

REQUEST FOR CITY COUNCIL CONSIDERATION

Meeting Date: September 16, 2025

Agenda Item: 7D	Prepared by: L. Suzanne Pritchard, PLA, AICP, CFM
Agenda Section: New Business: Ordinance. First Reading	Date: September 10, 2025
Subject: Amendments to Chapter 2, Administration, of the Code of Ordinances of North Myrtle Beach, South Carolina, creating a Public Arts Commission [A-25-1]	Division: Planning and Development

Background:

The City’s *2018 Comprehensive Plan* calls for strengthening the identity and character of North Myrtle Beach’s historic main streets, promoting Main Street as a vibrant cultural destination, and encouraging reinvestment through tools such as façade grants. Specifically, the plan recommends establishing a façade grant program to support redevelopment, preserving historic character while encouraging compatible new investment, and positioning Main Street as a hub for shopping, dining, nightlife, culture, and the arts.

The Comprehensive Plan also identified additional key focus areas where design standards and reinvestment efforts should be prioritized: Sea Mountain Highway, 17th Avenue South, and 37th Avenue South. Together with Main Street, these corridors form the historic “hearts” of the community. In addition to guiding façade reinvestment, the plan emphasizes the importance of placemaking through high-quality design.

Proposal:

The creation of a Public Arts Commission directly responds to these objectives by establishing a body to guide façade improvements, promote and fund public art as a tool for placemaking, and reinforce the role of arts and design in community identity and economic development. The proposed ordinance creates a Public Arts Commission consisting of five members representing a cross-section of arts and cultural stakeholders, appointed by the Mayor with Council approval. Members will serve four-year terms, with limits on consecutive years of service.

The Commission will serve in an advisory capacity to City Council and the Planning and Development Department, with responsibilities including awarding façade improvement grants, selecting artists for public art projects, recommending policies for arts and culture, and fostering community partnerships. Planning staff will provide administrative support to the Commission. The structure of the Commission is also consistent with the South Carolina Arts Commission’s Cultural District Program, positioning North Myrtle Beach to pursue state-level recognition and resources for arts and cultural initiatives.

Recommended Action:

Approve or deny the proposed ordinance on first reading

Reviewed by Department Head

Reviewed by City Manager

Reviewed by City Attorney

Council Action:

Motion By _____ 2nd By _____ To _____

ORDINANCE

AN ORDINANCE OF THE CITY OF NORTH MYRTLE BEACH PROVIDING THAT THE CODE OF ORDINANCES, CITY OF NORTH MYRTLE BEACH, SOUTH CAROLINA, BE AMENDED BY CREATING CHAPTER 2, ADMINISTRATION, ARTICLE V, COMMISSIONS, DIVISION 3, PUBLIC ARTS COMMISSION OF SAID CODE.

BE IT ORDAINED BY THE MAYOR AND COUNCIL OF THE CITY OF NORTH MYRTLE BEACH, SOUTH CAROLINA, IN COUNCIL DULY ASSEMBLED, THAT:

Section 1. That *Article V. – Commissions*, be revised to read as follows (*new matter underlined, deleted matter struck-through*).

ARTICLE V. – COMMISSIONS

DIVISION 1. - GENERALLY

Secs. 2-91-2-110. - Reserved.

DIVISION 2. - RECREATION COMMISSION

Sec. 2-111. - Created.

A recreation commission is hereby created in and for the city.

Sec. 2-112. - Purpose.

Serve as a liaison between the city residents and program participants and parks and recreation director and the North Myrtle Beach City Council to ensure the development and provision of appropriate, recreation facilities and programs.

Sec. 2-113. - Composition.

The recreation commission shall consist of seven (7) members.

Sec. 2-114. - Appointment of members, term.

The members of the recreation commission shall be appointed by the mayor with the approval of the city council. The term of office for recreation commissioners shall be two (2) years beginning on January 1 and ending on December 31. Commissioners shall serve at the pleasure of the mayor for no more than two (2) terms or until their successors are appointed.

Sec. 2-115. - Powers and duties—Generally.

The duties of the commission are to serve as liaison between citizens of North Myrtle Beach and the North Myrtle Beach Parks and Recreation Department and city council, and also act as an advisor to the city council and the department. The board shall make recommendations to the parks and recreation director and city council regarding: community recreation needs; use of recreational facilities and equipment; recreational programs; rules and regulations of recreation programs, and facilities designated for recreational use within the city.

Sec. 2-116. - Formulation of rules for performance of duties.

The city council shall establish and maintain bylaws for the faithful performance of the duties of the recreation commission. Such bylaws shall be consistent with this Code and all other ordinances and regulations of the city and with the laws of the state.

Sec. 2-117. - Failure of regular members to attend meetings.

The failure of a regular member to attend less than eight (8) of the twelve (12) monthly meetings of the recreation commission without the consent of the commission shall be deemed to constitute the retirement of such member and the position declared vacant.

Secs. 2-118-2-124. - Reserved.

DIVISION 3. – PUBLIC ARTS COMMISSION

Sec. 2-125. Created.

A Public Arts Commission is hereby created in and for the city.

Sec. 2-126. Purpose.

The purpose of the Public Arts Commission shall be to:

1. Serve as a liaison between the citizens of North Myrtle Beach, artists, cultural organizations, the Planning and Development Department, and the City Council.
2. Administer and award façade improvement grants as authorized by City Council.
3. Select artists and review proposals for public art projects, ensuring quality, accessibility, and alignment with community values.
4. Encourage and support opportunities for cultural development and creative placemaking within the community, including alignment where possible with state and regional cultural initiatives.

Sec. 2-127. Membership, terms, vacancies, removal

1. Composition. The Public Arts Commission shall consist of five (5) members, appointed so as to represent a cross-section of arts and cultural stakeholders. Membership shall include:
 - a. At least one (1) representative from an arts organization or arts-related business located within the City;
 - b. At least two (2) artists and/or designers from different disciplines who live or work in the City;
 - c. Additional members may include representatives from tourism, business, education, non-profits, cultural institutions, or other stakeholder groups.
2. Terms. Members shall be appointed by the Mayor with approval of City Council. The term of office shall be four (4) years. Members shall continue to serve until their successors have been appointed. Public Arts Commissioners shall not be appointed to serve a period of more than eight (8) consecutive years.
3. Reappointment. No member who has served eight (8) consecutive years on the commission may be reappointed until two (2) years have elapsed from the time last served.
4. Filling vacancies. All vacancies in membership shall be filled for the unexpired term, in the same manner as the original appointment.
5. Attendance. The failure of a regular member to attend less than eight (8) of the twelve (12) monthly meetings of the Public Arts Commission without the consent of the commission shall be deemed to constitute the retirement of such member and the position declared vacant.

6. Removal of members. The City Council may remove any member of the Public Arts Commission for cause.

Sec. 2-128. Powers and duties—Generally.

The Public Arts Commission shall act in an advisory capacity to the City Council and the Planning and Development Department, and shall have the following powers and duties:

1. Make recommendations to City Council regarding cultural programming, public art installations, and policies for arts and culture.
2. Establish and maintain criteria and procedures for the solicitation, review, and selection of artists and artworks for public art projects.
3. Award façade improvement grants and public art commissions in accordance with guidelines approved by City Council.
4. Promote community engagement and partnerships that enhance cultural identity and economic vitality through the arts.
5. Coordinate with the Planning and Development Department to support City participation in state or regional cultural initiatives;

Sec. 2-129 Staff support.

The Planning and Development Department shall provide administrative support to the Public Arts Commission, including maintaining records, preparing agendas and minutes, issuing calls for artists, processing façade grant applications, and coordinating with other City departments as needed.

Sec. 2-130. Formulation of rules for performance of duties.

The City Council shall establish and maintain bylaws for the faithful performance of the duties of the Public Arts Commission. Such bylaws shall be consistent with this Code and all other ordinances and regulations of the city and with the laws of the state.

DONE, RATIFIED AND PASSED, THIS _____ DAY OF _____, 2025.

ATTEST:

Mayor Marilyn Hatley

City Clerk

APPROVED AS TO FORM:

City Attorney

FIRST READING: _____
SECOND READING: _____

REVIEWED:

City Manager

ORDINANCE: _____