
R2018-21: RESOLUTION DESIGNATING THE FRANKLIN G. BURROUGHS-SIMEON B CHAPIN ART MUSEUM'S "MAKING WAVES: A DREW BROPHY RETROSECTIVE VISUAL ART EXHIBIT" AS A LEGISLATIVE FESTIVAL FROM JUNE 23 THROUGH SEPTEMBER 16, 2018.

Applicant/Purpose: The Franklin G. Burroughs-Simeon B. Chapin Art Museum/ to hold a legislative festival for an art exhibit from June 23 - September 16, 2018.

Brief:

- Museum requests placement of 20 two-sided banners placed on streetlight poles on both sides of Ocean Boulevard from Kings to Springmaid to advise public about summer long art festival.
- Banners will be 30" x 84".
- In-kind Cost for installation & take down of banners is \$35/pole.
- Estimate of attendance @ art museum during festival period is 15,000.

Issues:

- Sign ordinance does not allow proposed signage w/out special event approval.
- Absent legislative festival designation, special events are limited to 5 days outside a special district.
- Proposed festival designation only needed to allow proposed signage. Related activities will take place inside the museum & are permitted by law.
- Special Events Committee recommends approval (unanimous).

Public Notification: Normal meeting notification.

Alternatives:

- Do not pass resolution.
- Amend resolution.

Financial Impact: Negligible cost associated w/ banner placement & takedown.

Manager's Recommendation: I recommend approval, w/ the waiver of the fee for banner installation.

Attachment(s): Proposed resolution, application & site plan.

RESOLUTION R2018-21

CITY OF MYRTLE BEACH
COUNTY OF HORRY
STATE OF SOUTH CAROLINA

RESOLUTION DESIGNATING THE
FRANKLIN G. BURROUGHS-SIMEON B.
CHAPIN ART MUSEUM'S "MAKING
WAVES: A DREW BROPHY
RETROSPECTIVE VISUAL ART EXHIBIT"
A LEGISLATIVE FESTIVAL FROM JUNE
23 THROUGH SEPTEMBER 16, 2018.

WHEREAS, the Franklin G. Burroughs-Simeon B. Chapin Art Museum will hold a visual art exhibit from June 23 through September 16, 2018; and

WHEREAS, the museum requests the placement of banners on light poles on Ocean Boulevard from the turn off Business 17 to Springmaid Boulevard, directly in front of the Museum, and north on Ocean Boulevard.

NOW THEREFORE, IT IS RESOLVED that:

1. The Myrtle Beach City Council finds that:

- The events referenced above collectively constitute a Legislative Festival as defined by Article VI, Division 1, Section 19-126 of the Code of Ordinances. Such festival is to be known as "Making Waves: A Drew Brophy Retrospective Visual Art Exhibit".

2. Also pursuant to this designation City Council also:

- Approves the placement and installation of festival-related signs and banners along streetlight poles between Kings Highway and Springmaid Boulevard, along Springmaid Boulevard, in front of the Franklin G. Burroughs-Simeon B. Chapin Art Museum, and north on Ocean Boulevard.
- Approves the attached site plan by reference and authorizes the City Manager to make subsequent adjustments to these plans as necessary to ensure public safety and/or the efficient delivery of City services, and/or to improve the appearance or the efficiency of the site or the quality of the experience for Festival attendees.
- The City Council extends an open invitation to all area residents and visitors to attend and enjoy "Making Waves: A Drew Brophy Retrospective Visual Art Exhibit".

SIGNED AND SEALED THIS 8th day of May 2018.

BRENDA BETHUNE, MAYOR

ATTEST:

JENNIFER STANFORD, CITY CLERK