

Cultural Resources Element

Description of Cultural Resources Element

This element includes the historic buildings and structures, unique commercial or residential areas, unique natural and scenic resources, archeological sites, educational, religious, and entertainment areas and institutions, and other features or facilities relating to the cultural aspects of the community. (Comprehensive Planning Guide for Local Governments 2006)

Existing Condition and Background

From the early days of its establishment, Conway has been a cultural center in Horry County. Local farmers have gathered here to purchase their supplies and to sell their products as far back as the 1730's, court sessions have been held here since the establishment of the local county government in 1801, and the Waccamaw River served as a major route for travel and economic activity. In the 1700's, church congregations were active in the community and "Kingston", now known as Conway, became the cultural center of Horry County. (Shaping the Future)

Conway, as the county seat of Horry County, has benefited culturally with facilities located in the city limits like the County Museum, McCown Auditorium, and the Conway Library. The Conway City Hall and Historic County Courthouse are also focal points in downtown Conway.

Conway Historical Buildings, Sites and Structures/Unique Commercial and

Residential Areas

Conway was established as part of a plan in 1730 by the royal colonial government to spread out the population in South Carolina in order to provide a human buffer, which would protect the city of Charles Town from attack by various groups. While no structures from that period exist today, there are numerous historical houses and commercial buildings that have been designated as places of historical significance. The following list includes the buildings that have been designated by the United States Department of the Interior in the National Register of Historic Places. These sites are designated by an **NR**. Also included are sites that locally are considered places of historical significance. **Map CR – 1** shows the location of all buildings in the National Register of Historic Places. (Shaping the Future)

- NR** 1. Old Horry County Courthouse (Conway City Hall): Built 1825-1826. (Corner of Main Street and Third Avenue) Listed 1971
- NR** 2. C.P. Quattlebaum House: Circa 1807. (219 Kingston Street) Listed 1986
- NR** 3. Paul Quattlebaum House: Built before 1850. (225 Kingston Street) Listed 1986
- NR** 4. Kingston Presbyterian Church Cemetery (800 Third Avenue) Listed 1986
- 5. Kingston Presbyterian Church (Built 1858) (Kingston Street and Third Avenue)
- NR** 6. Quattlebaum Office: Circa 1860. (Third Avenue at Kingston Street) Listed 1986
- NR** 7. Beaty-Spivey House (The Oaks): Circa 1848. (428 Kingston Street) Listed 1986
- 8. Horry County Museum & Wade Hampton Oak. (438 Main Street)
- NR** 9. First Methodist Church: Organized 1828; Both sanctuaries – 1898 and 1910. (1000 Fifth Avenue) Listed 1986
- 10. Jenkins House: Built 1909. (1101 Fifth Avenue)
- 11. Burroughs-Kleine House: Built before 1870. (509 Laurel Street)
- 12. Norton-Nye-Murphy House: Circa 1910. (511 Laurel Street)
- 13. Snider House: Built 1908. (801 Sixth Avenue)

- NR** 14. Beaty-Little House: Circa 1849. (507 Main Street) Listed 1986
- 15. Sessions-Woodward-Shelley House: 1889. (601 Main Street)
- 16. Bryan House: Built 1912. (606 Main Street)
- 16. Sherwood-McMillan House (Sherwood Hill): Built 1910 (504 Kingston Drive)
- NR** 17. Arthur M. Burroughs House: Built 1903. (500 Kingston Drive) Listed 1986
- 18. Snowhill. (600 Kingston Drive)
- 19. Barnhill-Weston House: Circa 1847. (905 Applewhite Lane)
- 20. Abbott House: Circa 1880. 907 Applewhite Lane)
- 21. Lakeside Cemetery: Dates from 1860's. (End of Lakewood Avenue)
- NR** 22. Burroughs School: Built 1905. (Main Street and Ninth Avenue) Listed 1984
- NR** 23. J. W. Holliday, Jr. House: Built 1910. (701 Laurel Street) Listed 1986
- 24. McDermott-Mathis House: Circa 1882. (610 Laurel Street)
- 25. Causey House: Circa 1876. (605 Laurel Street)
- 26. Confederate Monument: (Sixth Avenue and Elm Street)
- 27. First Baptist Church: Organized 1866. (603 Elm Street)
- 28. Buck-Cutts House: Built 1929. (701 Elm Street)
- 29. Gully Store-Burroughs Hospital: Circa 1870. (803 Elm Street)
- 30. Gurganus-Collins-Wilson House: Built 1864. (902 Elm Street)
- 31. Bell-Marsh-Pinson House: Circa 1850. (1001 Elm Street)
- 32. Calhoun-McIver House: Circa 1850. (1300 Ninth Avenue)
- 33. McNeil-Bell House: Built before 1870. (1301 Ninth Avenue)
- 34. S.P. Hawes House: Built 1918. (1309 Ninth Avenue)
- 35. The Muster Field: (Sixth Avenue and Beaty Street)
- NR** 36. Winborne-Cooper-Wallace House: Built 1925. (1300 Sixth Avenue) Listed 1986
- 37. Race Path Avenue
- 38. Freeman-Duncan House: Built 1912. (1207 Fifth Avenue)
- 39. Horry County Courthouse: Built 1908. (Third Avenue)
- NR** 40. Waccamaw River Memorial Bridge: Built 1937/38. (at foot of Main Street)
Listed 1994
- NR** 41. Historic Steamboat Warehouse District (Beside Memorial Bridge) Listed 1986
- NR** 42. Atlantic Coastline Railroad Depot (Fourth Avenue Extension/Across Kingston Lake,
Hwy. 905) Listed 1995
- NR** 43. H. W. Ambrose House -Dunmeade: Built from 1924 to 1926. (1503 Elm Street)
Listed 1986
- 44. Bethel A.M.E. Church: Built 1902. (1530 Race Path Street)

Sources: Shaping the Future and A Historical and Architectural Survey of Conway , South Carolina

Multiple-Resource Historic Districts

The **Conway Downtown Historic District** is a collection of 46 commercial buildings, two structures, and one public building in the downtown area of Conway. The district contains twelve buildings and structures of key significance. Twenty-four other buildings contribute to the character of the district. Thirteen buildings in the district are non-contributing. The commercial buildings represent the development of downtown as the center of commerce in Conway and were constructed primarily from 1900 to 1940. Most of the early frame buildings were destroyed by a major fire, which took place in the 1890's. These buildings were gradually replaced by brick buildings, most of which exist today. Main Street between Third and Fourth Avenues became the main commercial block. Most of the buildings fronting on Third and Fourth Avenues were constructed after the ones on Main Street. Some of the buildings in the district have been altered; however, as a whole the district has not changed significantly since 1940. The

buildings and structures of key significance are:

1. Old Horry County Courthouse, Corner of Main Street and Third Avenue: Circa 1824.
2. Town Clock, Corner of Main Street and Third Avenue: Circa 1938.
3. Burroughs Building, 314 Main Street: Circa 1911.
4. Taylor Building (Old Conway Hardware Building), 315 Main Street: Circa 1909.
5. Buck Building, 301 Main Street: Circa 1900.
6. Buck Building #2, 303 Main Street: Circa 1909.
7. Old Horry Drug Store Building, 308 Main Street: Circa 1909.
8. Holliday Theatre, 335 Main Street: Circa 1948.
9. Jerry Cox Building, 316 Main Street: Circa 1909.
10. Collins Department Store Building, 320 Main Street: Circa 1909.
11. Abrams Department Store Building, 318 Laurel Street: Circa 1940.
12. Waccamaw River Memorial Bridge, Main Street (Highway 501 Business): Circa 1937.

The **Waccamaw River Warehouse Historic District** includes three buildings, which range in date of construction from 1880 to 1900. Two of the structures are located on the banks of the Waccamaw River; the third warehouse stands a short distance inland. The older of the two buildings located on the banks of the river was built circa (ca.) 1880. The building located just inland from the river and on the opposite side of the railroad tracks (The "Peanut Warehouse") was built ca.1900. These warehouses are significant both architecturally and as the last standing warehouses in Conway associated with the commercial trade on the Waccamaw River, as well as with the impact of the railroad on that trade for the economic boom years from 1890 to 1930. These buildings reflect the business activity of the town in the late nineteenth and early twentieth centuries, particularly as it relates to the Burroughs & Collins Company, one of the town's most influential businesses. The larger warehouse directly on the river was built ca. 1880 as the terminal for the Waccamaw Line of Steamers operated by Burroughs & Collins, which ran on the river until 1919. The smaller warehouse approximately ninety feet upriver was built ca. 1890, as a warehouse and depot for the Conway Coast and Western Railroad, which was bought by the Atlantic Coast Railroad in 1912. The large trapezoid warehouse across the railroad and on the opposite side of Main Street from the river warehouses was built ca. 1900, as a tobacco warehouse for Burroughs & Collins and was subsequently used as a fertilizer and peanut warehouse. (Shaping the Future)

Historical and Architectural Survey

In 2004-2005, the City contracted with New South Associates to conduct a historical and architectural survey of the entire City. Ultimately 762 buildings and structures constructed prior to 1955, were documented with 137 being recommended as eligible to be listed in the National Register. The City of Conway Planning Department has black and white photos and the report on file at the Ike G. Long building at 206 Laurel Street.

The report makes several recommendations for future action to protect and enhance the historic resources of Conway. The recommendations were: 1) An expansion of the Downtown Historic District to include properties on Main Street, Laurel Street, Third Avenue and Fourth Avenue; 2) The establishment of a Conwayborough Residential Historic District with approximately 18 blocks and 127 historic properties. The proposed district is comprised of 117 houses, four apartment buildings, one school, two churches, a library, a former post office, and one monument. Local design guidelines are recommended to maintain the character of the neighborhood; 3) The development of a local historical designation program to recognize buildings and structures that contribute to the history of the community for the Race Path and

Whittemore Park neighborhoods. Due to the extensive alterations and removal of other buildings these areas are not eligible for National Register nominations, nonetheless their importance should be made known as a matter of public record. 4) Prepare a nomination for Kingston Presbyterian Church. Kingston Presbyterian education building should be included in the nomination for the church since it became eligible (50 years old) in 2006; 5) The railroad bridge over the Waccamaw River, built in 1927, should be considered for nomination with further investigation into its rarity in South Carolina; 6) Local listings are recommended for the James Lynch House, Buck Motor Company, Nye's Pharmacy, Big Planters Tobacco Warehouse, and Bethel AME Church. **See Maps CR – 2 and CR – 3** for recommendations on Downtown District expansion and Conwayborough District. (A Historical and Architectural Survey of Conway)

Archaeological Sites

The South Carolina Institute of Archaeology and Anthropology recognizes five sites within the city limits of Conway and another fifteen sites in the immediate area outside the city limits as locations of significant archaeological finds. There have been no additions to the list since 1996. The following is a brief description of each site, and **Map CR – 4** illustrates the location of each site. (Shaping the Future)

Map Location #

- 1 38HR1- This site is the Old Horry County Court House, and is on the National Register of Historic Places.
- 2 38HR7- Called the Cox Ferry Site, this site was reported in 1972 by an interested citizen. No description of the site was submitted and the location is not known for certain. Documents collected by the Horry County Historical Society can now locate the site and the ferry operator's home.
- 3 38HR115- Quail Village Apartments Survey (1982), late 19th to mid-20th century historic, possible house site refuse.
- 4 38HR116- Quail Village Apartments Survey (1982), prehistoric lithic and ceramic artifact scatter (undifferentiated).
- 5 38HR117- Quail Village Apartments Survey (1982), prehistoric ceramic and lithic scatter (undifferentiated).
- 6 38HR118- Quail Village Apartments Survey (1982), prehistoric lithic and ceramic scatter (undifferentiated).
- 7 38HR119- Quail Village Apartments Survey (1982), prehistoric lithic and ceramic scatter. There are both Woodland and undifferentiated components present.
- 8 38HR158- U.S. 501 Survey (1987). Historic 20th century farmstead (abandoned).
- 9 38HR160- S.C. 544 Survey (1987). Late 19th to early 20th century historic glass and ceramic artifact scatter.
- 10 38HR165- U.S. 501 Survey (1987). Historic 20th century house (occupied).

Map Location #

- 11 38HR166- S.C. 544 Survey (1987). Historic 20th century glass and (oyster) shell scatter.
- 12 38HR167- S.C. 544 Survey (1987). Prehistoric (undifferentiated) lithic scatter.
- 13 38HR176- S.C. 544 Survey (1987). Centenary Church, late 19th to 20th century historic church and cemetery site. Original church built in 1875.
- 14 38HR177- S.C. 544 Survey (1987). Historic 20th century farmstead (occupied).
- 15 38HR179- U.S. 501 Survey (1987). Late 19th century double shotgun style house (occupied), located on Racepath Avenue in area of strong African-American heritage. Listed as potentially eligible for NRHP.
- 16 38HR180- U.S. 501 Survey (1987). Late 19th century “humpback shotgun” style house, located on Racepath Avenue in an area of strong African American heritage. Listed as potentially eligible for National Register of Historic Places.
- 17 38HR317- Conway Riverfront Survey (1991). Historic 19th and 20th century artifact scatter with standing brick foundation.
- 18 38HR363- Bridgewater Subdivision Survey (1996). Prehistoric Early and Middle Woodland site.
- 19 38HR364- Bridgewater Subdivision Survey (1996). Prehistoric Early and Middle Woodlands site.

Source: Shaping the Future and South Carolina Institute of Archaeology and Anthropology

Note 1: The list is designated with 38 for South Carolina, HR for Horry County and a number 1 through 364 and above which is used for file maintenance purposes but is also in chronological order.

Note 2: Undifferentiated – not enough attributes to classify, scatter – on the surface such as a plowed field or graded site, and refuse – organic material present such as soil discoloration (Definitions are within the context of its archaeological use)

There are several additional underwater sites located in the Waccamaw River, however, information concerning these sites is protected by the S.C. Underwater Antiquities Act of 1991 (SCCL 54-7-610), which exempts it from Freedom of Information requests.

Historic Facilities and Organizations

Horry County Museum

In early 1966 Horry County Council appointed a Historic Preservation Commission which in turn formed the Horry County Historical Society and established the Horry County Museum. The Horry County Museum was established in 1979 and its mission is to preserve the materials and objects relating to the history, prehistory and natural history of Horry County. The museum serves over 31,000 visitors each year providing permanent exhibits, special events, and a myriad of educational programs for school children. Currently housed on the corner of Main Street and 5th Avenue the museum will be moving to the Burroughs School on Main Street at 9th Avenue. The move will dramatically increase the space available for exhibits to 28,000 square feet and will also include the 200 seat, McCown Auditorium. (Envision 2027)

Horry County Historical Society

Once formed by The Historic Preservation Commission in 1966, the Horry County Historical Society received its charter and non-profit status that same year. Their headquarters are at the Bryan House, 606 Main Street. The mission of the Historical Society is to discover and encourage the preservation of all written records and oral traditions touching on and pertaining to the history of Horry County, South Carolina to aid and encourage individuals and associations in compiling and publishing historical materials pertaining to Horry County and to encourage the preservation and restoration of historic buildings and sites in Horry County. (Horry County Historic Preservation Society)

The Historical Society maintains an active website with an online bookstore and multiple offerings of historic materials including the Independent Republic Quarterly which the organization publishes. The Bryan House is made available by the Historical Society to the public on a rental basis for meetings and receptions. Yearly, during the Christmas season, the Historical Society has its Holiday Market at the Bryan House with tours of the house including the carriage house and gift and ornament sales along with artwork in the yard.

Waccamaw Center for Cultural and Historical Studies

The Waccamaw Center for Cultural and Historical Studies is housed in the Department of History, College of Humanities and Fine Arts at Coastal Carolina University. The purpose of the Waccamaw Center for Cultural and Historical Studies is to involve faculty, students, and the community in the rich heritage of the local area along the beautiful and historic Waccamaw River which runs from North Carolina and goes down to Georgetown, South Carolina. Providing a wide array of public programs, the center also conducts archaeological investigations, with the help of students who receive academic credit, on historic and prehistoric sites and coordinates research in a number of areas, including colonial life, slavery, the Revolutionary War, and the history of Myrtle Beach and the surrounding territory. Students may participate in the research through formal course work or independent study and avail themselves of the center's resources. (Coastal Carolina University)

Area Churches, Cemeteries and Religious Institutions

Religious organizations have a long history in Conway. With approximately 100 churches representing numerous denominations in the area, community churches add to the quality of life for local residents. Church life in Conway is not limited to Sunday morning worship services as a variety of church-related activities take place during the week as well. Recreational outings for youth groups and adults are common in Conway churches and help to unite both the congregation and the community. Several churches also offer nursery, day-care, and educational programs as well. (Shaping the Future)

Local cemeteries have helped to record the history, religion, and culture of Conway. Although not a complete list, the Horry County cemeteries are listed along with locations and directions on the Horry County Historical Society's website – www.hchsonline.org.

Conway Area Churches

1. Amazing Grace Lutheran Church – 1701 Highway 544
2. Assemblies of the Lord Jesus – 5980 Highway 65
3. Bahai Center – 2601 Fourth Avenue
4. Bethany Bible Chapel – 1668 Four Mile Road
5. Bethel AME Church – 1530 Racepath Avenue
6. Bethlehem Baptist Church – Conway
7. Bethel SDA Church – 8200 Highway 701 S
8. Bethlehem MB Church # 1 – 1021 Dirty Branch Road
9. Bread of Life Tabernacle – 689 Rose Moss Road
10. Brown Chapel AME Church – 385 Browns Chapel Road
11. Brown Swamp United Methodist Church – 4725 U. S. Highway 501 W
12. Calgary Ministries – 2001 Harris Short Cut Road
13. Calgary Pentecostal FWB Church – Hwy 501 E
14. Cedar Grove Baptist Church – 5025 Highway. 378
15. Centenary United Methodist Church – 1537 Highway 544
16. Cherry Hill Missionary Baptist Church – 1633 Racepath Avenue
17. Christ Community Church – 1500 Highway 501 Business
18. Christ the Servant Lutheran Church – 2105 U. S. 501 E
19. Church of Christ of Latter Day Saints – 450 Dunn Short Cut Road
20. Church of God River of Life – 706 Highway 544
21. Church Way of the Cross – 1632 Ninth Avenue
22. Conway Church of God – 1931 Fulmer Street
23. Conway Freewill Baptist Church – 1807 Fourth Avenue
24. Crossroads Community Church – 2583 Main Street
25. Damascus Baptist Church – 2005 Main Street
26. Damascus Freewill Baptist Church – 2958 Highway 378
27. El Bethel Methodist Church – 2811 Highway 501 W
28. Evergreen Freewill Baptist Church – 4070 Highway 501 W
29. Faith Temple Church of God in Christ – 1520 Grainger Road
30. First Baptist Church – 603 Elm Street
31. First Pentecostal Holiness Church – 1410 Fourth Avenue
32. First United Methodist Church – 1001 Fifth Avenue
33. First United Pentecostal Church – 906 Main Street
34. Freedom Worship Center – 2583 North Main Street
35. Free Welcome Freewill Baptist Church – 645 Four Mile Road
36. Friendship Baptist Church – 1111 Grainger Road
37. Fountain of Life Ministries – 1713 Main Street #B
38. Good Hope Apostolic Church – 5980 Highway 747
39. Good Hope Baptist Church – 6101 Privetts Road
40. Grace Presbyterian Church – 1955 Riverside Drive
41. Greater Fork AME Chapel – 2502 Bayside Avenue
42. Greater Saint James AME Church - 2818 Oak Street
43. Hemingway Chapel AME Church – 3338 Cates Bay Road
44. Hickory Grove Baptist Church – 2710 Highway 905
45. High Point Missionary Baptist Church 6925 Juniper Bay Road
46. Homewood Baptist Church – 3290 Highway 319
47. House of God Miracle Temple – 2300 Ninth Avenue
48. Jamestown Baptist Church – 2501 Ninth Avenue
49. Jehovah's Witnesses Kingdom Hall – 1611 Parkview Road
50. Joseph B. Bethea United Methodist Church – 350 West Perry Road

51. Juniper Bay Baptist Church – 5265 Juniper Bay Road
52. Kingston Baptist Church – 3260 Highway 19
53. Kingston Presbyterian Church – 800 Third Avenue
54. Langston Baptist Church – 763 Highway 905
55. Little Lamb Pentecostal Church – 2260 Little Lamb Road
56. Maple Baptist Church – 4500 Highway 65
57. Mason Temple Church of God in Christ – 1501 Seventh Avenue
58. Midway Chapel – 5405 Highway 501 W
59. Mt. Ariel Freewill Baptist Church – Highway 319
60. Mt. Calgary Baptist Church – 5916 Highway 905
61. Mt. Moriah Missionary Church – 695 Bucksport Road
62. Mt. Pisgah Missionary Baptist Church – Highway 701 N
63. Mt. Triumph Missionary Baptist Church 391 Mt. Triumph Lane
64. Mt. Zion FBH Church – Highway 501
65. Mt. Zion Missionary Baptist Church – 3551 Grissett Road
66. New Home Baptist Church – 1695 Highway 139
67. New Hope Baptist Church – 5489 Cates Bay Road
68. New Life Freewill Baptist Church – 3620 Wayside Road
69. New Life Worship Center – Highway 319
70. North Conway Baptist Church – 1608 Sessions Street
71. Oak Grove Freewill Baptist Church – 5920 Antioch Road
72. Oak Grove Missionary Baptist Church – 1472 Highway 905
73. Oakey Swamp Church – 3590 Juniper Bay Road
74. Pauley Swamp Baptist Church – 7480 Pauley Swamp Road
75. Pee Dee Freewill Baptist Church – 3725 Highway 378
76. Pine Grove Church – 4686 Old Reaves Ferry Road
77. Poplar United Methodist Church – 5083 Highway 710 N
78. The Prayer Center – 1672 Highway 905
79. Ridgefield Baptist Church – 891 Highway 90
80. Rivertown Community Church – 1917 Oak Street
81. St. James Catholic Church – 1071 Academy Drive
82. St. James Church of God – 603 Bucksville Drive
83. St. John Church of God – 3401 Cates Bay Road
84. St Paul’s Episcopal Church – 710 Main Street
85. St. Paul Missionary Baptist Church – 3449 Highway 65
86. Salem Methodist Church 2376 Highway 90
87. Soul’s Harbor Ministry – 2668 Hwy. 378
88. South Conway Freewill Baptist Church – 3602 Copperhead Road
89. Sweetwater Branch Baptist Church – 1436 Highway 544
90. Thee Baptist Worship Center – 1137 Highway 90
91. Tilly Swamp Baptist Church – 4619 Highway 90
92. Trinity United Methodist Church – 198 Long Avenue
93. Toddville Freewill Baptist Church – 5975 Flossie Road
94. True Vine Missionary Baptist Church – 3765 Highway 90
95. Union United Methodist Church – 4491 Highway 701 S
96. University Baptist Church – 1740 Highway 501 E
97. Victoria Chapel Church – 1030 Bucksport Road
98. Waccamaw Pentecostal Holiness Church – Highway 90
99. Westminster Presbyterian Church ARP – 1619 Parkview Road
100. White Savannah Freewill Baptist Church – 4010 Highway 65
101. Willow Springs United Methodist Church - Conway

102. Zion Pentecostal Holiness Church – 4889 Highway 701 N

Religious Institutions

1. Salvation Army – 1415 2nd Avenue
2. Waccamaw Baptist Association – 2121 Oak Street
3. Zion Bible Institute – 7840 Highway 701 S

Sources: Shaping the Future, Chamber of Commerce, and Horry County Historical Society

Arts and Entertainment

Theatre of the Republic

The Theatre of the Republic, a non-profit amateur theatre group was begun in July of 1969 by a small group of Conway residents who were interested in starting a local theatrical group. Known originally as the Conway Little Theatre, it was named the official theatre of Horry County by the legislative delegation in January of 1970. Since its inception, the theatre's schedule has continued to increase and ranges from six to eight major productions a year. The productions include four main season shows, musical reviews, holiday shows, and children's theatre productions. Classic works are presented through the Theatre of the Republic Repertory Group. Initiated in 2007, the Theatre runs a 3-day a week Children's After School Program. (Envision 2020)

The Theatre of the Republic completely rebuilt the old Holliday Theater, which suffered a major fire in the late 1980's that left only the four walls standing. The Theatre was then renamed the Conway Main Street Theater. It is home for the performing arts in Conway and was named the official Theatre of Horry County in 1975. The mission of the Theatre of the Republic is to provide affordable and quality community theatre for everyone. (Envision 2027)

Coastal Carolina University

Coastal Carolina University provides a number of cultural events each month at its numerous facilities for the arts. Each month on its Cultural Calendar a wide range of theatrical choices, musical performances, foreign movies, lectures, and visual art traveling exhibits are offered for their students, faculty and staff as well as the general public.

Coastal Carolina University's mission statement addresses several key goals of the University. The following part of the statement describes the role Coastal Carolina plays in serving as a cultural center in this region.

“As a major intellectual and cultural center for the Waccamaw region, the University enriches the quality of life through the performing and fine arts, community service, external programs, distance learning, continuing education programs, and the encouragement of faculty development and research, especially in problem areas that are indigenous. Recognizing regional needs, the campus provides Master's degrees in several areas for professional advancement. In its public service role, the institution is a major resource in the economic and intellectual development of the region, urging faculty participation on local boards and councils, and providing research and consulting services to local businesses, non-profit agencies, and governmental bodies. The University facilitates student participation in the community through internships, community service, and cooperative learning, as part of a comprehensive educational

experience that renders students competitive for entry-level jobs or graduate and professional training leading to practical and productive careers in business, the public service, the professions, and education.”

Wheelwright Auditorium

The 786-seat auditorium is located on the campus of Coastal Carolina University. It was built in 1981 with funding from mostly private sources. Both the theater and music departments of Coastal Carolina use the building throughout the year for student productions and performances. In addition, Wheelwright hosts many University and community events.

In 2000, the auditorium underwent a half million-dollar renovation. The work included the installation of rose and green Italian marble floors in the lobby with an inset of a bronze university seal. The area is highlighted with a corniced oval ceiling opening from the second floor above. The second level of Wheelwright Auditorium consists of a mezzanine, which opens into an open-air balcony and is surrounded by a reception room and practice rooms for the music and theatre departments.

Thomas W. and Robin W. Edwards College of Humanities and Fine Arts

The Thomas W. and Robin W. Edwards College of Humanities and Fine Arts has several facilities for cultural events. The College is home for the Rebecca Randall Bryan Art Gallery, Edwards Recital Hall with seating for 146 people and the 120-seat Black Box Theatre. The Courtyard at the College is outdoor space that is utilized for crowds of up to 1000 people.

Rebecca Randall Bryan Art Gallery

Located in the Thomas W. and Robin W. Edwards Humanities and Fine Arts Building at Coastal Carolina University, the Rebecca Randall Bryan Art Gallery is a public center for the visual arts in northeastern South Carolina. The gallery opened in 2001 and holds 6-8 exhibits each year. The exhibits are open to the public and the gallery is committed to its mission of researching, exhibiting and interpreting objects, activities and documents for the purpose of study, education and enjoyment. The programs of the Rebecca Bryan Gallery strive to represent and serve a broad range of audiences and cultures. (Envision 2027)

Wall Auditorium

Wall Auditorium with 247 seats is used extensively throughout the year to expand the cultural offerings of Coastal Carolina to the people of Conway and Horry County. Wall Auditorium is located in the E. Craig Wall Sr. School of Business Administration.

Coastal Carolina University Foreign Film Series

Coastal Carolina University presents foreign films from around the world each academic year. The movies are shown at night in the Wall Auditorium. The foreign film series is sponsored by the Coastal Office of Student Activities and Leadership and the Coastal Production Board. They are free and open to the public. Examples of their films include Free Zone, an Israeli film and Nobody Knows, an Asian film.

Division of Academic Outreach

The Division of Academic Outreach at Coastal Carolina University offers a challenging program of fine arts in the areas of music, visual art and performing arts. This is a residential program staffed by university faculty, certified teachers and professional performers and artists. Coastal Carolina University's Summer Arts Academy has been designed to meet South Carolina regulations criteria for artistically gifted programs. The music academy, which includes vocal, band instruments, and string instruments and the performing arts academy are open to rising 6th to 12th grade students. The visual arts academy is open to rising 7th to 12th grade students. The fees and length of programs vary with each subject matter. Each academy will present their work at the end of the camp.

Coastal Carolina has a wide range of courses available for continuing education in a variety of locations in Horry County. The Lifelong Learning curriculum offers Conway's residents courses throughout the year.

Horry-Georgetown Technical College

Horry Georgetown Technical College (HGTC) provides a major role as a cultural resource by providing programs of study in Culinary Arts/Chef Training and Digital Arts where students can specialize in Graphic Arts or Videography. These offerings by HGTC complements well the arts curriculum at Coastal Carolina University.

Facilities at HGTC include the D. Kent Sharples Student and Community Life Complex. This facility is a 90,000 square foot building, which includes several offices, the HGTC Library, Café 1100 and the Robinson Art Gallery among other uses. Richardson Art Gallery has traveling exhibits only and provides quality space for mostly local artists. The Burroughs and Chapin Auditorium is a much-used facility at HGTC. This auditorium has seating for 350 people. Many of the facilities at HGTC are available for rent by the public.

Unique to HGTC are the dining facilities that are open to be public and allow students to learn under the direction of professors and chefs. Fowler Dining Room, Café 1100, and the Coffee Shop are all located at the Conway Campus and offer a variety of dining experiences.

Special Events

Conway has a number of special events throughout the year staged by a variety of organizations. The City of Conway showcases the Waccamaw Riverfront with the Summer Series, which are held on selected weekends, includes two concerts, a theatrical production and the Conway Idol competition. Two other events along the River provided by the City are Movies at the Park and the Fall Festival. Ghost Talk, Ghost Walk held in October is coordinated by the Conwayborough Neighborhood Association with assistance from the Conway Visitor Center.

The Chamber of Commerce and the Conway Main Street are instrumental in putting on major events for Conway. Round the Fourth, held in June and the Christmas Parade in December are sponsored by The Chamber of Commerce. Conway Main Street organizes the Rivertown Jazz

and Blues Festival. A Rivertown Christmas and Open House is a joint venture of Conway Main Street and downtown merchants.

The Conway Historic District Artists provide entertainment and art sales during the First Saturday Art Walk, which is held every month throughout the year. This event won an award from Main Street South Carolina for the efforts of the downtown artists. The artists also during the October Saturday Walk hold Art in the Alley and annually have approximately 20 artists displaying their art in addition to the galleries downtown. Bluegrass on the Waccamaw is held in May of each year and has become a major draw for Conway.

Unique Natural and Scenic Resources

The Waccamaw River and Kingston Lake provide Conway with a unique blackwater setting. The Main Street Bridge with its arches, the Riverwalk and the Trestle (railroad bridge) add to the scenic beauty of the River. The cypress knees and patches of white sand are natural features that also enhance the beauty of the River and Lake.

The live oaks of Conway are protected by local ordinance and in some instances Conway's streets are routed around them. Moss draped trees are somewhat of a peculiarity for visitors and accent many of the City's trees. The majority of the large live oaks are located in Conway oldest neighborhoods and downtown serving to compliment the historic buildings and homes that are in close proximity to each other.

The U. S. Fish and Wildlife Service has property on West Cox Ferry Road that extends to the banks of the River. Plans are being developed for the property to become a passive recreational facility. This site will be included as a stop on the Conway Blueways Trail, a paddling trail that will include Crabtree Canal, Kingston Lake and the Waccamaw River.

Summary of Findings

Conway takes pride in using its name, "South Carolina's Historic Rivertown". Much of Conway's historic buildings and cultural facilities are located near the Waccamaw River and provide Conway with a variety of cultural choices. However, there are still numerous untapped opportunities and underutilized resources along the River, in downtown and the adjacent historic neighborhoods that if developed would greatly enhance Conway's cultural offerings to its citizens and visitors.

Another major cultural center in Conway are the higher educational institutions of Coastal Carolina University and Horry-Georgetown Technical College whose campuses are located adjacent to each other. Coastal Carolina University's Cultural Calendar has a wide range of events and activities taking place monthly. Horry-Georgetown Technical College offers dining opportunities for the Conway area through its Culinary Arts program. The College, while growing at a rapid rate with over 7500 credit curriculum students, has over 10,500 individuals taking advantage of continuing education programs.

Conway is fortunate to have two cultural centers with multiple facilities hosting a wide range of activities, which provide quality offerings to the community. Taking advantage of existing opportunities, creating additional events and activities and expanding facilities many of which

involve historic preservation and scenic natural sites will continue to add to the cultural resources of Conway.

Goals, Objectives & Strategies

Primary Goal

Promote and capitalize upon Conway's cultural assets including its history, scenic qualities, numerous exhibit and performance facilities and many talents in the art and entertainment community.

Goal 1 – Historic Buildings, Sites, and Structures/Unique Commercial and Residential Areas

Promote Conway's historic preservation efforts to further cultivate our historic building, sites and structures as cultural and economic resources.

Objective 1: Identify historic preservation projects and programs for consideration that have cultural benefits and economic impact.

Strategies: Hold a design workshop with property owners in the Waccamaw Riverfront District to create a development or master plan.

Pursue the recommendations of the New South Historic and Architectural Survey. Prepare National Register nominations for an expanded Downtown District and a Conwayborough Residential District. Prepare local design guidelines for the Conwayborough District. Create a local historic designation for Race Path and Whittemore Park neighborhoods. Prepare a National Register nomination for Kingston Presbyterian Church and education building. Research the rarity of the Trestle(railroad bridge) for possible nomination. Include in the local listings – James Lynch House, Buck Motor Company, Nye's, Big Planters Warehouse and Bethel AME Church.

Support the efforts to rehabilitate Burroughs School for the Horry County Museum.

Work with the County to find a use for the former Museum building.

Objective 2: Seek ways to keep neighborhood associations active and establish new ones.

Strategies: Identify potential projects for the existing neighborhood associations.

Identify potential new neighborhoods for associations and suggest projects which might motivate these neighborhoods to organize.

Seek funding sources and grants for neighborhood projects.

Work with the neighborhood associations to create a neighborhood handbook to include organizational development information and a guide to residential historic preservation programs and incentives.

Objective 3: Actively support historic building reuse projects.

Strategies: Compile federal, state and local incentives information for distribution to the public.

Assist Conway Main Street in holding an upper floor tour and workshop.

Consider waiving building permit fees for infill construction downtown.

Analyse the financial impact of a façade grant program and consider funding for a program.

Goal 2 – Archaeological Sites

Support efforts to preserve, in light of the area’s rapid development, key archaeological sites in the general Conway area.

Objective 1: Identify potential and significant sites for archaeological exploration.

Contact appropriate organizations to determine if mapping is available.

Determine if resources are available at the federal, state and local levels.

Objective 2: Support the efforts of the Waccamaw Center for Cultural and Historic Studies.

Strategies: Explore opportunities for archaeological efforts with the Center and the County Museum in the Conway area.

Make the public aware of the Center’s activities concerning the Waccamaw area, including their cultural and material interpretative programs.

Goal 3 Arts and Entertainment

Support the community’s efforts to provide a wide range of cultural activities for serving Conway’s citizens and visitors.

Objective 1: Continue to offer entertainment for the public.

Strategies: Solicit talent that will offer a wide range of entertainment for the Summer Series.

Consider ways to increase the attendance at Movies at the Park.

Objective 2: Work with other groups offering art and entertainment to stage their events.

Strategies: Offer to partner with the Chamber of Commerce and Conway Main Street USA during their events in order to expand them.

Explore gaps that may exist in the yearly calendar and consider options for filling those gaps.

Ensure Conway's participation in the effort to create the Horry County Arts and Cultural Events (HCACE), an organization to promote all arts within the County.

Objective 3: Support the art's community in their promotional efforts.

Strategies: Foster the concept of an artist relocation program.

Promote the idea of a Conway Art Center.

Publicize the art events on the City website and access channel.

Goal 4 – Special Events

Promote Conway by supporting special events throughout the year.

Objective 1: Support existing events and foster new opportunities to establish a full calendar of events for Conway.

Strategies: Continue to partner with Coastal Carolina University for the Fall Festival.

Offer partnership opportunities to non-profits, such as Conway Area Chamber of Commerce to expand and improve all of Conway's events.

Develop a comprehensive calendar of events for the City's website and access channel to include Coastal Carolina University's Cultural Calendar.

Seek funding for expanding and improving the facilities available for events.

Objective 2: Seek ways to expand attendance at Conway's events.

Strategies: Work with the Chamber of Commerce, the Visitor Center and Main Street to develop a unified marketing strategy for events.

Coordinate website information to better inform the public about events. Consider a shared website location for Conway events.

Goal 5 – Unique Natural and Scenic Resources

Ensure all of Conway's natural and scenic treasures are protected for the enjoyment of present and future generations.

Objective 1: Foster efforts to enhance and use the scenic resources of the Waccamaw River.

Strategies: Seek funding for maintenance of the lights on the Historic Waccamaw River Bridge and other maintenance issues.

Promote participation in the River Cleanup Days.

Find ways to clean up unsightly concrete in the wetlands and in the Riverfront District while assuring that the riverbanks remain stable.

Explore options to beautify and improve the Savannah Bluff Landing property.

Support the U. S. Fish and Wildlife Services efforts to develop the West Cox Ferry Project.

Objective 2: Continue and expand upon the City's efforts to protect Conway's Historic Live Oak trees.

Strategies: Inventory yearly the condition of all historic live oaks in Conway. Take the necessary measures to maintain or enhance their health.

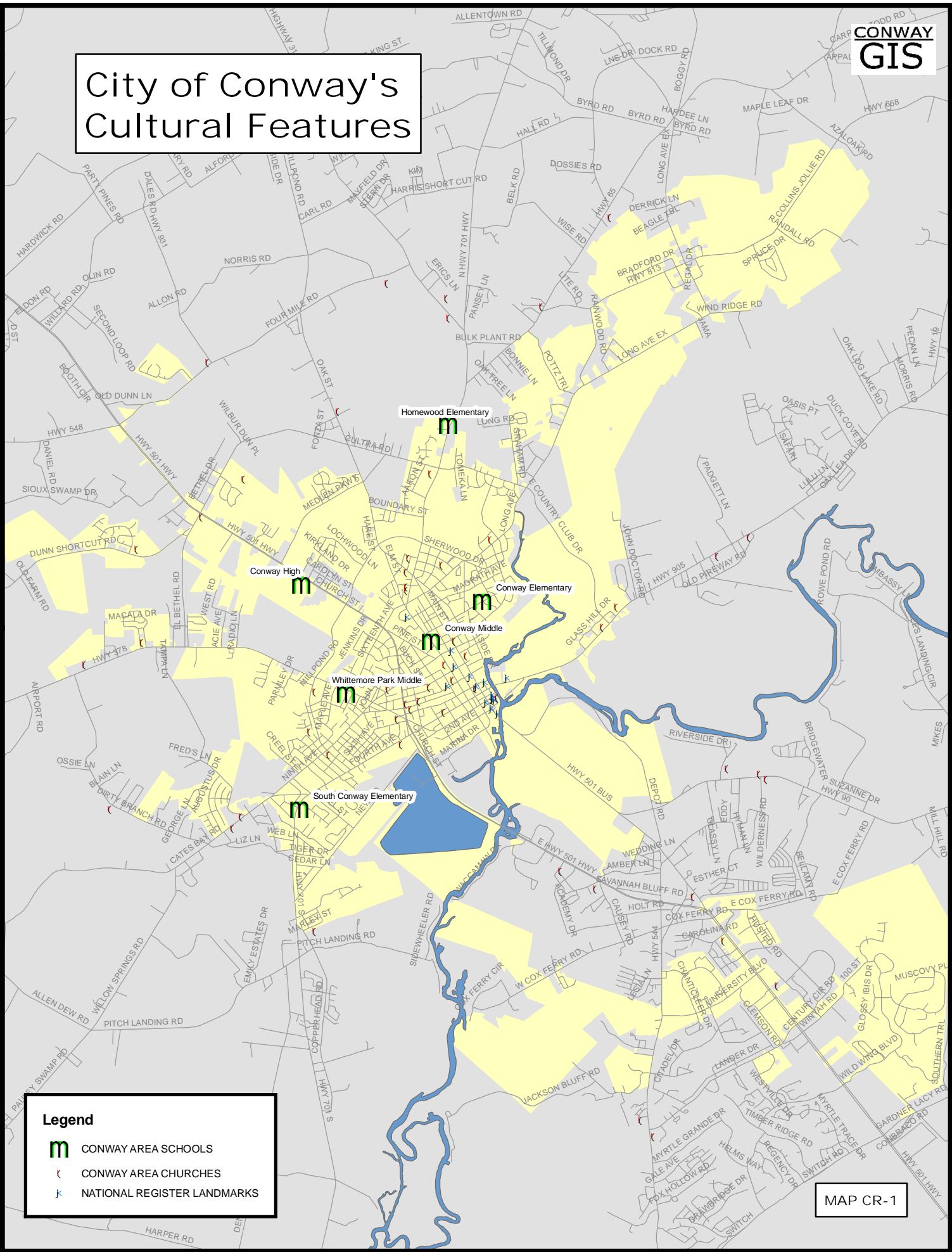
Develop construction guidelines for protecting trees during construction to include grading and paving restrictions.

Objective 3: Promote wetlands preservation and provide recreational/educational opportunities for the public.

Strategies: Develop a Blueways brochure to include information about wetlands.

Consider a wetlands park with a simple boardwalk and interpretive signage across from the Riverwalk on City property.

City of Conway's Cultural Features



Homewood Elementary
m

Conway High
m

Conway Elementary
m

Conway Middle
m

Whittmore Park Middle
m




South Conway Elementary
m

Legend

- m CONWAY AREA SCHOOLS
- ⌵ CONWAY AREA CHURCHES
- j NATIONAL REGISTER LANDMARKS

Proposed Conway Downtown National Register Historic Places Expansion

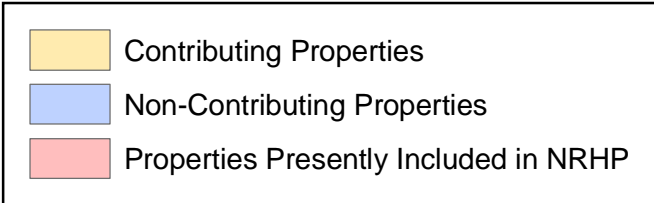
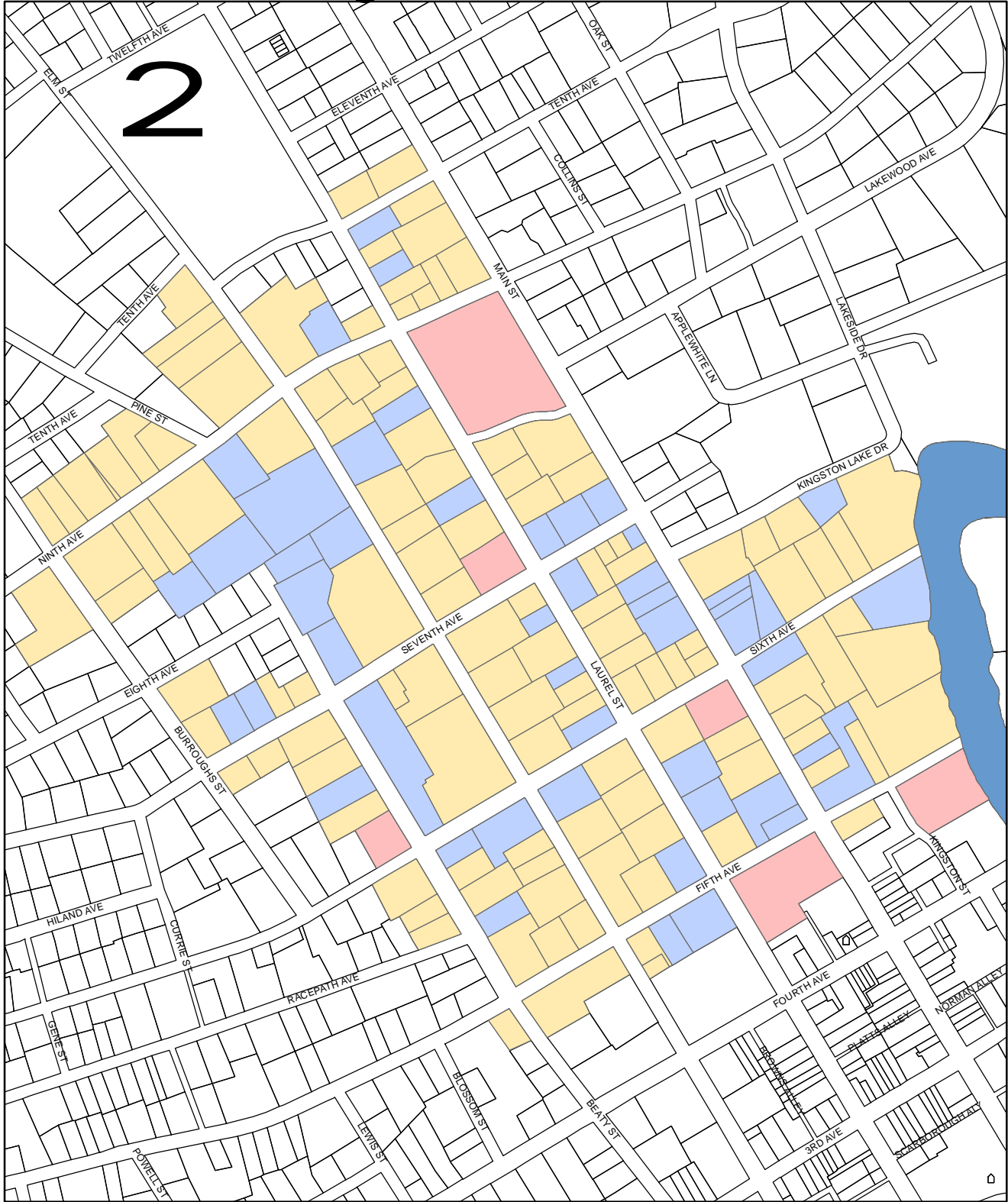


	Non Contributing Properties
	Proposed Additions to District
	Properties Presently Included in NRHP District

MAP CR-2

CONWAY
GIS

Proposed Conwayborough Residential National Register of Historic Places



MAP CR-3

CONWAY
GIS

Legend

- X ARCHAEOLOGICAL SITES
- CURRENT CITY LIMITS

