



**CONTACT:**

Mark Kruea  
Office: (843) 918-1014  
Mobile: (843) 450-1695  
[info@cityofmyrtlebeach.com](mailto:info@cityofmyrtlebeach.com)  
[www.cityofmyrtlebeach.com](http://www.cityofmyrtlebeach.com)  
[www.facebook.com/myrtlebeachcitygovernment](https://www.facebook.com/myrtlebeachcitygovernment)

---

# Media Advisory

For a printable .pdf, visit <https://www.cityofmyrtlebeach.com/government/docs/FridayFax.pdf>.

**To: Myrtle Beach Media**  
**From: Public Information Department**  
**Date: January 15, 2021**  
**Re: Meeting Schedule and Agendas**

1. Next week's [meeting schedule](#) is attached. Everyone's invited to participate in a virtual Beachside Chat this Sunday, January 17, at 4:30 p.m. Residents can register to participate via Zoom by sending an email to [willwilliams@cityofmyrtlebeach.com](mailto:willwilliams@cityofmyrtlebeach.com).
2. **City offices and facilities will be closed on Monday, January 18, to observe the Dr. Martin Luther King, Jr. Day holiday.** However, residential solid waste and recycling will be collected on the usual Monday-through-Thursday schedule that week.
3. **The City of Myrtle Beach has received a \$55,000 grant from the SC Commerce Department's Office of Innovation.** We are one of only 14 organizations across the state to receive funds to support innovation and entrepreneurship. The "Building Myrtle Beach's Local Entrepreneurial Ecosystem" project will bring together the collaborative spirit of our business and investment environments. The resulting system will be built by entrepreneurs, for entrepreneurs, giving them a way to interact with each other and support the culture of innovation. The local project will:
  - Build on the existing work of local organizations (TAG, eMYRge, One Grand Strand and the City of Myrtle Beach) to grow the entrepreneurial ecosystem.
  - Shape a program to attract additional investors.
  - Develop a mentor program to assist the entrepreneurs.
  - Grow interactive "edutainment events" (One Million Cups, business owner and pitch nights, mentoring programs) to attract entrepreneurs and investors to participate in the ecosystem.

- Create an informative newsletter with information on regional events and resources for local entrepreneurs and investors.

Startup communities that are led by entrepreneurs who use business incubators for creativity have a greater chance of success and sustainability over time. The Myrtle Beach effort is funded by the SC Department of Commerce's Relentless Challenge Grant Program. Contact Amber Campbell at 843-918-1023 for more information.

**4. The Carolina African American Heritage Foundation (CAAHF), Myrtle Beach Area Chamber of Commerce and City of Myrtle Beach collectively present Grand Strand Freedom Week, a week of special events in celebration of the remarkable work and contributions of Dr. Martin Luther King, Jr.** The week includes a job fair, free COVID-19 testing and several virtual events! For more information and to watch virtual events, see <https://www.caa hf.com/>.

- **5:00 to 7:00 p.m., Friday, January 15** – MLK Welcome Reception, Virtual Event (Free)
- **9:00 a.m. to 12:00 p.m., Saturday, January 16** – Health & Wellness Event: Drive-Thru COVID-19 Testing, Mt. Olive A.M.E. Church, 1108 Carver Street (Free)
- **4:00 to 6:00 p.m., Sunday, January 17** – MLK Unity Worship Service, Virtual Event (Free)
- **Drum Major Awards Breakfast** – Event Postponed
- **Dr. Martin Luther King, Jr. Day Parade** – Event Cancelled
- **11:00 a.m. to 12:00 p.m., Tuesday, January 19** – MLK Economic Development Summit Virtual Event (Free)
- **12:45 to 3:30 p.m., Tuesday, January 19** – City of Myrtle Beach's Procurement Office hosts Small Business Workshop, Virtual Event (Free)
- **Bias & Diversity Summit** – Event Cancelled
- **11:00 a.m. to 2:00 p.m., Wednesday, January 20** – Grand Strand Job Fair (Free to Attend), Crabtree Memorial Gymnasium, 1004 Crabtree Lane

**5. As part of Grand Strand Freedom Week, everyone is invited to participate in the 2021 Virtual Regional Economic Development Summit from 11:00 a.m. to 12:00 p.m., Tuesday, January 19.** The free summit features a lively discussion about the economic development and revitalization of Myrtle Beach, with presentations highlighting the city's progress and what opportunities are on the horizon. For more information and to register, visit <https://tinyurl.com/y6ovmu3g>.

**6. In addition, small businesses are invited to participate in the virtual Small Business Workshop, set for 12:45 to 3:30 p.m., Tuesday, January 21.** The free event is sponsored by the City of Myrtle Beach's Procurement Office and includes presentations from agencies that assist with business start-ups with information for local entrepreneur resources, a panel presentation on local government contracts and break-out sessions. Confirmed participating agencies include: Small Business Administration (SBA), Grand Strand SCORE, South Carolina Department of Transportation (SCDOT), Horry County Department of Airports, Horry County Procurement Office, Coast RTA and more! Note that pre-registration is required at <https://tinyurl.com/y9xa29su>. For information, call 843-918-2172.

- 7. Give the gift of life at the City of Myrtle Beach's next American Red Cross Blood Drive from 10:00 a.m. to 3:00 p.m., Tuesday, January 19.** The event will be held at the Myrtle Beach Sports Center, 2115 Sports Center Way. Blood donations are always in demand, but especially during this time. Schedule your appointment at <https://www.redcrossblood.org>, and use sponsor code "CITYMB." All donations will be tested for COVID-19 antibodies.
- 8. City staff continue to pick up natural Christmas trees at curbside to take them to be recycled.** In late February, the trees will be ground by the Horry County Solid Waste Authority, and the resulting landscaping mulch will be available to the public for free. Place trees at the curb, but not in the travel lane, and don't cover any utility meters or boxes. Also, remember to remove all decorations and tree stands! No wreaths, please. If you don't want to wait for curbside pickup, you may take your tree to the new drop-off point at the city's Solid Waste Transfer Station, 3221 Mr. Joe White Avenue. Questions? Call 843-918-2000.
- 9. Need information about the coronavirus emergency?** You'll find timely updates and general information on our [Coronavirus Advisory](#) webpage.
- 10. The online [E-Resources](#) webpage is available on the city's website.** Some city buildings remain closed to the public, but we are working to provide online content for all ages. On the webpage, you'll find creative and educational options for you and your family to enjoy!
- 11. A comprehensive list of activities and city events is available on our [Events](#) webpage.** This file of city-related festivals, programs and more is updated weekly.
- 12. Thanks to a suggestion from Fred Portway, the City of Myrtle Beach held a ceremony this week to post the six military service flags on the Boardwalk, and that's the subject of our [Photos of the Week](#).** Flags of the six military branches – Army, Navy, Marines, Air Force, Coast Guard and Space Force – now fly on six outer flag poles, while two taller center poles still fly the U.S. flag. Mr. Portway suggested honoring our military men and women in this way, and the city was happy to oblige. Members of the Military Appreciation Committee and other veterans were on hand to raise the flags on their halyards. The Vietnam Veterans Association posted the colors and provided a rifle salute and Taps for the occasion. We think you'll agree that the new arrangement looks spectacular.
- 13. Did you know...** That the Myrtle Beach Fire Department answered 13,044 calls for service during 2020? Of those, 8,213 were for medical calls (EMS and Rescue, including car wrecks), by far the most common reason. Of the remaining calls, 1,526 were false alarms; 1,745 were general service calls; 730 were "good intent" calls; 129 were for hazardous materials; and only 110 were for actual structure fires. The Fire Department also conducted 3,791 property inspections during the calendar year, discovering 4,460 code violations.

**For more information, contact:**

Mark Kruea, Public Information Officer, City of Myrtle Beach  
(843) 918-1014 *voice* (843) 450-1695 *mobile*

<https://www.cityofmyrtlebeach.com>

<https://www.facebook.com/myrtlebeachcitygovernment>

<https://twitter.com/MyrtleBeachGov>

<https://www.instagram.com/myrtlebeachgov/>

**CITY OF MYRTLE BEACH  
MEETING SCHEDULE  
January 18-24, 2021**

**MONDAY, JANUARY 18**

- **Dr. Martin Luther King, Jr. Day Observed** – City Offices and Facilities Closed

**TUESDAY, JANUARY 19**

- **10:00 a.m. to 3:00 p.m.** – City of Myrtle Beach hosts American Red Cross Blood Drive, Myrtle Beach Sports Center, 2115 Sports Center Way
- **11:00 a.m. to 12:00 p.m.** – [Grand Strand Freedom Week: City of Myrtle Beach hosts Regional Economic Development Summit](#), Virtual Event
- **12:45 to 3:30 p.m.** – [Grand Strand Freedom Week: City of Myrtle Beach's Procurement Office hosts Small Business Workshop](#), Virtual Event
- **1:30 p.m.** – Planning Commission, Conference Call (*Streamed on [Myrtle Beach City Government](#) Facebook page*)

**WEDNESDAY, JANUARY 20**

- **11:00 a.m. to 2:00 p.m.** – Grand Strand Freedom Week Job Fair, Crabtree Memorial Gymnasium, 1004 Crabtree Lane

**THURSDAY, JANUARY 21**

- **1:30 p.m.** – Community Appearance Board, Conference Call (*Streamed on [Myrtle Beach City Government](#) Facebook page*)
- **4:30 p.m.** – Human Rights Commission, Ballroom, Mary C. Canty Recreation Center, 971 Canal Street

**FRIDAY, JANUARY 22**

- No Meetings Scheduled

**SATURDAY, JANUARY 23**

- No Meetings Scheduled

**SUNDAY, JANUARY 24**

- No Meetings Scheduled

**City of Myrtle Beach  
Planning Commission  
1:30 p.m., Tuesday, January 19, 2021  
Conference Call**

*NOTE: CITIZENS ARE INVITED TO WATCH THE CONFERENCE MEETING LIVE ON THE CITY'S FACEBOOK PAGE, <https://www.facebook.com/myrtlebeachcitygovernment/>. TO ACCOMMODATE PUBLIC INPUT, WHEN APPROPRIATE, SEND AN EMAIL TO [ahardin@cityofmyrtlebeach.com](mailto:ahardin@cityofmyrtlebeach.com). WHEN SENDING AN EMAIL DURING THE MEETING, INCLUDE YOUR NAME AND ADDRESS.*

*ANYONE WHO REQUIRES AN AUXILIARY AID OR SERVICE FOR EFFECTIVE COMMUNICATION OR PARTICIPATION SHOULD CONTACT 843-918-1050 AS SOON AS POSSIBLE, BUT NO LATER THAN 48 HOURS BEFORE THE SCHEDULED EVENT.*

**A. Call Meeting to Order**

**B. Matters of Order:**

1. Approval of Minutes – January 5, 2021

**C. Matters of Business:**

1. **Public Hearing STN 21-01 Nance Street:** Proposal by Bay Pointe Apartments to extend the street name "Nance Street" into the next phase of the project off Mr. Joe White Avenue.
2. **Public Hearing ANEX 20-04 9598 North Kings Highway:** Proposal by Quattlebaum Development Company (agents for Myrtle Beach Farms) to annex 4.4 acres located at 9598 North Kings Highway (PIN #394-03-02-0015) and zone to HC2 (Highway Commercial) for the purpose of constructing indoor mini-storage units.
3. **PRE-FIN 20-23 5512 Woodside Drive:** Proposal by Stephen and Holly McMillan to subdivide 0.70 acres (PIN #421-15-01-0040) located at 5512 Woodside Drive into two lots (0.26 acres and 0.44 acres) for the purpose of conveying a portion of the existing lot.
4. **PRE-FIN 20-25 1100 17th Avenue South:** Proposal by Ford Shelley (agent for HBS of Carolina, LLC) to subdivide 1.35 acres (PIN #443-08-02-0049) located at 1100 17th Avenue South into eight lots (minimum: 0.13 acres; maximum: 0.16 acres) to develop eight new single family lots.

**D. Discussions (Agenda Items for Vote):**

1. **(Public Hearing set for February 5, 2021) Z 21-01 1002 29th Avenue North:** Proposal by El Cerro at 29th, LLC, to rezone 1.36 acres located at 1002 29th Avenue North from MU-M (Mixed Use Medium Density) to E (Entertainment) for the purpose of expanding the use on site.

**E. Presentations**

**F. Communications from the Planning Commission**

**G. Reports and Information Presentation from City Staff**

**H. Executive Session** – The commission may take action on items discussed during Executive Session, once the Executive Session ends and the Public Session resumes.

**I. Meeting Adjournment**

**City of Myrtle Beach  
Community Appearance Board  
1:30 p.m., Thursday, January 21, 2021  
Conference Call**

*NOTE: CITIZENS ARE INVITED TO WATCH THE CONFERENCE MEETING LIVE ON THE CITY'S FACEBOOK PAGE, <https://www.facebook.com/myrtlebeachcitygovernment/>. TO ACCOMMODATE PUBLIC INPUT, WHEN APPROPRIATE, SEND AN EMAIL TO [hsoos@cityofmyrtlebeach.com](mailto:hsoos@cityofmyrtlebeach.com). WHEN SENDING AN EMAIL DURING THE MEETING, INCLUDE YOUR NAME AND ADDRESS.*

*ANYONE WHO REQUIRES AN AUXILIARY AID OR SERVICE FOR EFFECTIVE COMMUNICATION OR PARTICIPATION SHOULD CONTACT 843-918-1111 AS SOON AS POSSIBLE, BUT NO LATER THAN 48 HOURS BEFORE THE SCHEDULED EVENT.*

**A. Roll Call**

**B. Approval of Minutes:** January 7, 2021, Meeting

**C. Old Business**

**D. New Business:**

**Sign Permit Application**

1. **Circle K – 1100 North Kings Highway:** Requests approval of (1) 5'1" w x 3' h sign face, (1) 5'1" w x 2'6" h LED fuel price sign, and (1) 5'1" w x 4' w CEVMS mounted in existing freestanding sign, (2) 13'8" w x 3' h internally lit push through letters and logo mounted to fuel canopy in addition to the repainting of the fuel canopy to match new branding. (Skyline Signs)
2. **Your CBD Store – 7706 North Kings Highway:** Requests approval of (1) 7'4" w x 14.5" h internally lit channel letters and (1) 26" w x 26" h internally lit channel logo mounted to building. (Image 360)
3. **Pixel Fixer – 417 Broadway Street:** Requests approval of (1) 3' w x 2' h aluminum sign with flat vinyl graphics mounted to the building. (Fastsigns)
4. **Heirloom Bistro – 7713 North Kings Highway:** Requests approval of (1) 8'5" w x 3'7" h internally lit channel letters on raceway mounted to building. (Coharie Ventures)
5. **Kentucky Fried Chicken – 6104 North Kings Highway:** Requests approval of (1) 8'8" w x 18' h aluminum panel mounted to the front of the building with a 3'6" w x 6'8" h painted sign on the aluminum panel. (Owner)
6. **DDC Engineers – 1298 Professional Drive:** Requests approval of (1) 10' w x 24" h non-lit PVC letters mounted to the building, (1) 16.5" w x 17.5" w brass plaque and (1) 14" w x 24" h brass plaque mounted to brick entrance posts. (Tyson Signs)
7. **Dunkin Donuts – 3635 Walton Drive:** Requests approval of (1) 11'2" w x 24" h internally lit channel letters, (1) 8'4" w x 18" h internally lit channel letters and (1) 6'1" w x 9" h internally lit channel letters mounted to the building and (1) 2'10" w x 1'1" h directional flag sign installed in the parking lot. (Tyson Signs)



8. **Five Dollar Emporium – 2605 South Kings Highway:** Requests approval of (1) 12'w x 12'h freestanding sign with a 12'w x 5'h channel letter sign face and an 8'w x 30"h CEVMS. (Signworks)

### **Sign and Building Permit Applications**

1. **Eagles/Sugar Life – 301 South Kings Highway:** Requests approval of (1) 20'w x 3'6"h internally lit channel letters, (1) 9'w x 6'h internally lit logo channel capsule, (2) 11'w x 2'h internally lit channel letters, (2) 5'w x 3'h internally lit logo channel capsule mounted to building, and (1) 12'w x 18'6"h freestanding sign that includes a 12'w x 6'6" sign face, a 9'w x 2'8"h sign face and a 6'w x 36"h CEVMS. In addition, requests a conceptual/final review for façade alterations and landscape plan. (Building previously heard on 01/07/2021.)(Signworks/Miller Design Services)

### **Building Permit Applications**

1. **Watts Residence – 8918 North Ocean Boulevard:** Requests a final review for a 9,506 square foot home, second story pool, driveway and landscape plan. (Previously heard on 01/07/2021.)(Nations Homes)
2. **Exchange Apartments (formerly known as Grissom Tract Multifamily Development) – Marina Parkway PIN #4210000015 and #4210000017:** Requests a final review for building revisions to a previously approved project for a 300 dwelling unit multifamily development: (11) residential buildings which consist of (2) 4-story buildings, (7) 3-story buildings, (2) carriage buildings with residential space above a 6-car garage, clubhouse, pool with pool fence, trash compactor enclosure, parking and landscape plan. (Previously approved on 08/06/2020.)(Thomas & Hutton)
3. **Whitt Residence – 6304 North Ocean Boulevard:** Requests a conceptual/final review to convert carriage home to garage and extend driveway. (Owner)
4. **Evette Residence – 8812 North Ocean Boulevard:** Requests a conceptual/final review for an 11,032 square foot home, concrete driveway (existing pavers at street to remain), dune walkover, pool with attached hot tub and sun ledge, 4' black aluminum 3-channel fence and landscaping. (CRG Companies Inc.)
5. **Prime Chicken – 2297 South Kings Highway:** Requests a conceptual/final review for revisions to a previously approved project for exterior alterations to a 2,660 square foot building, drive-thru, parking, landscaping, and dumpster with enclosure. (Previously approved on 11/19/2020.)(Miller Design Services)
6. **Coffee Hut – between 8006 and 8014 North Kings Highway:** Requests a conceptual review for a freestanding 600 square foot coffee hut for drive-up, walk-up service with a 270 square foot covered patio, parking and landscape plan. (Miller Design Services)
7. **Myrtle Beach International Airport – 1100 Jetport Road:** Requests a conceptual review for a series of structured canopies to cover 900 parking spaces in the rental car lot. The design of the canopies will incorporate architectural elements of the airport facility. Each canopy will also support photovoltaic panels to offset airport electrical costs. Scope includes new under canopy lighting and plumbing to underground storm sewer. (ADC Engineering Inc.)



**E. Non-Agenda Items from Staff**

**F. Non-Agenda Items from Board Members**

**G. Executive Session:** The board may take action on items discussed during Executive Session, once the Executive Session ends and the Public Session resumes.

**H. Adjournment**

**City of Myrtle Beach  
Human Rights Commission  
4:30 p.m., Thursday, January 21, 2021  
Ballroom, Mary C. Canty Recreation Center  
971 Canal Street, Myrtle Beach, SC 29577**

*ANYONE WHO REQUIRES AN AUXILIARY AID OR SERVICE FOR EFFECTIVE COMMUNICATION OR PARTICIPATION SHOULD CONTACT 843-918-1113 AS SOON AS POSSIBLE, BUT NO LATER THAN 48 HOURS BEFORE THE SCHEDULED EVENT.*

- A. Call to Order** – Chair Amanda Masterpaul
- B. Approval/Correction of Minutes**
- C. Welcome and Comments** – Chair Amanda Masterpaul
- D. Introduction** – Myrtle Beach Police Department LGBTQIA+ Liaison Shannon Castle
- E. Community Spotlight/Discussion Items**
- F. Comments**
- G. Executive Session** – The commission may take action on items discussed during Executive Session, once the Executive Session ends and the Public Session resumes.
- H. Adjournment**