

4. Cultural Resources Element

A. Cultural Resources Goal

The man-made assets of the community will be protected and enhanced to ensure a high quality of life and healthy climate for economic development.



4.1. Community Appearance Subelement

A. Community Appearance Subgoal

The Myrtle Beach community will be aesthetically appealing and recognized for the beauty and cleanliness of its built and natural environments, making a favorable impression on all.

With careful attention given to cultural resources, such as the design of private buildings and public spaces, quality of life

B. Community Appearance Findings

1. Community Appearance

Community appearance is important to Myrtle Beach residents. They have said so consistently through nearly two years of public participation—from the *It's TIME* visioning process to the various forums in the comprehensive planning process. In calling for improvements in the community's appearance, residents are in fact asking that more attention be paid to their needs as year-round residents. Simply stated, Myrtle Beach residents are growing more concerned that their city is becoming increasingly commercial, that it lacks distinction, and that it is insensitive to their needs. Residents feel strongly that the time has come to make Myrtle Beach an attractive community that caters to the needs of residents as well as those of visitors.

2. Impact on Tourism

Community appearance has a significant impact on the economic viability and future of Myrtle Beach. As a community whose economy is almost entirely dependent on tourism, Myrtle Beach should offer a more attractive and more comfortable environment than that of its visitors' everyday surroundings. Failure to provide such an environment will have a negative impact on the ability of Myrtle Beach to attract the family tourism it seeks, on its ability to attract repeat visitors and retirees, and on its ability to compete with other beach communities along the eastern seaboard. As the tourist season constantly expands, Myrtle Beach is transforming itself from a seasonal resort into a year-round vacation destination. This transformation has been fueled by golf and cultural tourism, both of which attract a more diverse and sophisticated audience than the community is accustomed to serving. And this makes community appearance an even more pressing issue. The need to improve and maintain the community's appearance is clearly recognized by a majority of the area's property owners, tourist operators and developers, despite the fact that opinions on how to accomplish this are diverse.

3. The Legacy of the Past and the Challenge of the Future

Myrtle Beach city fathers clearly understood the link between community appearance, the prosperity of residents, and the needs of visitors. They also understood the unique responsibility of developing an economically successful community while preserving the natural assets that make the community attractive in the first place. The careful attention to design elements at the urban scale is still evident in older neighborhoods and commercial areas of the community and in the layout of streets. Commercial areas and neighborhoods, developed side by side, each preserved their unique character. Ocean vistas were carefully framed, neighborhoods had an attractive, walkable quality, and trees gave a distinctive character to older areas. In recent years, however, Myrtle Beach has expanded rapidly, and the pressure to respond to an ever-growing number of residents and visitors has resulted in massive development. This new development reflects the formulas that have characterized expansion in American cities over the past 50 years—strip commercial development, urban sprawl, and increased dependency on the automobile to get around. As a result, Myrtle Beach has lost some of its uniqueness, trading that uniqueness for an increasingly generic suburban look. The challenge of the future for Myrtle Beach, as expressed by its residents, is to achieve a degree of quality in its community appearance that ensures good stewardship of the land, that preserves and enhances the uniqueness of the community, that presents the community competitively, and that makes it a good place to live and visit.

4. The Community Appearance Board

Recognizing the importance of community appearance, city council created a community appearance board (CAB). Although the board's objectives are clearly stated in the city code, it has few specific guidelines upon which to base its decisions on the design of commercial buildings, signs, and landscaping.

5. The Tree Protection and Landscape Regulations

With major revisions enacted in September 1996, the tree protection ordinance establishes two categories of "protected" and "landmark" trees, and makes it unlawful to cut and destroy those trees without permits. The amendments to the landscape regulations enacted in February 1998 require protective buffering between non-compatible land uses.

C. Community Appearance Objectives and Strategies

1. Protect and enhance Myrtle Beach's community appearance by establishing a collaborative effort between the city and the county.

The meandering nature of Myrtle Beach's city boundaries (and the fact that a great deal of new development is occurring outside of those boundaries) makes it imperative that the city and county governments collaborate in accomplishing the community appearance goal, objectives, and strategies. Regional decision making is, however, complex. In order to achieve political will to effectively work at the regional scale, elected officials and community leaders must come together and develop a coordinated approach to managing the community's appearance.

a. Develop a cooperative agreement between city and county.

Myrtle Beach leads an effort to establish an informal roundtable of elected officials to discuss issues of common interest related to community appearance. The city and

county, as an outcome of the roundtable, develop a cooperative agreement designed to unify policies and standards relating to the community appearance element of the city's comprehensive plan. The agreement spells out the areas of collaboration and the specific responsibilities of each jurisdiction to effectively implement regional standards.

Implementation: The city planning department contacts the county planning department to arrange a meeting of staff and commission members to develop the agreement, which is approved by both city and county councils.

Time frame: Immediate.

b. Develop new regional development guidelines and standards to strengthen local character and community appearance.

The city and the county work together to establish design guidelines and standards for new development that are consistent with the goals of the comprehensive plan. The design guidelines are specific to types of development and the location of development within street corridors, districts, or centers. The guidelines provide direction relative to site planning, architectural character and treatment, landscaping, signs, on-site lighting, and other related design and community appearance concerns. The new guidelines are illustrated and establish a vocabulary to be used in both development and redevelopment projects. The vocabulary ensures continuity of character throughout the planning area.

Implementation: The city and county planning commissions, with assistance from the community appearance board and the two planning departments, develop the standards, which are adopted by both city and county councils.

Time frame: Immediate.

2. Expand the role of the community appearance board.

The community appearance board currently focuses on facade, sign, and landscape design in commercial properties. The city expands the role of the community appearance board to assume a leadership role in the overall planning and design process for the community and to become the leading entity in the efforts to improve community appearance. The city provides the board with administrative and professional staff support and makes the board the entity that administers new regional guidelines and standards. The new regional guidelines and standards provide the board with an objective tool for evaluating projects. Projects, including residential properties, are evaluated first at the site plan scale, and then at the facade, sign, and landscape scales. The board also supervises a program of art in public spaces, including consideration of a percentage-for-arts program (where a certain percentage—usually 1 percent—of a project's construction cost is required to be spent for public art). In addition, the board initiates a development awards program within the city and participates in making nominations to outside awards programs.

Implementation: The community appearance board, with assistance from the planning department, develops a program that is reviewed by the planning commission and approved by city council.

Time frame: Immediate.



Community appearance was one of the most important issues raised by participants in the *It's TIME* visioning

3. Expand public and private landscaping.

A singular element of the character of Myrtle Beach is its “hard” appearance. Tall concrete hotels along Ocean Boulevard, extensive and unbuffered parking, the widening of roads, and lack of medians all contribute to this impression. Throughout the community, trees have been replaced by signs and utility poles. Road construction, including widening and eliminating medians, has added to the “hard” appearance of the city.

a. Adopt the “Community Tree Planting Plan” as an element of the comprehensive plan.

The plan provides guidelines and recommendations that can improve the landscape on public and private properties. The plan should both inform the creation of the new regional development guidelines and be revised to reflect any improvements that the regional guidelines may suggest.

Implementation: The community appearance board recommends the plan to city council for adoption and, with assistance from the planning and cultural and leisure services departments, develops an implementation program for planning commission review and council approval.

Time frame: Immediate.

b. Strengthen tree protection and landscape requirements.

The city reviews existing tree protection and landscape requirements of the zoning ordinance, including the recent amendments to the tree protection and landscape requirements. The city strengthens them and makes them consistent with the new regional guidelines and standards. In addition, the revisions could address the application of the regulations to residential lots; designation of trees that form a street canopy and that are sculpted by salt-spray as protected, regulations for commercial timbering, regulations appropriate for large undeveloped sites, and guidelines for reviewing proposed landscaping in light of pedestrian amenities, energy savings, and wildlife habitat.

Implementation: The community appearance board, with assistance from the planning department, the cultural and leisure services department, and the zoning administrator, reviews existing requirements and submits necessary revisions to the planning commission for review and city council for adoption.

Time frame: Short Term.

c. Reforest the community.

The new regional requirements, the “Community Tree Planting Plan,” and the revisions discussed above contribute to the reforestation of the community. Guidelines direct public and private landscape initiatives toward the use of plants and species that are native to the area or that have successful survival rates in the complex Myrtle Beach eco-region. Landscapes contribute to the restoration and enhancement of a native and harmonious eco-system.

Implementation: The community appearance board, with assistance from the planning department and the cultural and leisure services department, develops a program to become a part of the capital improvements program, which is submitted to the planning commission for review and city council for adoption

Time frame: Short Term.

d. **Develop safe and attractive hiking trails and bike paths throughout the city.**

The city develops a pedestrian and bike path master plan that serves the recreational needs of walkers, runners, hikers, bikers, and rollerbladers. The plan also establishes green connections with the area's parks and green preserves. (See the section on natural resources.)

Implementation: The planning commission, with assistance from the planning department and the cultural and leisure services department, reviews the open space and bikeway plans as part of the preparation of the parks and recreation plan; the commission submits the parks and recreation plan to city council for adoption.

Time frame: Immediate.

e. **Create a large urban park.**

The city identifies and acquires parkland to create a large urban park. This park becomes a new natural amenity (in addition to the beach) and contributes to a diversification of leisure and recreational opportunities for visitors and residents.

Implementation: The planning commission, with assistance from the planning and cultural and leisure services departments, works with property owners/ developers to create a large urban park; the commission submits any agreement to city council for approval

Time frame: Immediate.

4. **Protect and enhance beach access and views.**

The ocean is arguably Myrtle Beach's most beautiful natural feature. Yet, with few exceptions, the beach is hard to see from adjacent neighborhoods and streets. Public and private development over the years has blocked the view of the beach and the ocean. In addition, large unsightly pipes have drained stormwater onto the beach and the ocean.

a. **Define and institute beachfront and waterway development standards.**

The city studies the introduction of transfer of development (and redevelopment) rights (TDR) to allow for a gradual rise in the height of oceanfront properties. The height of buildings is lower along the oceanfront and increases as properties are located further west of the beach. A similar program is prepared for the intracoastal waterway.

Implementation: The community appearance board, with assistance from the planning department and the zoning administrator, prepare standards to be submitted to the planning commission for review and city council for adoption.

Time frame: Short Term.

b. **Develop viewshed guidelines.**

The city develops guidelines to ensure that vistas of the ocean from residential and commercial areas are carefully protected and enhanced. Guidelines also protect and provide incentives for the creation and maintenance of tree canopies to frame, whenever possible, ocean views.

Implementation: The community appearance board, with assistance from the planning department and the zoning administrator, prepare standards to be submitted to the planning commission for review and city council for adoption.

Time frame: Short Term.

c. Establish visual buffers.

A landscape buffer, primarily of indigenous vegetative species, is required between the dunes and the buildings and parking lots along the beach to enhance the natural beauty of the beach and to accentuate view corridors.

Implementation: The community appearance board, with assistance from the planning and cultural and leisure services departments and the zoning administrator, develops recommendations about regulations and capital improvements that are submitted to the planning commission for review and city council for approval.

Time frame: Short Term.

d. Provide better facilities and infrastructure.

The city undertakes a program to provide better facilities and infrastructure along the beach. These facilities are designed to protect beach and dunes while providing needed services (e.g. showers, bathrooms, and trash receptacles) to residents and visitors. Construction materials used along the waterfront are regulated so as not to cause toxic runoff onto the beach. The city's current "Beachfront Management Plan" provides some guidance, but additional study is required to provide more specific design guidelines and performance standards for public and private improvements.

Implementation: The community appearance board, with assistance from the planning and cultural and leisure services departments, develops a program to become a part of the capital improvements program, which is submitted to the planning commission for review and city council for adoption.

Time frame: Short Term.

e. Develop a stormwater drainage system that minimizes run-off into the ocean, waterway, and swashes.

The drainage pipes currently emptying onto the beach are unsightly, as is the water coming out of them. In addition to problems with appearance, these facilities have contributed to the degradation of water quality. After careful study of available options, the city undertakes a program to reduce stormwater discharges directly into the natural waterbodies.

Implementation: The planning commission, with assistance from the planning and public works departments, develops recommendations that are submitted to city council for approval.

Time frame: Immediate.

f. Establish an organizational structure to properly maintain the beach.

The city appoints a task force to study the feasibility of creating an oceanfront business improvement district (BID). The task force reports on geographical boundaries, program, budget and financing options for the BID. Based on the recommendations of the task force, the city expedites the creation of the proposed organization and its program of activities to address the responsibility of oceanfront businesses for their customers, including their treatment of the beach and dune system.

Implementation: City council appoints a task force to develop, with assistance from the planning department and the city manager's office, recommendations that are submitted to city council for adoption.

Time frame: Short Term.

5. Reduce visual clutter.

As a by-product of undistinguished development and design, business owners perceive the need for aggressive advertising to attract people. Billboards, garish neon signs, and electronic billboards, all now clamor for visitors’ attention. At present, Myrtle Beach is in the middle of a virtual “sign war” that has resulted in more and more signs that are bigger and flashier than ever. Although signs are important to establish business identity, interviews and focus groups conducted during the *It’s TIME* visioning process have indicated a willingness among property owners to tone down their signs if strict compliance to sign regulations is enforced. As development expands west of the intracoastal waterway, so does the need for utilities and infrastructure, and for power and communications lines in particular. Power lines and billboards have contributed to the community’s visual clutter. They have also resulted in environmental impacts because trees have been improperly trimmed, and in many cases destroyed, so that they would not interfere with the power lines or block sightlines of billboards.

a. Formulate a phased plan to eliminate overhead power and communications lines.

The city formulates a phased plan for the elimination of overhead power and communications lines in developed areas. The plan spells out timing and equitable methods of financing and is developed with extensive consultation with all special interests affected by it—neighborhoods, commercial interests, and utilities. The report prepared by the *It’s TIME* committee on community appearance provides guidance on aspects of the plan.

Implementation: The community appearance board, with assistance from the planning and public works departments and the city manager’s office, works with power and communications companies to develop recommendations that are submitted to the planning commission for review and city council for approval. Time frame: Immediate.

b. Regulate overhead power and communications lines in new development.

The city enacts an ordinance regulating overhead lines in new development. The current regulation that applies to subdivisions is extended to include all developments.

Implementation: The community appearance board, with assistance from the planning and public works departments and the zoning administrator, reviews the regulations and submits any necessary revisions to the planning commission for review and city council for adoption.

Time frame: Immediate.



Signs and overhead power and communications lines contribute to visual

c. Reduce and regulate billboards and signs.

The city enacts an aggressive sign ordinance that retrofits existing signs and regulates future signs and billboards in Myrtle Beach. The ordinance provides specific guidelines and is illustrated with graphic examples of permitted sizes, placement, and materials.

Implementation: The community appearance board, with assistance from the planning department and the zoning administrator, reviews the regulations and submits any necessary revisions to the planning commission for review and city council for adoption.

Time frame: Immediate.

d. Develop an area-wide wayfinding system.

The city appoints a task force made up of representatives of the public and private sectors to study the best wayfinding practices. The task force makes recommendations for the development of an area-wide system that guides visitors to local businesses and attractions and that is consistent with the community appearance goal. A coherent wayfinding system, in the long run, substitutes for current advertising methods.

Implementation: The community appearance board, with assistance from the planning department and the traffic division, works with state and regional traffic agencies to develop recommendations that are submitted to the planning commission for review and city council for approval.

Time frame: Short Term.

6. Clean up and eliminate unkempt properties.

Commercial and residential properties scattered throughout Myrtle Beach have been neglected. These properties have become a visual blight negatively impacting the appearance of entire areas of the community. They indicate that the city has not made it a priority to enforce building maintenance codes. The existence of these properties also suggests a lack of concern for the quality of the community’s public realm.

a. Review, modify, and enforce property maintenance codes.

The construction services department reviews existing maintenance codes and is given authorization and personnel to renew efforts to ensure compliance with those codes, within limits established by state law.

Implementation: The community appearance board, with assistance from the planning and construction services departments and the zoning administrator, reviews the regulations and submits any necessary revisions to the planning commission for review and city council for adoption

Time frame: Short Term.

b. Survey commercial and residential properties.

The construction services department conducts a city-wide survey of commercial and residential properties. The purpose of the survey is to identify areas and properties that are not in compliance with existing building and maintenance codes. The survey also suggests specific remedial actions for properties that, although in compliance with the code, do not meet community appearance standards and require owners’ attention.

Implementation: The community appearance board, with assistance from the planning and construction services departments, conducts the survey and submits any necessary recommendations for city activities to the planning commission for review and city council for approval.

Time frame: Short Term.

c. Encourage commercial property owners to make their buildings more aesthetically pleasing.

The community appearance board establishes a program to involve property owners in the physical upgrading of their properties. It could be based on the National Trust’s Main Street program of the National Trust for Historic Preservation, which includes incentives, matching grants and other financing mechanisms to facilitate the

implementation of a voluntary physical improvement program. The city provides staff support for the program.

Implementation: City council designates the community appearance board to develop a program, with assistance from the planning department, which is submitted to city council for approval.

Time frame: Short Term.

d. Promote a program for the elimination of substandard residential properties.

The city, working together with an existing local community-based organization or through a specifically formed not-for-profit organization, develops a program to eliminate blighted and substandard residential properties. The voluntary program is based on a wide range of zero- to low-interest loan programs administered by the designated organization and is designed to bring properties up to standards.

Implementation: City council designates a community organization to develop, with assistance from the community appearance board and the planning and construction services departments, recommendations that are submitted to city council for adoption.

Time frame: Short Term.

7. Gain regional and national recognition for beautification efforts.

The beautification efforts become the focus of an extended public relations and advertising effort aimed at focusing outside awareness on Myrtle Beach. The city, chamber of commerce, and private tourist operators orchestrate an awareness campaign focusing on Myrtle Beach’s appearance and assets. The program includes advertising Myrtle Beach as a beautiful city, where visitors come as much for the appearance as for the fun; and which people of all ages would be proud to call “home.” The program also includes entering regional and national awards and recognition programs, such as the state’s stewardship development award, awards from national preservation and beautification foundations, and similar programs.

Implementation: The community appearance board, with assistance from the planning department and the public information officer, works with promotional entities to develop a recognition program; any recommendations in the program for city participation are submitted to city council for approval.

Time frame: Mid Term.

4.2. Historic Resources Subelement

A. Historic Resources Subgoal

Historic and archeological resources will be identified, preserved, and protected.

B. Historic Resources Findings

Myrtle Beach has been developing steadily since the end of the 19th Century. Most of our historic architecture dates to the middle of the 20th century. Despite the relatively young age of buildings in the city, state and federal preservation agencies have concluded that buildings predating 1954 (Hurricane Hazel) may be considered historically significant. Four individual properties and one district in the city are currently listed



Many historic buildings exist in Myrtle Beach, such as the Pleasant Inn, which is listed on the National Register of

on the National Register of Historic Places. Historic preservation is becoming increasingly important to the community. Historic preservation can be an enticing tourist attraction. Historic properties continue to be demolished as development continues. The formation of a Myrtle Beach Historic Society is underway. There are no city or county regulations in place dealing with historic preservation. There are no city or county guidelines or incentive programs to encourage historic preservation.

C. Historic Resources Objectives and Strategies

1. Appoint a preservation commission.

No organization currently exists in the city that could oversee the many tasks that make up a preservation program. Existing organizations, such as the planning commission and the community appearance board, could be such an organization. Alternatively, a new organization could be created. The organization, perhaps with county-wide jurisdiction, is provided clear guidance as to its purpose and appropriate funding for both staff and specific projects.

Implementation: City council, with assistance from the city manager's office, appoints a preservation commission with appropriate jurisdiction, staff support, and other resources.

Time frame: Short Term

2. Prepare an inventory of historically significant sites and districts.

The inventory includes properties eligible for the National Register of Historic Places as well as properties that may be ineligible but have particular significance to the community. The city and some property owners over the years have inquired about various properties, and the S. C. Department of Archives and History may provide some technical and financial assistance.

Implementation: The preservation commission, with the assistance of the planning department, prepares an inventory.

Time frame: Short Term.

3. Develop a historic preservation plan.

The report, "Myrtle Beach Local District Research—A Historic and Planning Analysis of the Withers Swash District," includes information and recommendations developing a preservation plan. Specific issues that need to be addressed include voluntary guidelines, regulations, and incentives for preservation; guidelines or regulations for development next to historic properties; and the role of preserving signs, vegetation, and other aspects of the landscape. The plan would also address staffing, funding, and cooperation with the county and adjacent municipalities.

Implementation: The preservation commission, with the assistance of the planning department, prepares plan; the plan is submitted to the planning commission, which recommends city council adopt the plan as part of the comprehensive plan.

Time frame: Short Term.

4. Increase public awareness of historic resources and their value to the community.

Support of historic preservation is made stronger by making people aware of the resources that still exist.

- a. **Develop a marketing campaign that promotes Myrtle Beach’s historic resources.**
 This campaign is directed to locals and tourists. Myrtle Beach’s historic buildings are recognized among the region’s historic resources, worthy of discovery and understanding.
Implementation: The preservation commission, with the assistance of the planning department and the public information officer, works with promotional entities to develop a recognition program; any recommendations in the program for city participation are submitted to city council for approval.
Time frame: Short Term.

- b. **Develop a brochure explaining the benefits of preservation.**
 Residents are made aware of the sense of community that historic buildings create for a community and are told of the increased property value or opportunities for tourism that could result from preservation. In addition, property owners are notified of available preservation grants and tax incentives, and the city considers the creation of similar local programs.
Implementation: The preservation commission, with the assistance of the planning department and the public information officer develops a brochure.
Time frame: Short Term.

- c. **Create a tour map of historic sites.**
 This is similar to the walking tour maps in Charleston and other cities that show location and provide a brief history of historic sites.
Implementation: The preservation commission, with the assistance of the planning department and the public information officer develops a map.
Time frame: Short Term.

- d. **Institute a historic designation program.**
 Owners identify their historic properties with wall plaques. Street signs designate historic districts. The historic preservation commission presents medals to property owners who meet historic guidelines in renovation of their properties.
Implementation: The preservation commission, with the assistance of the planning department and the public information officer develops a program.
Time frame: Short Term.

4.3. Arts Subelement

A. Arts Subgoal

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



The old Springmaid Villa has been renovated as the Franklin G. Burroughs • Simeon B. Chapin Arts Museum.

B. Arts Findings

Myrtle Beach has a large, multi-faceted, and active arts community. The Horry County Arts Council and other organizations exist which promote the arts and represent the needs of artists. The arts add much to the quality of life in the area and can be a significant contribution to the tourist economy.

C. Arts Objectives and Strategies

1. Appoint an organization to prepare the plan.
 Existing organizations, such as the planning commission or a local artists’ group could be such an organization. Or a new organization could be created. The organization is provided clear guidance as to its purpose and appropriate funding for both staff and preparing the plan.
Implementation: City council designates the appropriate organization.
Time frame: Immediate.

2. Develop a strategic plan for the cultivation of the arts in our community.
 The plan encompasses visual, theatrical, and musical arts. It considers such issues as those raised in the *It’s TIME* visioning process—development of a centrally located arts facility with office space, studios, and a small theater for local arts groups; construction and development of a performing arts and community center for educational and family activities; revitalization of the downtown theater/arts community with a venue to attract people; financial support from the community; revitalization and development of the historic Carver Street district to showcase the cultural diversity of Myrtle Beach.
Implementation: The arts planning organization, with assistance from the planning and cultural and leisure services departments, develops a plan and submits it to city council for adoption
Time frame: Immediate.

3. Establish a cultural arts advisory committee to serve in an advisory capacity to city council as it relates to the implementation of the cultural resources arts subelement of the comprehensive plan.
 A cultural arts advisory committee for the city is created to consist of 9 members who will be appointed by city council. The committee is an advisory body with no powers to commit the city to any financial or contractual obligation. The committee will serve in an advisory capacity to city council through the city manager. The committee shall also coordinate its activities with the planning commission on appropriate elements of the comprehensive plan. The cultural arts advisory committee is the primary advocate for the arts and culture for the city. In fulfilling its mission, it recommends policies and programs to strengthen the involvement and input of artists and other professionals in cultural planning and community development, reflects the cultural diversity of the people it serves and fosters local, national, and international cultural understanding.
Implementation: City council appoints the nine members.
Time frame: Appointed 7 members in July 2001 and added 2 members in spring 2003.
 - a. Advise the planning commission.
 The cultural arts advisory committee will serve in an advisory capacity to the planning commission as the commission oversees the implementation of the cultural resources arts subelement of the comprehensive plan.
Implementation: The cultural arts advisory committee, with the assistance of the planning department, will advise the planning commission concerning the implementation of the cultural resources arts subelement.
Time frame: Immediate.

 - b. Keep well informed as to the cultural arts activities, needs, and desires of Myrtle Beach.

A well-informed cultural arts advisory committee is necessary to meet the needs and desires of the citizens of the Myrtle Beach area.

Implementation: The cultural arts advisory committee, with the assistance of the planning department, will stay well informed as to the cultural arts activities, needs, and desires of Myrtle Beach.

Time frame: On Going.

4. Develop and proliferate more visible public art in the community.
Public art adds to the aesthetic appeal of a community and should become an important part of the building design and landscape of the city.

Implementation: The cultural arts advisory committee, with the assistance of the planning department, planning commission, and community appearance board, will assist in the development and proliferation of more visible public art in the community.

Time frame: On Going.

- a. Enact an art in public places ordinance.

The purpose of an art in public places ordinance is to enhance the visual and aesthetic quality of the environment in the city and, by so doing helps improve the quality of life of its citizens.

Implementation: City council, with the assistance of the cultural arts advisory committee, planning department, planning commission, community appearance board, and city manager, will adopt an art in public places ordinance providing guidelines and a funding source for public art to be displayed on public and private property.

Time frame: Short Term.

- b. Make consideration of public art an important element in the requirements of the Community Appearance Board.

When reviewing building façade and landscape design adding the element of public art would add to the aesthetic appeal of the development.

Implementation: The community appearance board, with the assistance of the cultural arts advisory committee, planning department, and planning commission, will include public art as an important element when considering community appearance.

Time frame: Immediate.

5. Urge the city to plan comprehensively and to exploit opportunities to build or to acquire and renovate facilities for the visual and performing arts.
The availability of venues for the arts in the city limits is a challenge as well as the cost factor involved in leasing these facilities. By establishing a non-profit organization to renovate and operate the Rivoli theatre the possibility of corporate giving and foundation funding may increase.

Implementation: City council will establish a 501c(3) organization to renovate and operate the Rivoli theatre for use by arts organizations.

Time frame: Immediate.

- a. Create a downtown arts district for all cultural arts disciplines.

The creation of an arts district would open the door for new arts opportunities within the downtown redevelopment area. Art galleries, supply stores, studio space, local craft vendors, and housing are among the possibilities.

Implementation: The downtown redevelopment corporation, with the assistance of the cultural arts advisory committee, planning department and planning commission, will create a downtown arts district.

Time frame: Short Term.

6. Explore the possible uses of commercial theaters and auditoriums as venues for non-profit arts organizations.

There are a number of venues available in the Myrtle Beach community that could be utilized by local arts organizations for performances, art shows, etc. A current listing of the availability and cost of these resources would assist the arts organizations in providing more cultural arts experiences for the community.

Implementation: The cultural arts advisory committee in partnership with a proposed Grand Strand area cultural arts council will explore the possible uses of commercial theaters and auditoriums as venues for non-profit arts organizations.

Time frame: Completed May 2001. On Going.

- a. Create an inventory of commercial facilities, which agree to participate with the arts organizations.

An available listing of the types of facilities, amenities, rental charges, etc. would be helpful to the community seeking venues to hold cultural arts events and activities.

Implementation: The cultural arts advisory committee, with assistance from the cultural and leisure services department, will work to create an inventory of commercial facilities including details of the facility, availability, rental charges, etc.

Time frame: Completed May 2001. On Going.

7. Include transportation issues in planning for the arts.

The availability of public transportation to and from the arts district would eliminate the need for additional parking at large events. In addition, many of our older citizens frequent the cultural arts events throughout the Grand Strand. Some of these individuals choose not to drive during the evening hours. Providing public transportation that is convenient for special populations would help to support cultural arts programming in the arts district.

Implementation: In partnership with all transportation providers the city will plan and urge all transportation providers to execute a transportation program to meet the needs of the arts district.

Time frame: Mid Term.

8. Expand municipal funding for cultural programs, services, and development beyond accommodations tax provisions.

The city may incorporate a line item in its annual budget that would help to fund necessary cultural programs and services. The capital improvement budget should incorporate cultural arts development projects.

Implementation: The cultural arts advisory committee, with the assistance of the cultural and leisure services and planning departments, would advise city council when funding needs have been identified.

Time frame: Immediate.

9. Expand financial support of the arts in the private sector.

In a city such as Myrtle Beach we have numerous non-profit cultural arts organizations that are all fundraising for their special needs. There is a need to bring all of these funding requests under one umbrella. The business community is very supportive of the cultural arts but would prefer having to give once a year to an umbrella organization that would distribute the monies equitably.

Implementation: The cultural arts advisory committee with the assistance of the planning department and the SC Arts Commission will identify and disseminate data on the economic impact of the arts activities on local business and tourism. The cultural arts advisory committee in conjunction with a Grand Strand cultural arts council will research and conduct a feasibility study for the development of a united arts fund appeal.

Time frame: Mid Term.

10. Develop cultural arts programs for intergenerational and multi-cultural community members. The city has a diverse population made up of retirees, families, singles and persons of all race and ethnic backgrounds. This type of population lends itself to a variety of opportunities for intergenerational and multi-cultural arts activities and programs.

Implementation: The cultural and leisure services department will work with local arts organizations and appropriate agencies to provide intergenerational and multi-cultural arts programming for the community.

Time frame: On Going.

- a. Enhance after-school, evening, and summer arts education programs to be made available to children and adults.

After-school, evening and summer arts education program provide opportunities for children and adults to explore and broaden their knowledge and participation in the arts.

Implementation: The city's department of cultural and leisure services will work in conjunction with the schools, non-profit organizations, senior center, Waccamaw Arts and Crafts Guild, and all transportation providers to enhance the arts education programs in the community.

Time frame: Short Term.

11. Broaden the scope of arts programming in the schools.

Public schools have a difficult decision to make when funding issues impact their programs. Funding for special field trips and on-campus cultural events often times has to be eliminated to ensure the required coursework is not affected. A collaborative effort with school administrators, arts educators and arts organizations needs to be established to continue to meet the needs of the students in the area of the cultural arts.

Implementation: Horry County School District in cooperation with local arts organizations will work to broaden the scope of arts programming in the schools.

Time frame: Short Term.

- a. Create a steering committee to explore strategies for collaboration with schools.

A steering committee dedicated to working to develop strategies that will bring more opportunities for arts programming in the public schools is needed as the schools are challenged with making these courses available to school aged children.

Implementation: School administrators in conjunction with arts educators, arts organizations, and the cultural arts advisory committee will form a steering committee to broaden the scope of arts programming in the schools.

Time frame: Immediate.

12. Expand participation in the arts among all communities to foster broader appreciation of diverse cultures and lifestyles.

The Grand Strand community is a mixture of diverse cultures and lifestyles due to in-migration of residents and visitors from various locations throughout the U.S. and world. Providing opportunities for cultural activities that would include these diverse cultures and lifestyles would serve to educate our community about other cultures and lifestyles and to bring the community together as a whole.

Implementation: The creation of a Grand Strand cultural diversity committee with representation from places of worship, ethnic groups, colleges and universities, public and private schools, and arts organizations is formed to develop a plan that would provide cultural activities including diverse cultures and lifestyles.

Time frame: On Going.

13. Provide access to cultural arts including consideration of affordability, transportation, participation and accessibility.
 Convenient, affordable, accessible, and safe venues for cultural arts events will increase the likelihood that these arts groups will succeed in their goal to provide quality art programming for the community.
Implementation: Arts organizations will work with local venues and the community to ensure access to their planned events.
Time frame: On Going.
 - a. Information concerning the cultural arts should be made available to all residents and visitors in the area.
 New opportunities for disseminating information about the cultural arts to the local citizenry and visitors to our area should be researched and undertaken. Getting the information in the hands of the consumer has been a problem historically for the arts community.
Implementation: The cultural diversity committee will work with home and property owner associations and other community groups, chambers of commerce, Myrtle Beach area hospitality association, and businesses to bring the arts information to the neighborhoods.
Time frame: On Going.

14. Strengthen the exchange of information and the coordination of the activities of the arts organizations and to improve their administrative and financial management.
 The Horry Cultural Arts Council closed its doors in 2001. To eliminate this void in the arts community a Grand Strand arts council should be organized to strengthen the exchange of information and the coordination of arts activities of the arts organizations and to improve their administrative and financial management.
Implementation: Arts organizations work together to establish an arts council that represents the various arts organizations, performers, and visual artists along the Grand Strand.
Time frame: Immediate.
 - a. Individual artists and arts organizations receiving city funding are held strictly accountable for their expenditure of all monies granted to them.
 Some local arts organizations are run by volunteers with limited experience in budgeting and bookkeeping. A budget report or audit requirement would assist both the arts organization and the city in their bookkeeping efforts.
Implementation: An annual budget report and audit will be provided to the city's budget director before and after the expenditure of funds.
Time frame: Immediate.

 - b. Individual artists and arts organizations receiving city funding are encouraged to take advantage of SCORE and other programs designed to improve their administrative and financial management.
 With the assistance of organizations like SCORE, the arts organizations would benefit from learning how to establish a business and appropriate bookkeeping and marketing procedures.
Implementation: The city's budget director will provide information to individual artists and arts organizations on the various programs available that would help to improve the recipient's administrative and financial management.
Time frame: Immediate.

- c. Individual artists and arts organizations are encouraged to attend grant-writing seminars that would assist them in applying for monies designated for the arts available from various foundations, organizations and government agencies.

Each year the local arts organizations are seeking fundraising opportunities to raise monies for their performances and events. With the assistance of grant writing seminars these organizations may be able to secure funding from sources other than the Grand Strand area where the competition for cultural arts funding is fierce.

Implementation: Individual artists and arts organizations will be encouraged to attend grant writing seminars provided by the SC Arts Commission, Horry-Georgetown Technical College and Coastal Carolina University.

Time frame: Immediate.

15. Market the arts more effectively as an industry in itself.

Arts programming in the area has historically lacked focus, poor planning, conflicting dates, lack of funding, little marketing, and low visibility.

Implementation: The creation of a Grand Strand arts council would serve as a resource for information and technical assistance to the arts community.

Time frame: Short Term.

- a. Educate the arts organizations on marketing techniques and on earmarking adequate funds for effective marketing programs.

Many arts organizations lack the time, personnel and/or experience in marketing their programs. The result is a lack of participation at their cultural arts events. With the assistance of marketing experts the cultural arts organizations would greater increase their visibility and attendance at their planned events.

Implementation: The Grand Strand arts council would provide information on marketing techniques and financial planning for marketing programs.

Time frame: Completed May 2001 and Repeat Mid Term.

- b. Marketing research is conducted to identify potential audiences for the cultural events in the area.

Research on the potential cultural arts audience was briefly undertaken in 2001 by the marketing classes at Coastal Carolina University. A random telephone survey was used to gain information on who is interested in participating in the cultural arts and what types of activities they are interested in. This research should be continued on a regular basis to assist in identifying new markets for the cultural arts.

Implementation: The Grand Strand arts council in conjunction with Coastal Carolina University's Wall School of Business will conduct research identifying the potential audiences for the cultural arts events in the area.

Time frame: Completed May 2001 and Repeat Mid Term.

- c. A cultural arts events calendar is prepared and shared with the citizenry and local business community for their customers.

There is an ever-increasing need for a Grand Strand wide organization to gather the cultural arts events information that could be posted in a calendar format and disseminated to the media, chambers of commerce, municipalities and county, local businesses, and the community at large. With the knowledge that one entity is the central information gathering place for this particular activity would greatly reduce

duplication of efforts and the overlapping of cultural events throughout the Grand Strand.

Implementation: The proposed Grand Strand arts council serves as a clearinghouse for cultural arts events information while developing and posting a monthly or quarterly calendar of cultural arts events in hotel lobbies, restaurant wait areas, and other public locations.

Time frame: Immediate and On Going.

16. Promote the arts as a significant element in community and economic development. Business and industry are attracted to communities with strong diversified offering of cultural arts, thus increasing the economic profile of a community. Additionally, the local arts community is benefited by the presence of new business and industry through increased attendance and opportunities for financial support.

Implementation: Partners Economic Development Corporation, the Myrtle Beach Area Chamber of Commerce, and the City of Myrtle Beach are encouraged to promote the cultural arts in their attempts to attract new business and industry to the area.

Time frame: Immediate.

- a. Listings of arts programs, events and performances are included in promotional and information materials.

Cultural arts development offers a competitive edge in industry recruitment and retention. The presence of strong, diversified cultural arts can enhance property values and the profitability of surrounding businesses. Residents and visitors, alike, take pride in the cultural activities of their communities.

Implementation: Promotional and information materials utilized by Partners Economic Development Corporation, the Myrtle Beach Area Chamber of Commerce and the City of Myrtle Beach will include information about local arts organizations and cultural activities in the area.

Time frame: Immediate.

- b. Brochures promoting the cultural arts and the various arts organizations are disseminated to persons interested in moving to the area.

To create a greater awareness for the cultural arts information about the available programs and events needs to be disseminated to organizations that can assist in getting the information out to the public.

Implementation: The proposed Grand Strand arts council will develop and disseminate brochures concerning the cultural arts to local realtors, newcomer's associations, and the chambers of commerce in the area.

Time frame: Short Term.

17. Create cultural arts festivals for the community.

A study conducted in 1998 by the Arizona Humanities Council found that a \$1 invested in cultural heritage returned more than \$11 in local economic impact. This study indicates that the cultural tourist spends over \$1,100 more per person than the average tourist, stays 9.5 days longer and has a twenty percent (20%) greater desire to shop. The Travel Industry Association of America has reported that as the baby boomers and generation x'ers age and their kids are past wanting to go to Disneyland, they are going to start looking for trips that teach their kids, and even themselves, something about the country. According to the SC Arts Commission there is a dramatic increase in the number of cultural tourism destinations that define the uniqueness of our southern life. This uniqueness allows visitors to experience South Carolina's lifestyle, and enriches the lives of our own citizens.

Implementation: A festival committee is established by the cultural and leisure services department

special events division to develop festivals featuring ethnic foods, music, and local crafts for residents and visitors to the area.

Time frame: Short Term.

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