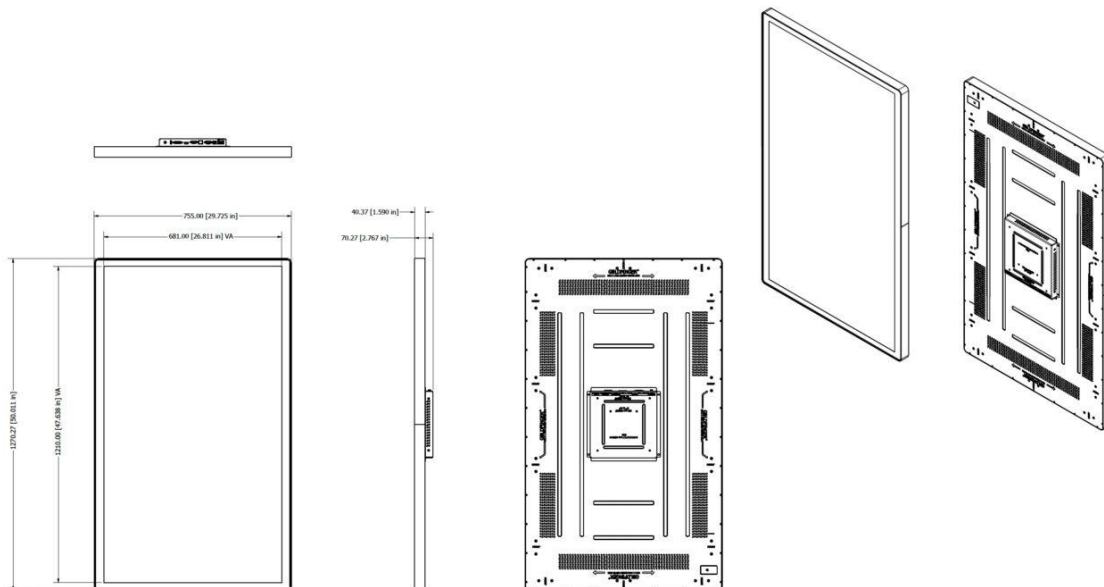
TRU-VU Customizable Industrial Monitors

<https://tru-vumonitors.com/products/>

925 E. Rand Road, Suite 200

Arlington Heights, IL 60004

- **Product Name:** Tru-Vu Large Format Touchscreen 55" multi-touch technology
<https://tru-vumonitors.com/products/zbtp-55g-24/>
- **Product Specifications:**
 - Ratio - 16:9 Ratio
 - Touch Screen Type - Projected Capacitive, 10 Touch Points
 - Touch Interface - USB and Serial
 - Power Requirement - 24VDC & 90-240VAC with included AC adapter
 -
- **Product Dimensions:** 50.01" W x 29.73" H x 2.77" D



APP CONTENT

WELCOME SCREEN

- We hope you're ready for an exciting adventure through our Welcome Center. As you embark on this scavenger hunt, you'll discover some of the most hidden gems and fascinating stories that our location has to offer. **As you visit each stop take a picture, show the welcome desk your eight locations, and claim your prize!**
- Locations:
 - Antebellum, Welcome Desk, Squire Pope Carriage House, Burning of Bluffton, Bluffton Time Capsule, Interactive Map, Love Letter, Landing Page.

ANTEBELLUM

- Due to the burning of Bluffton, there are very few examples of Antebellum history that survived. Several architectural structures, including homes and the Church of the Cross, provide a narrative to Antebellum in Bluffton. However, during Antebellum in Bluffton, the Gullah began to thrive and influence cultural practices, including art, music, and cooking.

SQUIRE POPE CARRIAGE HOUSE

- The Squire Pope Carriage House was built in 1850 from the remains of three buildings, including a carriage house and an outdoor kitchen. The building was created for the family after the main building was burned down during the burning of Bluffton.

BURNING OF BLUFFTON

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BLUFFTON TIME CAPSULE

- The Bluffton Time Capsule is a fascinating glimpse into the town's rich history and culture. It's a testament to the town's resilience and innovation, and a reminder of where we've been and where we're going. The Time Capsule is a must-do for anyone interested in the story of Bluffton.

INTERACTIVE MAP

- Take a step back in time and explore the history of Bluffton with our interactive map. From the town's founding to its modern-day landmarks, this map is your guide to discovering the stories and people that have shaped our community.

LOVE LETTER

- Check out the touching and romantic glimpse into the history of the charming town of Bluffton. It was inspired by our local residents and frequent visitors. Many of our readers feel compelled to write letters of their own to Bluffton!
- Take a step back in time and explore the history of Bluffton with our interactive map. From the town's founding to its modern-day landmarks, this map is your guide to discovering the stories and people that have shaped our community.

LANDING PAGE

- **Congrats!** You've made it to your destination. Head over to the welcome desk, show your pictures of the spots, and collect your prize. We hope you had the best time learning about our welcome center. Wanting to explore Bluffton more? Check out the Historic Bluffton Scavenger Hunt on the main menu. See you soon!

OUTSIDE OF THE WELCOME CENTER RECOMMENDATIONS

Another service that the Bluffton Welcome Center Application can provide is a separate scavenger hunt that gets visitors moving across the town. Creating a different scavenger hunt allows for historic locations, notable architecture, and local businesses around the town to be advertised. The supplementary scavenger hunt would behave similarly to the Welcome Center scavenger hunt, meaning there would be a few stops where guests are encouraged to take photos around the spot. Spots would include Bluffton Oyster Factory Park, Hayward House, Bluffton Riverfront Pocket Park, Calhoun Street Art District, Campbell Chapel AME Church, Church of the Cross Episcopal, Garvin-Garvey Freedman's Cottage.

Hayward House

- The Hayward House, now a house museum, was built by enslaved West Africans. This museum demonstrates popular architectural themes. The Hayward House is one of the first documented preservation projects in Bluffton.

Bluffton Riverfront Pocket Park

- Check out the gorgeous waterfront location by visiting the Bluffton Riverfront Pocket Park. This location allows visitors to see how vital the vegetative borders are and the aesthetic importance of this pocket park.

Calhoun Street

- Check out some of Bluffton's unique art galleries, restaurants, and occasional festivals that Calhoun Street has to offer. Calhoun Street is one of the oldest streets in Bluffton, as it first appeared in the early 1800's. This street witnessed many social and cultural movements throughout the years that shaped the Town of Bluffton.

Campbell Chapel AME Church

- Campbell Chapel AME Church is currently the oldest surviving church in Bluffton. The structure was believed to be built by enslaved individuals and has changed denominations throughout history. Today, it is still used as a religious center.

Church of the Cross Episcopal

- On June 4, 1863, 1,000 Union troops landed at Hunting Island Plantation. As they march through Bluffton, the Union soldiers set the town on fire, burning most of the town to the ground. Very few buildings, such as the Church of the Cross, survive.

Garvin-Garvey Freedman's Cottage

- The Garvin-Garvey Freedman's Cottage was built in 1870. The famous architecture of the late 19th century in this location is significant. The restoration of this cottage prioritized historical accuracy, making the house very similar to what would have been at its first use.

INTERACTIVE MAP CONTENT

1998:

- Reeves Property
 - Annexed August 1997
 - Reeves Property became the town's initial annexation on August 4, 1987, expanding the one-square-mile town by 15 acres. While a modest addition to the town, this annexation, situated directly to the east of the old town, marked the onset of a period of significant growth for Bluffton. The Reeves property now contains a small residential development.

- M.C. Riley Property
 - Annexed November 1998
 - In November of 1988 came the second annexation, MC Riley School, encompassing 34 acres that once housed Beaufort County's historically black schools. This expansion enlarged the town of Bluffton to a total of 1.08 square miles. Within this territory lay two school structures. The first was the Bluffton Graded School, a small frame building erected around 1900, followed by the establishment of an elementary and high school named after Michael C. Riley in 1954. Following county desegregation in 1970, these schools served all children of Bluffton until the erection of the new Michael C. Riley school nearby in 1991.
 - Photos Blurb A – M.C. Riley Headshot
 - Michael Christopher Riley (1873-1966)
 - A devoted Bluffton native, Riley earned his education at Beach High School, Savannah. A leader in his community, he owned a restaurant and organized the Wage Earner's Bank. He was a prominent figure in First Zion Baptist Church and the first black trustee on the Beaufort County Board of Education, District #2. Riley's dedication led to the naming of a high school in his honor, ensuring a nine-month school term for the community.

1998:

- Palmetto Bluff
 - Annexed November 1998
 - 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 Estil 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. Today, Palmetto Bluff has been thoughtfully developed into a residential area, preserving its rich history and natural beauty.

- Photo Blurb A – Palmetto Lodge
 - Palmetto Lodge
 - Built in 1902, this four-story, 72-room mansion, named Palmetto Lodge, was a Gilded Age getaway for wealthy Northerners. Owned by New York financier Richard T. Wilson, Jr., it was initially intended as a hunting lodge but was often used for entertaining guests, making it a notable social destination. Unfortunately, in 1926, a fire reduced Palmetto Lodge to stone ruins. the community.
- Schultz Tract
 - Annexed November 1998
 - Schultz Track, annexed alongside Palmetto Bluff, stands as one of Bluffton's most extensive annexations. This 620-acre addition to the north of Historic Old Town features residential development and a flourishing commercial corridor

2004:

- Buckwalter Tract
 - Annexed April 2000
 - In the year 2000, Bluffton experienced a substantial expansion with the annexation of the expansive Buckwalter Tract, an impressive addition of 6,269 acres. Following this acquisition, a carefully devised neighborhood plan was implemented, resulting in the transformation of Buckwalter into a vibrant mixed-use community. This dynamic development now encompasses numerous neighborhoods, including Hampton Lake, Lawton Station, and Banyard Park, along with thriving commercial hubs like Buckwalter Place and Berkeley Place.
- Jones Estate
 - Annexed June 2000

- The 2000 acquisition of the Jones Estate stands as one of Bluffton's most significant land additions, enriching the township with an impressive 6,000 additional acres. Inside the original boundaries of the Jones Estate, various meticulously planned neighborhoods have flourished, among them Cypress Ridge and Carolina Oaks.

In the southern portion of the former estate, situated south of Okatie Highway, the 'New Riverside' neighborhood plan has been unfolding since 2004. Encompassing over 4,000 acres of the newly annexed land, the Greater New Riverside boasts an array of distinctive neighborhoods such as Southern Oak, Haven, Heritage, and Midpoint. The New Riverside Neighborhood plan primarily designates residential uses, complemented by essential commercial amenities thoughtfully integrated within these communities.

- Photo Blurb A: New Riverside
 - New Riverside Park
 - New Riverside Village is introducing an exciting new park at the crossroads of May River Road and Okatie Highway. With a range of amenities, including event spaces, trails, playgrounds, picnic areas, restrooms, and a food truck zone, it's set to become a community favorite, comparable in size to Savannah's Forsyth Park. Alongside the park, a striking red barn evokes a touch of history, embodying the community's spirit and its promising future.

2008:

- Buck Island – Simmonsville
 - Annexed December 2005
 - In 2005, the Buck Island-Simmonsville community joined the Bluffton landscape through annexation, yet it was not initially part of the town's planned neighborhoods. In 2009, a neighborhood plan was crafted to integrate essential town infrastructure into this area, fostering growth in primarily residential zones with scattered commercial spaces. Explore the ongoing transformation of this vibrant community through its neighborhood plan using the provided QR code.
 - Photo Blurb A – Praisehouses
 - History Of Blufftons Praisehouses
 - Bluffton, South Carolina, boasts three remaining praise houses, which play a significant role in the town's history. These simple, sparse clapboard structures served as vital centers for African-American community life and worship, originating during slavery when gatherings were prohibited. Praise houses allowed the enslaved to come together for religious services,

news-sharing, and conflict resolution. They merged Christian and non-liturgical African spiritual traditions, featuring the distinctive ring shout dance, marked by rhythmic clapping, foot-tapping, singing, and praying. The tradition eventually waned but these praise houses remain poignant reminders of the vibrant history of Bluffton's African-American community, reflecting its enduring sense of community and spiritual connection.

- Photo Blurb B – Simmonsville Praisehouse
 - The Simmonsville Praisehouse
 - While it may not immediately strike as significant, the Simmonsville Praisehouse, a venerable over 100-year-old structure, carries immense importance for Buck Island's black community. Situated on Simmonsville Road today, this praise house's origins trace back a mile away to Belfair Plantation. In the 1950s, driven by dedicated deacons and congregation members, it was moved when the plantation faced development pressures. Post-relocation, the Praisehouse served as a vital place of worship. Every Sunday, the community would convene to sing, praise, and partake in devotional sessions led by esteemed local deacons like Renty Kitty, Elliot Pinckney, and Oscar Frazier. Presently, the First Zion committee is tirelessly engaged in restoring the Simmons Praisehouse and striving to secure its recognition as a historic site on the National Register of Historic Places.

Future:

- Hotspot A: Old Town Gateways
 - Bluffton's ongoing initiatives involve extending the established character from the Old Town Master Plan and design guidelines to gateway areas, in collaboration with Beaufort County to maintain consistent development regulations across jurisdictions. Their overarching objective is to preserve the Old Town character while harmonizing it with the surrounding development styles, achieved through the identification of key landmarks and gateway identifiers.
- Hotspot B: Buckwalter Place
 - Buckwalter Place has embraced a forward-looking strategy centered on four key principles. First, it focuses on seamlessly blending residential spaces with the commerce center, aiming to boost customer traffic and offer a wider range of housing choices. Second, the plan involves creating an intricate network of active transportation pathways that connect the center to neighboring communities. Additionally, the development incorporates incentives to encourage commercial

office growth, thereby attracting new businesses and fostering economic expansion. Finally, it deliberately introduces various middle housing typologies around the commerce center, catering to diverse age groups and income levels while ensuring a smooth transition between the center and the surrounding single-family developments.

- Hotspot C: Bluffton Crossroads
 - Bluffton Crossroads' strategy encompasses various facets of commercial and mixed-use development. This visionary approach promotes the creation of office spaces while seamlessly blending office uses with retail and dining options to advance economic growth and employment opportunities. Additionally, it advocates for integrating residential infill along these corridors, encouraging the incorporation of middle housing typologies around commercial areas as a transitional element to gradually reduce density between commercial zones and the well-established single-family neighborhoods located east of the focus area.

APP FIGURES

Figure 1

J. Graves, Personal Photo, Pinterest 2016

*Figure 2*

Breeze, The. "Homes That Survived 'the Burning of Bluffton' in 1863. the Phot." Bluffton.com, September 30, 2020. <https://www.bluffton.com/tour-blufftons-antebellum-homes/>.



Figure 3

Breeze, The. "Homes That Survived 'the Burning of Bluffton' in 1863. the Phot." Bluffton.com, September 30, 2020. <https://www.bluffton.com/tour-blufftons-antebellum-homes/>.

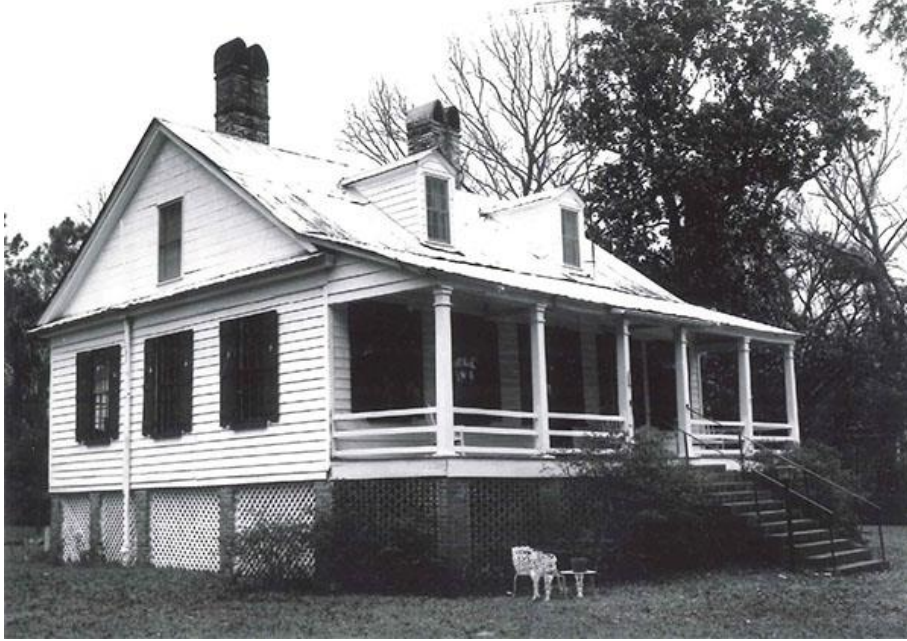


Figure 4

"May River" Conde Nast Online, May 2022



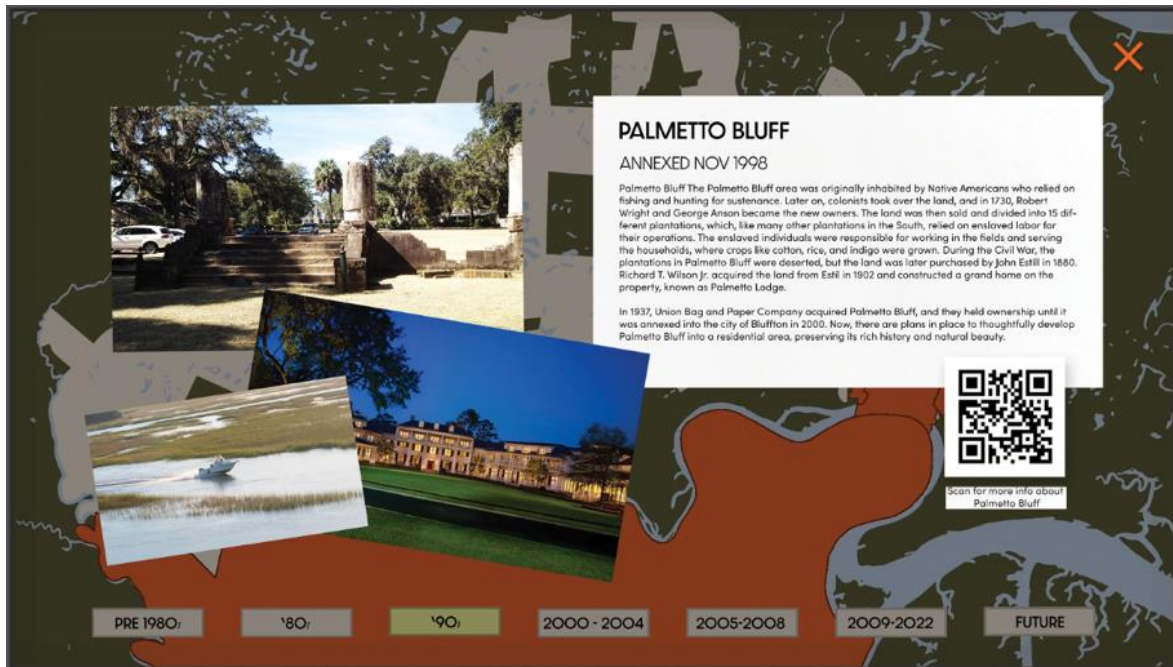
Figure 5

Abby Abazorius | MIT News Office. "Relic from Last Century." MIT News | Massachusetts Institute of Technology. Accessed November 12, 2023. <https://news.mit.edu/2015/mitnano-time-capsule-1118>.



Figure 6

Hansen, Jensen SCAD Student Work, SCADPro, 2023



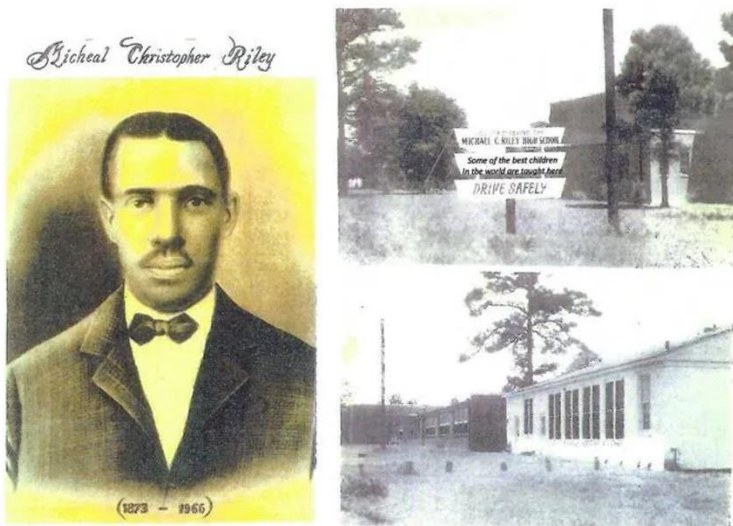
MAP FIGURES

Figure 1

“Michael C. Riley School.” *McRiley High School Alumni Association*,
<https://mcrileyhslegacy.com/projects/>.

*Figure 2*

“Michael C. Riley High School.” *McRiley High School Alumni Association*,
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*Figure 3*

Cox, Sabrina. "Palmetto Lodge Ruins" 2023, Authors personal collection.



Figure 4

"Perfect Hideaway." *Greenville Journal*, 28 December 2016, Published, <https://greenvillejournal.com/community/perfect-hideaway/>.



Figure 5

Roberts John. "Palmetto Bluff." *Wray Ward*, 3 May 2019, https://www.wrayward.com/articles/photography-and-storytelling-when-a-thousand-words-isnt-enough?utm_source=Facebook&utm_campaign=2019%20Wray%20Ward%20Blog%20Promotion&utm_content=Photography%20and%20Storytelling:%20When%20a%20Thousand%20Words%20Isn%E2%80%99t%20Enough.



Figure 6

Lowcountry Chronicle, 9 January 2023, <https://www.lowcountrychronicle.com/news-front/town-breaks-ground-on-new-riverside-park>



Figure 7

Howerton, Hart. "New Riverside Barn Park Plan." *Bluffton Today*, 28 October 2021, <https://www.blufftontoday.com/story/news/2021/10/28/town-bluffton-receives-grant-new-riverside-barn-park-project/6134642001/>.



Figure 8

"Simmonsville Praise House." *Discover Lowcountry*, <https://www.discoverlowcountry.com/praise-houses>.



Figure 9

“Praise House on Simmonsville Road.” *Welcome to Bluffton*, <https://www.bluffton.com/praise-houses/>.



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THANK YOU

