



CONTACT:

Mark Kruea
Office: (843) 918-1014
Mobile: (843) 450-1695
info@cityofmyrtlebeach.com
www.cityofmyrtlebeach.com
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: February 12, 2021
Re: Meeting Schedule and Agendas

1. Next week's [meeting schedule](#) is attached.
2. **To help businesses struggling because of COVID-19, Myrtle Beach City Council is extending the pay-by date for this year's business licenses.** Council adopted a resolution allowing business license taxes to be paid without penalty by June 30, 2021, instead of the regular due date of April 30. To receive the extension, a business must apply for license renewal on or before April 30, 2021, and pay at least 10 percent of the amount due. The balance must be paid by June 30 in order to avoid penalties. For more information, including all of the necessary forms, visit the [Document Center](#) webpage. The business must submit a complete application for renewal on or before April 30, 2021, to include:
 - Payment Extension Agreement
 - Payment Plan Request Form
 - 10% Payment
 - Application Signature
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. **The Neighborhood Services Department hosts a Beachside Chat session to discuss race and healing at 4:30 p.m., Sunday, February 21.** To sign up and participate in the virtual event, send an email to neighborhoodservices@cityofmyrtlebeach.com.

5. **Need information about the coronavirus emergency?** You'll find timely updates and general information on our [Coronavirus Advisory](#) webpage.
6. **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!
7. **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.
8. **The Viewing everyday Myrtle Beach icons from the sky is the subject of our [Photos of the Week](#).** Thanks to aerial photography, we present overhead views of some of Myrtle Beach's best-known locations and geographic features. Can you identify these destinations? The photos were captured by the city's Pictometry service, which scans the whole area. The images are 12 to 18 months old. Note how many lakes, ponds and wooded areas are pictured. See the Photos of the Week page for a complete list of locations.
9. **Did you know...** That Myrtle Beach has two fishing piers within the city limits? Pier 14 at 14th Avenue North was built in 1922 as part of the Ocean Plaza Hotel. The Second Avenue North pier was built in 1936. Both were re-built after Hurricane Hazel destroyed them in 1954.

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/>

<https://myrtlebeachpointofview.wordpress.com/>

<https://www.buzzsprout.com/972079>

**CITY OF MYRTLE BEACH
MEETING SCHEDULE
February 15-21, 2021**

MONDAY, FEBRUARY 15

- **8:30 a.m.** – Staff Meeting, Conference Call
- **3:00 p.m.** – Charlie’s Place Advisory Committee, Conference Call (Streamed on [Myrtle Beach City Government](#) Facebook page)

TUESDAY, FEBRUARY 16

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

WEDNESDAY, FEBRUARY 17

- **2:00 p.m.** – Beach Advisory Committee, Conference Call (Streamed on [Myrtle Beach City Government](#) Facebook page)

THURSDAY, FEBRUARY 18

- **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, FEBRUARY 19

- No Meetings Scheduled

SATURDAY, FEBRUARY 20

- No Meetings Scheduled

SUNDAY, FEBRUARY 21

- **4:30 p.m.** – Neighborhood Services Department hosts Beachside Chats: Race and Healing, Virtual Event

**City of Myrtle Beach
Charlie's Place Advisory Board
3:00 p.m., Monday, February 15, 2021
Conference Call**

NOTE: CITIZENS ARE INVITED TO WATCH THE CONFERENCE MEETING LIVE ON THE CITY'S FACEBOOK PAGE, <https://www.facebook.com/myrtlebeachcitygovernment/>.

ANYONE WHO REQUIRES AN AUXILIARY AID OR SERVICE FOR EFFECTIVE COMMUNICATION OR PARTICIPATION SHOULD CONTACT 843-918-1061 AS SOON AS POSSIBLE, BUT NO LATER THAN 48 HOURS BEFORE THE SCHEDULED EVENT.

A. Call to Order

B. Approval of Minutes

C. Update

1. Paver Projects
2. Business Units

D. Communication from Staff

E. Adjourn

**City of Myrtle Beach
Planning Commission
1:30 p.m., Tuesday, February 16, 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 – February 2, 2021

C. Matters of Business:

1. ***(Public Hearing set for February 16, 2021) ANEX 21-02 9417 Park Drive – Carlisle:*** Proposal by Tim Carlisle to annex 0.69 acres (PIN #394-03-03-0001) located at 9417 Park Drive and zone from Horry County SF10 (Single Family Residential) to City of Myrtle Beach R-15 (Single Family Residential) for the purpose of constructing a home.

D. Discussions

1. ***(Public Hearing set for March 2, 2021) Z 21-02 Horry County Department of Airports:*** Proposal by Horry County Department of Airports to rezone approximately 30 acres located off of Harrelson Blvd and Radar Road from PRC (Parks Recreation and Conservation) to AP (Airport) to better match the airport's uses and operations.
2. ***(Public Hearing set for March 2, 2021) Z 21-03 500 First Avenue North/502 Second Avenue North:*** Proposal by Ramy El Shaer to rezone 0.11 acres located at 500 First Avenue North/501 Second Avenue North from RMM (Residential Multifamily Medium Density) to HC1 (Highway Commercial) to use the property for short-term rentals.

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
Beach Advisory Committee
2:00 p.m., Wednesday, February 17, 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, WE HAVE ESTABLISHED AN EMAIL ADDRESS, beachadvisory@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 843-918-1012 AS SOON AS POSSIBLE, BUT NO LATER THAN 48 HOURS BEFORE THE SCHEDULED EVENT.

A. Call to Order

B. Welcome and Recognize Guests

C. Approval of Minutes

D. Reports:

1. Public Works
2. Beach Safety – Police
3. Year End Summary Report – Fire Department
4. Beach Franchise
5. Parasail and Jet Ski Update – Operator Report
6. Water Quality/Stormwater Report and Year End Summary Report

E. Discussion Items:

1. 2021 Franchise Operation Plan/Status
2. Guard Tower Update
3. Events Schedule and Volleyball Application Dates

F. Comments from the Public

G. Executive Session (Note: The Committee may take action on matters discussed in Executive Session when it returns to Public Session.)

H. Adjourn

**City of Myrtle Beach
Community Appearance Board
1:30 p.m., Thursday, February 18, 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. 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: February 4, 2021, Meeting

C. Old Business

D. New Business:

Sign Permit Application

1. **Conway Medical Center – 1600 Farrow Parkway, Unit B-1:** Requests approval of (1) 7'9" w x 18" h ½ inch thick PVC letters mounted to building and (1) 3'7" w x 8.5" h tenant panel on existing multi-tenant freestanding sign. (Skyline Sign)
2. **Massage Envy – 980 Cipriana Drive:** Requests approval of (1) 12' w x 1'6" h internally lit channel letters mounted to the building. (Tyson Signs)
3. **Myrtle Beach Parking – 307 15th Avenue North:** Requests approval of (5) 32" round internally lit sign cabinets mounted on 12' tall poles located at each of the self-service payment kiosks. (Tyson Signs)
4. **Buzzed Bull Creamery – 410 13th Avenue South:** Requests approval of (1) 34" w x 34" h round PVC logo, (1) 14' w x 6" h PVC letters, (1) 13'3" w x 5" h PVC letters mounted to the building and externally lit and (1) 5' w x 5'2" h internally lit pan and embossed sign face on new 9' tall freestanding sign. (Yesco)
5. **Universal Imports – 601 Seaboard Street, Unit B:** Requests approval of (1) 10' w x 6' h sign cabinet with 13" and 8" channel letters and lowering of the sign to an overall height to 12'. (Yesco)
6. **J & K Home Furnishings Warehouse – 1366 17th Avenue South:** Requests approval of (1) 10' w x 5' h letters mounted to building. (Yesco)
7. **CRG Companies – 849 82nd Parkway:** Requests approval of (1) 4'8" w x 3'2" h formed plastic logo, (1) 6'3" w x 2'9" h plastic formed letters and (1) 11'4" w x 5.5" h plastic formed letters mounted to the building. Signage will not be illuminated. (Image 360)

8. **Real Manage – 1805 North Oak Street:** Requests approval of (1) 5'w x 5'h sign face with raised letters on the existing multi-tenant freestanding sign, (1) 5'10.5"w x 20.5"h and (1) 4'10.5"w x 20.5"h flat sign face with vinyl graphics mounted to building. (Owner)
9. **CVS – 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, (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. (Coastal Signs)
10. **Ocean Side Inn – 2711 South Ocean Boulevard:** Requests approval of (1) 5'w x 10'h flat acrylic sign with vinyl graphics installed in the existing 21' tall freestanding sign. (Coastal Signs)

Sign Lighting and Building Permit Applications

1. **Baby Sisters Beauty Shop – 512 Eighth Avenue North:** Requests approval of (1) 3'w x 3'h internally lit logo sign cabinet and (1) 10'w x 2'h internally lit sign cabinet mounted to the building. In addition, requests a conceptual/final review for the repainting of the building. (Coastal Signs)
2. **Carstar Auto Body Repair Experts – 1560 Highway 501:** Requests approval of (1) 11'8"w x 3'h internally lit channel letters and logo, (1) 15'7"w x 4'h internally lit channel letters and logo and (1) 15'7"w x 4'h internally lit channel letters and logo mounted to the building. The freestanding sign will be removed. In addition, requests a conceptual/final review for the repainting of the building. (Seaboard Signs)
3. **One Stop Beauty Salon and Spa – 1214 North Kings Highway:** Requests approval of (1) 4'w x 2'h projecting sign cabinet mounted to the building and a conceptual/final review for the repainting of the building. (Seaboard Signs)
4. **Gigatech – 1570 American Way:** Requests approval of (1) 7'w x 3'h sign cabinet with 1/2 inch PVC letters and a conceptual/final review for the repainting of the building. (Image 360)
5. **Auto Village Center – 1117 Third Avenue South:** Requests approval of (1) Santee Cooper light pole with two fixtures. (Owner/Santee Cooper)
6. **Gay Dolphin – 916 North Ocean Boulevard:** Requests approval of (1) area of café style strand lights and requests a conceptual/final review for a mural. (Owner/Leadership Grand Strand)
7. **OGS Properties – 530 Broadway Street:** Requests approval of (1) building mounted light and a conceptual/final review for the repainting of the building. (Owner)
8. **Blue Whale – 2003 North Kings Highway:** Requests approval of (15) pole mounted parking lot lights and (129) building mounted lights. In addition, requests a conceptual/final review for façade alterations, restriping of parking lot, landscaping and a dumpster enclosure. (Spear Designs)(Building was previously heard on 01/07/2021.)
9. **Mega Tsunami – 1201 North Kings Highway:** Requests approval of (8) Santee Cooper pole mounted parking lot lights and (113) building mounted lights. In addition,

requests a conceptual/final review for a 17,372 square foot retail building, parking and landscaping. (Santee Cooper/Ayres & Associates Inc.)

Building Permit Applications

1. **HGTC – Grand Strand Campus:** Requests a final review for landscape revisions. (Thomas & Hutton)
2. **KTAD Holdings – 302 21st Avenue South:** Requests a final review for (2) 6,324 square foot 20-bedroom hotels with pools, fencing, parking and landscaping. (Tru Design Studio)(Previously heard on 02/04/2021.)
3. **Los Dos Amores – 1108 Third Avenue South:** Requests a conceptual/review for a landscape plan. (Tru Design Studio)
4. **Cactus Sands – 941 Mancini Drive:** Requests a conceptual/final review for an overhead door and chain-link fence with gate. (Owner)
5. **The Reef – 2101 South Ocean Boulevard:** Requests a conceptual/final review for the repainting of the building. (H&Z Holding)
6. **Grand Strand Brewing Company – 819 North Kings Highway:** Requests a conceptual/final review for an outdoor café. (Owner)
7. **Palmetto Electric – 1679 American Way:** Requests a conceptual/final review for a 1,215 square foot addition. (Solan Associates, P.C.)
8. **Arcadian Shores Indoor Storage – 9598 North Kings Highway:** Requests a conceptual review for a three-story 129,348 square foot indoor storage facility, parking and landscaping. (DRG LLC/Seed Architecture)

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, February 18, 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. Discussion Items

1. MBPD Human Rights Commission Liaison – Lt. Shannon Castle
2. Vacancies and Candidates for Seats
3. Fairness in Housing, Employment and Public Accommodations Ordinance Proposal for City Council and Municipal Equality Index (MEI)

E. Community Spotlight

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