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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 29, 2021
Re: Meeting Schedule and Agendas

1. Next week's [meeting schedule](#) is attached.
2. **Myrtle Beach Mayor Brenda Bethune will extend the Emergency Declaration for COVID-19 through February 2021.** This action automatically extends the executive order requiring city residents and visitors to wear a cloth face mask at retail and food service establishments, as well as in public spaces at hotels and other enclosed spaces. The new emergency declaration is valid through February 28 and can be extended or rescinded, as needed. Customers must wear a mask in enclosed areas of retail stores, grocery stores, pharmacies, personal care businesses, professional services, gyms and fitness centers and other locations. Retail, restaurant and accommodation staff also must wear masks whenever they are in public areas or working with the public. Failure to wear a mask when required is a civil infraction with a fine of up to \$100 upon conviction. Masks protect both the wearer and others who are in close proximity to that person. Let's all do our part to cut out COVID-19. Thanks to everyone for following the mask requirement.
3. **In partnership with DHEC, COVID drive-through testing is scheduled for 10:00 a.m. to 2:00 p.m. on Mondays in February at the Myrtle Beach Convention Center, 2101 North Oak Street.** To participate in testing, use the Oak Street entry point.
4. **A new driveway is coming to Charlie's Place, beginning next week.** A contractor will install permeable pavers, as shown, in a circular driveway around the Fitzgerald's former house and along re-created motel units. This paving system allows rainwater to perk through

the surface, leaving no standing water. Weather permitting, the project will take about three weeks to complete.

- 5. Seagate Village is getting new fire hydrants in February.** Residents of Seagate Village in Myrtle Beach will see new fire hydrants being installed in coming weeks. The former Air Force Base housing was built in 1956, and that's when the existing fire hydrants were installed. The city is changing them out to a newer model which allows for larger water flows. The new ones will produced up to 600 gallons of water more per minute. The \$183,000 project will replace 32 fire hydrants in all during the month of February. Residents will be notified with door hangers if a water outage is required. Greenwall Construction is the contractor.
- 6. Look for the HTC Aspire Hub on Ninth Avenue North later this year!** During Tuesday's City Council meeting, the Technology Advisory Group reported that HTC has picked "Aspire Hub" as the name for the new co-work space that will occupy one of the renovated buildings on Ninth Avenue North. Renovations will begin in February and be complete sometime this fall. HTC is providing \$250,000 for technology and up-fitting of the co-work space. So far, 25 local entrepreneurs have expressed interest in working there.
- 7. Just a reminder that court has been postponed indefinitely.** The South Carolina Supreme Court has ordered that all in-person court proceedings be halted temporarily because of the spike in COVID-19 cases. As a result, the City of Myrtle Beach has suspended all bench and jury trials until further notice. Municipal Court will continue to provide bond hearings twice daily. A defendant may file a motion for a speedy trial, which the court will consider. If granted, the trial will be held remotely via electronic means.
- 8. Beginning February 2, Charlie's Place, 1420 Carver Street, will offer free tours on Tuesdays.** From the late 1930s to the 1960s, Charlie's Place was a Myrtle Beach nightspot owned by Charlie Fitzgerald and his wife, Sarah. The nightclub was on Carver Street in the Booker T. Washington Neighborhood, next door to their home and a small hotel they operated. Early Motown performers brought their music to Charlie's Place in the days before integration. It provided a place for African-American artists to perform, including Little Richard, Billie Holiday and many others. Tour spots are limited. To schedule a tour, contact Alfreda Funnye at 843-918-1056 or afunnye@cityofmyrtlebeach.com.
- 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. The renovation of Nance Plaza is entering its final stage, and that's the subject of our [Photos of the Week](#).** City staff, along with volunteers from the Coastal Carolinas Association of Realtors (CCAR) gathered Friday to install new landscaping materials as part of Nance Plaza's makeover. The plants were funded through a \$4,500 Placemaking Grant

provided by the National Association of Realtors in November. As you'll see, the plaza has a new look, with turf grass and a more open feel. The new outdoor stage is receiving its decking, too. Once work is complete in a couple of weeks, construction fencing will be removed, and Nance Plaza will shine in the new Arts & Innovation District.

13. Did you know... That a time capsule to be opened December 18, 2054, is buried at Nance Plaza on the southwest corner of Kings Highway and Ninth Avenue North? A granite monument and brass book mark where the capsule was buried in 2004. Elementary school students throughout Horry County Schools participated in the project, and their hopes and dreams are contained within the capsule.

For more information, contact:

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**CITY OF MYRTLE BEACH
MEETING SCHEDULE
February 1-7, 2021**

MONDAY, FEBRUARY 1

- **8:30 a.m.** – Staff Meeting, Conference Call

TUESDAY, FEBRUARY 2

- **1:30 p.m.** – Planning Commission, Conference Call (*Streamed on [Myrtle Beach City Government](#) Facebook page*)

WEDNESDAY, FEBRUARY 3

- **2:30 p.m.** – Technology Advisory Group, Conference Call (*Streamed on [Myrtle Beach City Government](#) Facebook page*)

THURSDAY, FEBRUARY 4

- **1:30 p.m.** – Community Appearance Board, Conference Call (*Streamed on [Myrtle Beach City Government](#) Facebook page*)

FRIDAY, FEBRUARY 5

- No Meetings Scheduled

SATURDAY, FEBRUARY 6

- No Meetings Scheduled

SUNDAY, FEBRUARY 7

- No Meetings Scheduled

**City of Myrtle Beach
Planning Commission
1:30 p.m., Tuesday, February 2, 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. 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 19, 2021

C. Matters of Business:

1. **Public Hearing TEXT 20-13 Bicycle Parking:** Proposal by the City of Myrtle Beach Bicycle and Pedestrian Committee to amend Appendix B, Zoning, Article 10, Parking and Loading Requirements, to require bicycle racks in all commercial, civic and major subdivision construction projects, and to incorporate the Association of Pedestrian and Bicycle Professionals (APBP) Essentials of Bicycle Parking.
2. **PRE-FIN 20-24 Belle Harbor Extensions:** Proposal by Thomas and Hutton (agents for Lennar Carolinas) to amend Belle Harbor Phase 4 and Phase 6 subdivisions to accommodate new Phases 7, 8 and 9. Proposal in Phase 4 is to extend Pearl Pine Ct. to allow through traffic; proposal in Phase 6 is to extend a portion of Little Egret Pl. to allow through traffic and to approve a phasing plan.
3. **Public Hearing 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 HC1 (Highway Commercial) for the purpose of expanding the use on site.

D. Discussions

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
Technology Advisory Group
2:30 p.m., Wednesday, February 3, 2021
Conference Call**

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ANYONE WHO REQUIRES AN AUXILIARY AID OR SERVICE FOR EFFECTIVE COMMUNICATION OR PARTICIPATION SHOULD CONTACT 843-918-1142 AS SOON AS POSSIBLE, BUT NO LATER THAN 48 HOURS BEFORE THE SCHEDULED EVENT.

- A. Call to Order**
- B. Approval of Minutes**
- C. Review of Strategic Plan and Progress to Date**
- D. Feedback from Previous Event**
- E. Next Event Planning**
- F. Next Major Milestone of Strategic Plan and Action Items to Accomplish**
- G. Next Meeting Date**
- H. Adjourn**

**City of Myrtle Beach
Community Appearance Board
1:30 p.m., Thursday, February 4, 2021
Conference Call**

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A. Roll Call

B. Approval of Minutes: January 21, 2021, Meeting

C. Old Business

D. New Business:

Sign Permit Application

1. **Pixel Fixer – 417 Broadway Street:** Requests approval of (1) 3'6" w x 2' h aluminum sign with flat vinyl graphics and 1" thick PVC lettering mounted to the building. (Fastsigns)
2. **Bluewater Plumbing – 1406 Commerce Place:** Requests approval of (1) 8' w x 3' h metal sign with flat vinyl graphics. (Fastsigns)
3. **Dunkin Donuts – 3635 Walton Drive:** Requests approval of (1) 2'10.5" w x 1'1" h sign face on a 3'3" tall directional sign. (Tyson Signs)
4. **Dunkin Donuts – 3001 North Kings Highway:** Requests approval of (1) 14'6" w x 30" h channel letters mounted on raceway on the front of the building, (1) 4'10.5" w x 30" h channel letters mounted on raceway on side of building, (1) 12' w x 4' h pan and embossed sign face in existing multi-tenant freestanding sign and (1) 18' w x 10" h sign face on a 2'6" tall directional sign. (ASL Signs)
5. **Floortech of SC – 7821 North Kings Highway:** Requests approval of (1) 11'4" w x 19" h channel letters and (1) 4'5.5" w x 1'2" h cloud sign mounted to building. (ASL Signs)
6. **Pizza Hut – 7753 North Kings Highway:** Requests approval of (1) 15'4" w x 2' h channel letters and logo mounted to the building and (1) 4'8" w x 2'11" h flat panel on multi-tenant monument sign. (ASL Signs)
7. **Semper Fi Property Management – 1756 Highway 501:** Requests approval of (1) 8'9" w x 16" h channel letters, (1) 30" w x 21" h logo capsule and (1) 11'8" w x 10" h capsule mounted to building. (Seaboard Signs)

8. **Boulevard Mini Mart – 1400 South Ocean Boulevard:** Requests approval of (1) 6'w x 12"h sign capsule with flat vinyl graphics added to existing channel letters. (Existing signage approved on 12/03/2020.)(Signworks)
9. **La Vinotinto Restaurant – 1311 North Kings Highway:** Requests approval of (1) 12'w x 42"h channel letters and (1) 52" round channel capsule mounted to building. (XD Graphics)
10. **Universal Imports – 601 Seaboard Street, Unit B:** Requests approval of (1) 10'w x 8'h pan and embossed sign face to be installed in the existing 16' tall freestanding sign. (Yesco Signs)
11. **Coco Loco – 1623 Highway 501:** Requests approval of (1) 9'10"w x 3'9"h cloud sign with flat vinyl graphics on the sign face to be installed on the existing 25' tall freestanding sign. (Graphic & Art Studio)

Sign Lighting and Building Permit Applications

1. **CVS #5516 – 1303 38th Avenue North:** Requests approval of (2) 26'6"w x 3'7"h internally lit channel letters, (2) 8'2"w x 1'2"h internally lit channel letters and (1) 10'9"w x 1'6"h internally lit channel letters mounted to the building, (2) 42"w x 29.5"w vinyl graphics applied to the storefront windows, (1) 9'8"w x 9"h non-lit letters above the drive-thru entrance and the re-facing of the (1) 8'w x 5'h monument sign face with channel letters. In addition, requests a conceptual/final review for a 90 square foot outdoor vaccination/testing kiosk with an overall height of 8'9-3/4". (Coastal Signs)
2. **KTAD Holdings – 302 21st Avenue South:** Requests approval of (2) Santee Cooper parking lot lights. In addition, requests a conceptual/final review for (2) 6,324 square foot 20-bedroom hotels with pools, fencing, parking and landscaping. (Tru Design Studio)
3. **Ocean View Baptist Church Parking Lot – 7300 North Kings Highway:** Requests approval of (2) Santee Cooper parking lot lights. In addition, requests a conceptual/final review for a gravel parking lot and landscaping to be installed on an existing gravel parking lot. (Tru Design Studio)

Building Permit Applications

1. **27th Avenue North Commercial Shopping Center – 2700 North Kings Highway:** Requests a final review for a 6,240 square foot commercial shopping center with parking and landscaping. (Miller Design Services)(Previously heard on 11/19/2020.)
2. **Chartier Residence – 4710 North Ocean Boulevard:** Requests a conceptual/final review for a 6'h black aluminum picket fence with (3) gates. (Soldier Fencing LLC)
3. **Serenity on Broadway – 515 Broadway Street:** Requests a conceptual/final review for repairs and repainting the façade and replacement of broken windows. (Palmetto Architecture)
4. **Whitt Residence – 6304 North Ocean Boulevard:** Requests a conceptual/final review to convert carriage home to garage and extend driveway. (Owner)

5. **Nathan's Famous Hot Dogs/Scoops – 301 Eighth Avenue North:** Requests a conceptual review for the addition of a covered outside patio, second floor cover and restrooms with new front facade. (Ballard Architects)

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