
1 **2018-27 (2ND READING): AN ORDINANCE TO AMEND THE COMPREHENSIVE PLAN**
2 **FOR THE CITY OF MYRTLE BEACH BY ADOPTING THE CULTURAL RESOURCES**
3 **ELEMENT.**

4 **Applicant/Purpose:** Staff/ to amend the Cultural Arts Element of the City's Comprehensive
5 Plan.
6

7 **Brief:**

- 8 • This is 1 of 13 elements of the Comp Plan & the next to be updated.
- 9 • As it emerged from Planning Commission the proposed update includes 6 City objectives:
 - 10 1. Develop & implement a public art policy & include as a component in new
 - 11 construction projects.
 - 12 2. Continue efforts to complete a new Performing Arts Center, to replace Chapin
 - 13 Memorial Library, & to complete a Children's museum structure.
 - 14 3. Explore development of an arts district.
 - 15 4. Support intergenerational, multi-cultural community arts programs & enhance
 - 16 after-school, evening, & summer arts programming.
 - 17 5. Continue to provide [everyone] w/ local cultural arts info. Strengthen exchange
 - 18 of info & the coordination of arts organization activities.
 - 19 6. Continue to diversify the travel & tourism industry by expanding cultural tourism
 - 20 thru signature cultural events.

21
22 **Issues:**

- 23 • Since the draft was reviewed by PC discussions have taken place which impact the
24 proposed rewrite:
 - 25 ○ A growing realization of the impact that arts could have on the City's downtown
 - 26 revitalization efforts.
 - 27 ○ Some initial energy around the concept of an arts district in the area now known
 - 28 as the Superblock to include a possible potential partnership w/ CCU.
 - 29 ○ Direction by Council to issue an RFP for a Downtown Masterplan Consultant.
- 30 • Due to these changes staff has proposed to drop objective #2 above as these facilities
31 are elements in the Arts District concept currently under consideration, & to update the
32 wording of the remaining objectives.

33
34 **Public Notification:**

- 35 • State law requires a public hearing w/ related notice in order to amend the Comp Plan.
- 36 • The public hearing was held on this matter prior to the April 24, 2018 City Council
- 37 workshop. No member of the public appeared.
- 38 • Normal City Council meeting public notice.

39
40 **Alternatives:**

- 41 • Do not amend this element of the Comp Plan.
- 42 • Change the proposed Comp Plan prior to adopting the amendments.

43
44 **Financial Impact:** None from the adoption of this Plan update. Council will consider a financing
45 plan prior to deciding to move forward on any new arts venues.
46

47 **Manager's Recommendation:**

- 48 • I recommend 1st reading (5/8/18).
- 49 • I recommend 2nd reading & approval w/ the revised wording of the objectives as
50 presented (5/22/18).

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52 **Attachments:** Proposed ordinance.

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**CITY OF MYRTLE BEACH
COUNTY OF HORRY
STATE OF SOUTH CAROLINA**

**AN ORIDNANCE TO AMEND THE
COMPREHENSIVE PLAN FOR THE CITY OF
MYRTLE BEACH BY ADOPTING THE
CULTURAL RESOURCES ELEMENT**

WHEREAS, the Planning Commission is authorized by S.C. Code § 6-29-510 to establish and maintain a planning process which will result in the systematic preparation and continual evaluation and updating of the elements of the Comprehensive Plan;

WHEREAS, the Comprehensive Plan includes a Cultural Resources Element which presents information related to historic preservation, community appearance, and the arts;

WHEREAS, the Planning Commission by resolution has recommended the attached Cultural Resources Element be adopted by the governing body as per S.C. Code 6-29-530;

WHEREAS, the Comprehensive Plan is an expression of the City Council’s policy directives and reflects prudent and efficient use of public funds, advisable sustainable guidelines for future development and redevelopment within the City’s jurisdiction and thoughtful consideration of the fiscal impact on property owners; and

NOW, THEREFORE, IT IS ORDAINED that the City Council hold a public hearing (first reading on April 10, 2018) and that the attached Cultural Resources Element of the Comprehensive Plan for the City of Myrtle Beach is hereby approved (second reading) as required under S.C. Code § 6-29-530.

This ordinance shall become effective immediately after adoption.

ATTEST:

Jennifer Stanford, City Clerk

Brenda Bethune, Mayor

1ST Reading: 5-8-18
2nd Reading: 5-22-18

1 **Cultural Resources Element**

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3 **Overview**

4
5 Unprecedented growth and development has had a tremendous impact on our cultural,
6 historic and natural integrity. The goal of the cultural resources element is to ensure
7 our man-made and natural assets of the community will be protected and enhanced to
8 ensure a high quality of life and healthy climate for economic development.

9
10 **Historic Preservation Subelement**

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12 **Where We Are Now**



Once Myrtle Beach was simply beach, swamp and dense forest. In the 1880s a small cluster of homes and businesses were built on the Withers Swash beside Kings Highway. This small village was the core upon which developers built New Town, later to be named Myrtle Beach. Near the end of the 19th century, the Myrtle Beach Farms Company started acquiring property

23 east of the Waccamaw River from the Withers Family. The company recognized the
24 value of the land for expansion of their farming industry and the beachfront to be used
25 as a vacation spot for their employees.

26
27 The 1920s was a time of major expansion for Myrtle Beach. Houses and motels were
28 developed along the beachfront and vacation cottages were scattered about the
29 beach. Since the 1920s, expansion has been the major means by which Myrtle Beach
30 has accommodated economic development. Local business people have redeveloped
31 their properties as changes in the accommodations and amusement industries required
32 new and larger facilities. Major disasters including Hurricanes Hazel and Hugo and
33 changes in financing and marketing (such as the designation of Myrtle Beach as a
34 metropolitan area) have provided their own impetus for redevelopment through the
35 years.

36
37 **Where Do We Want To Be**

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39 Places of history provide communities with familiar
40 environments that make people feel comfortable and
41 secure. Community history and local legends give
42 people a tangible record of their heritage. Looking
43 to the past helps to prepare the community for
44 planning for the future.

45
46 Historic preservation is important to any community



1 for several reasons. The most significant is that the continuing presence of a
2 community's history, freely visible to all who pass along its streets, provides residents,
3 businesses, and visitors with a perspective on what their roles are in the community.
4 It provides a key to what the community believes is important and a sense of
5 connection to something larger than the immediate concerns of the day.

6
7 For tourist communities, historic preservation is often a major
8 attraction. Not only do preserved buildings create a higher quality
9 of life for residents, they also are often the basis for the tourist
10 industry. Historic resources are a major draw for the growing
11 cultural tourism industry. Preservation of the area's historic
12 resources complements the natural attractions in the area to make
13 Myrtle Beach a destination for the nature, or eco-tourist. In
14 addition, historic preservation enhances the value of 2nd and 3rd
15 row properties. If the beach is not close enough to create value, then perhaps the
16 presence of a historic district can make these properties competitive.



17
18 Currently there are no city regulations in place to mandate historic preservation, and
19 there are no city guidelines or incentive programs to encourage such preservation.
20 The preservation philosophy behind a successful historic preservation program rests
21 upon four basic assumptions:

- 22
- 23 • When historical and archaeological resources are destroyed, they are gone
24 forever.
- 25 • Historic preservation is an important public service and a legitimate
26 responsibility of city government. Historic buildings and sites give Myrtle Beach
27 much of its special character and community identity.
- 28 • Not everything that is old is worth preserving, nor is historic preservation
29 concerned primarily with the creation of museums or other public attractions.
30 To be considered for preservation, a property must be demonstrably significant
31 in history, architecture, or archaeology and it must also be adaptable to
32 modern needs and uses.
- 33 • Historic preservation is entirely compatible with economic development.
34 Everyone profits by recycling historically significant buildings and adapting
35 them to new, economically viable uses.

36
37 As the city works to become a sustainable city what better way to accomplish this goal
38 than preserving our history for future generations.

39 40 Historic Preservation Goal

41
42 Lands, sites and structures that have historical or archaeological significance will be
43 identified, preserved, and protected.

44 45 Historic Preservation Objectives

46

1 **Objective 1:** Use historic preservation to enhance neighborhoods, meet
2 community needs such as affordable housing, business diversification, and
3 walkability/bicycling.

4 a. **Implementation Strategy:** Identify historic properties that can be
5 rehabilitated and reused by the public and private sectors such as the
6 buildings used to create Swansgate apartments (old Carver Training
7 School) and Balsam Place Apartments (old Pam's Motel); Base
8 Recreation Center, Crabtree Gym, Warbird and Grand Parks (former Air
9 Force Base properties); the Train Depot (used for meetings and
10 weddings); Withers Swash Park and cemetery; and Charlie's Place.

11 b. **Responsible Agency:** Planning and Neighborhood Services
12 Departments.

13 c. **Time Frame:** On-Going.

14 **Community Appearance Subelement**

15 Where We Are Now



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18 Since the beginning of the City's history as an oceanfront vacation destination, appearance has played an important role. Tree preservation, landscaping, regulation of billboards and other signs, and telecommunications, all have been the subject of much study and new regulations, and are certainly critical to community appearance. In

27 addition, views of the ocean, waterways, and

28 other natural areas are potentially key ingredients to maintaining and improving the
29 appearance of Myrtle Beach.

30
31 Areas along Kings Highway and Highway 501 show a lack of attention to community
32 appearance and a changing economy. Numerous businesses have closed leaving empty
33 unkempt buildings. Many businesses have been torn down leaving littered vacant lots.
34 Some existing businesses have allowed their facades and landscaping to deteriorate.
35 All of this leaves the image of blight in the heart of our city which attracts crime or
36 gives the perception of a high crime area.

37
38 One of the most appealing features of the city is the appearance of some of its
39 residential neighborhoods. Most of the houses in the city are well maintained.
40 Neighborhood Services administers a housing rehabilitation program to assist low-
41 income homeowners with necessary home repairs.

42
43 The aesthetic quality of a community is very important but the perception about a
44 community is equally important. The City is working to improve neighborhoods that is
45 coordinated by our Neighborhood Services, Property Maintenance and Law
46 Enforcement staff. Twenty-six monthly neighborhood meetings are held to encourage

1 our residents and business owners to keep their properties properly maintained and to
2 report crime as well as to get input to make our community more livable and
3 sustainable.

4 Where Do We Want To Be

6 A community is judged by its appearance. First
7 impressions count. Community appearance and design
8 involves all of the physical elements within the
9 community. It includes overall street layout, specifics of
10 roadway construction, street lighting, signs, pedestrian
11 amenities, street trees and other landscaping. It also
12 includes all aspects of residential, public and commercial building design -
13 architectural style, massing, scale, height, and setting. Site design for commercial,
14 industrial, and public buildings includes vehicle and pedestrian access to the site,
15 parking, pedestrian and bicycle amenities, signs, public art, and landscaping. Zoning
16 regulations control minimum requirements such as building setbacks from the front,
17 rear, and side property lines, maximum building height, and percentage of impervious
18 surface coverage. However, zoning controls alone cannot adequately control the three
19 dimensional aspects of development, nor can they describe the appropriate
20 relationship between structures. Generally, zoning regulations do not define
21 architectural style for the building or a functional, attractive site design. While some
22 of these issues are addressed during the normal review process, design guidelines or
23 regulations are necessary to articulate more specific intentions for building design and
24 site elements for the community.



26
27 Community pride is projected through the development and maintenance of a
28 distinctive, attractive image. Throughout the comprehensive planning process
29 residents, business owners and visitors to our community have supported enhancing
30 the city's entryways, business corridors, and neighborhoods.

31
32 People don't want to live in an unattractive
33 environment, nor do they want to work or play in
34 one. As the appearance of a community begins to
35 deteriorate, its residents seek out newer, more
36 attractive communities, usually on the outskirts of
37 town. Businesses start to follow, and, before you
38 know it, you have urban sprawl. Not only do you have
39 people moving out of the city, but you are not
40 attracting new people to your city.



41
42 For a tourist destination community appearance is of the utmost importance. Such
43 cities must be as attractive as possible. In fact, when families are making their travel
44 plans, they look often to vacation somewhere nicer than the place where they live.

45 Community Appearance Goal

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2 The Myrtle Beach community will be aesthetically appealing and recognized for the
3 beauty and cleanliness of its built and natural environments while encouraging
4 development with high aesthetic standards that are compatible with adjoining land
5 uses.

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7 **Community Appearance Objective**

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9 **Objective 1:** Create a community master plan using accepted community design
10 guidelines, environmental, public art, and property maintenance standards to
11 foster a distinct identity for Myrtle Beach subject to the Community Appearance
12 Board approval.

13
14 **a. Implementation Strategy:** The master plan will include but not be
15 limited to:

- 16 • Sustainability design guidelines for commercial corridors
17 establishing the appropriate treatment and detailing of facades,
18 the use of materials and color schemes, massing and scale of
19 buildings, appropriate signage which reduces visual clutter,
20 lighting, parking lot design, circulation, landscaping and
21 screening of mechanical equipment and garbage/recycling
22 containers. Design guidelines for commercial properties are
23 evaluated first at the site plan scale, and then at the facade,
24 sign, and landscape scales.
- 25 • Defining and instituting beachfront and waterway development
26 standards.
- 27 • Providing incentives for green building.
- 28 • The community tree planting plan.
- 29 • Protecting and enhancing beach access by providing better
30 facilities and infrastructure along the beach including ADA
31 compliant dune walkers, showers, restrooms, and
32 trash/recycling/pet waste receptacles.
- 33 • Establish visual buffers using landscape materials primarily of
34 indigenous plants between the dunes and the buildings and
35 parking lots along the beach to enhance the natural beauty of
36 the beach and accentuate view corridors.
- 37 • Eliminating overhead utility lines in developed areas and in new
38 development.

39 **b. Responsible Agency:** Planning, Construction Services (Zoning) and
40 Community Appearance Board.

41 **c. Time Frame:** On-Going.

42
43 **Arts Subelement**

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45 **Where Are We Now**

1 One goal of a sustainable city is to help foster a civic environment where artistic
2 expression and cultural diversity can flourish; where the influence of the arts on the
3 local economy and as a factor in economic development is recognized; and where
4 local government and city leaders legitimize the arts as an essential component of
5 civic support, funding and decision making.

6 The city helps to support the arts through special events and festivals and the
7 allocation of accommodations tax funds to local arts groups and other tourism-
8 oriented organizations.

9 **Cultural Arts Advisory Committee**

10 In 2001 Council established the Cultural Arts Advisory Committee. The committee
serves in an advisory capacity to City Council through the Manager.
The Committee also coordinates its activities with the Planning
Commission on appropriate elements of the *Comprehensive Plan*.
Since its establishment the Committee has written a *Cultural Arts
Plan* which was incorporated into the arts subelement of the
Comprehensive Plan in 2006; has been responsible for an art in
public places ordinance, a mural ordinance, the “Carousel Horses on
Parade” fundraiser for the creation of a cultural arts center, the Mr.
Joe White shoe painting contest and murals painted on the buildings
at the local recreation centers; the placement of the Mr. Joe White
sculpture in the Historic Myrtle Beach Colored School Museum and



22 Education Center; and the creation of the seating wall in Bathsheba Bowens Memorial
23 Park.
24

25 **Where Do We Want To Be**

26 A sustainable community acknowledges economic, environmental and social issues are
27 interrelated in creating an exceptional quality of life for residents as well as having a
28 positive impact on economic development and tourism. According to studies,
29 knowledge-workers who form the background of what Carnegie Mellon University calls
30 the “new economy” value quality of place above nearly all other factors in choosing
31 where to locate. The four factors that determine that quality are lifestyle,
32 environmental quality, natural and outdoor amenities and a vibrant arts environment.

33 A National Governors’ Association’s Best Practices reports how arts programs have
34 served as components of high-impact economic development programs by, among
35 other things:

- 36 • Restoring and revitalizing communities by serving as a centerpiece for
37 downtown development.
- 38 • Creating vibrant public spaces resulting in improved quality of life,
39 expanded business and tax revenue base and positive regional and
40 community image.

1 As tourism is a major part of the Myrtle Beach economy, it
2 is important to note that cultural tourism is a recognized
3 economic driver. One recent study revealed that the
4 cultural tourist spends 38% more per day, stays 22% longer
5 than the average traveler, travels more frequently and is
6 more likely to share travel experiences with friends and
7 on social media.



8 The positive effect of cultural tourism and supporting the arts efforts that sustain it is
9 exponential, in that it not only benefits the typical tourist businesses but also spreads
10 economic benefits to businesses that are not included in traditional destination
11 marketing, builds relationships within the community and encourages the development
12 of new community amenities, activities and attractions.

13 Arts Goal

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15
16 A diverse, affordable arts program will be created that provides education and
17 cultural enrichment, recognition of local artists, and regional exposure.

18 Arts Objectives

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21 **Objective 1:** Develop and implement a public art policy for the community and
22 include as a component in new construction projects.

- 23 a. **Implementation Strategy:** The Cultural Arts Advisory Committee, with the
24 assistance of the Planning Department, Planning Commission, and
25 Community Appearance Board, will assist in the development and
26 implementation of a policy to proliferate public art in the community.
- 27 b. **Responsible Agency:** The Cultural Arts Advisory Committee with support
28 from the Planning Department.
- 29 c. **Time Frame:** On-Going.

30
31 **Objective 2:** Continue recent efforts to complete a new Performing Arts Center,
32 to replace the existing Chapin Memorial Library with a modern, expanded state-of
33 the art facility, and to complete a structure for use as a Children's museum.

- 34 a. **Implementation Strategy:** A citizens' group has been working to support
35 the need for a performing arts center. The Chapin Library Advisory Board
36 with the assistance of the Library staff will make recommendations to City
37 Council. The City is working with the Children's Museum of South Carolina
38 to build a new joint use facility in the Superblock area.
- 39 b. **Responsible Agency:** The City Manager's Office.
- 40 c. **Time Frame:** Short Term.

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42 **Objective 3:** Explore the development of an arts district for all cultural arts
43 disciplines.

- 44 a. **Implementation Strategy:** The Planning Department, with the assistance
45 of the Cultural Arts Advisory Committee, Planning Commission, and

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Downtown Redevelopment Corporation will analyze creating an arts district.

- b. **Responsible Agency:** The Planning Department.
- c. **Time Frame:** Short Term.

Objective 4: Support intergenerational, multi-cultural community arts programs while enhancing after-school, evening, and summer arts programming for children and adults.

- a. **Implementation Strategy:** Work with local arts organizations and appropriate agencies to provide intergenerational and multi-cultural arts programming for the community.
- b. **Responsible Agency:** The Art Museum, Children’s Museum of SC, Grand Strand Senior Center, Coastal Carolina University, and Recreation Department.
- c. **Time Frame:** On-Going.

Objective 5: Continue to provide all residents and visitors in the area, as well as business and industry wishing to locate here, with information concerning the cultural arts while strengthening the exchange of information and the coordination of activities of the arts organizations.



a. **Implementation Strategy:** Local arts organizations, Public Information Office, and TAGS (TheArtsGrandStrand.org) will work with the Coastal Carolina Association of Realtors in getting information to newcomers about the arts opportunities available in this community. These organizations will also work with the proposed Economic Development Department, Myrtle Beach Regional Economic Development Corporation, NESAs and the Myrtle Beach Area Chamber of Commerce.

- b. **Responsible Agency:** Local arts organizations and TAGS.
- c. **Time Frame:** On-Going.

Objective 6: Continue to diversify the travel and tourism industry by expanding cultural tourism through signature events in the city that promote the arts.



a. **Implementation Strategy:** The Cultural Arts Advisory Committee, proposed Economic Development Department, Myrtle Beach Area Chamber of Commerce, SC Arts Commission, and SC Parks, Recreation and Tourism work together to identify existing and potential

cultural tourism opportunities in the area and implement a marketing plan to bring visitors to the area that are interested in cultural tourism.

- b. **Responsible Agency:** The Cultural Arts Advisory Committee and Planning Department.
- c. **Time Frame:** On-Going.

RESOLUTION



STATE OF SOUTH CAROLINA
COUNTY OF HORRY
CITY OF MYRTLE BEACH

RESOLUTION RECOMMENDING ADOPTION OF THE CULTURAL RESOURCES ELEMENT AMENDMENT TO THE CITY OF MYRTLE BEACH COMPREHENSIVE PLAN

WHEREAS, the Planning Commission is authorized by S.C. Code § 6-29-510 to establish and maintain a planning process which will result in the systematic preparation and continual evaluation and updating of the elements of the Comprehensive Plan;

WHEREAS, the Comprehensive Plan includes a Cultural Resources Element which presents information related to historic preservation, community appearance, and the arts;

WHEREAS, the Comprehensive Plan states that the City schedule amendments and rewrites of the population and other elements of the Comprehensive Plan to occur after the completion and release of the 2010 US Census Bureau data;

WHEREAS, the Planning Department staff in cooperation with the City Manager's office has updated the Cultural Resources Element based on the 2010 US Census Bureau data; and

WHEREAS, the amendment to the Cultural Resources Element is an expression of the Planning Commission's recommendations to the Myrtle Beach City Council and reflects prudent and efficient use of public funds and thoughtful consideration of the fiscal impact on property owners; and

NOW, THEREFORE, BE IT RESOLVED THAT the Planning Commission, in session duly assembled, and by the affirmative vote of a majority of its members passes a resolution of support for the Cultural Resources Element amendment to the Comprehensive Plan and encourages the City Council to adopt the amended plan;

AND BE IT FURTHER RESOLVED THAT the Planning Commission hereby forwards the above Comprehensive Plan update and rewrite to the Myrtle Beach City Council for adoption.

Done this 2nd day of January 2018.

Bill Pritchard, Chair
Myrtle Beach Planning Commission

Attest