



CONTACT:

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Media Advisory

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

To: Myrtle Beach Media

From: Mark Kruea, Public Information Officer

Date: February 23, 2018

Re: Meeting Schedule and Agendas

1. Next week's [meeting schedule](#) and **agendas are attached**. Again, you'll find the supporting information for Tuesday's City Council workshop and meeting on our website. Start at the meeting schedule and follow the links.
2. **We are now televising the City Council workshops live on the Spectrum and HTC cable systems.** The workshop begins at 9:00 a.m., prior to the regular 2:00 p.m. City Council meeting on the second and fourth Tuesday of the month. The workshops are public, of course, but if you can't attend in person, you can now watch live via cable.
3. **The 21st annual Myrtle Beach Marathon is next Saturday, March 3.** Drivers should allow extra time to get to their destinations, as traffic will be congested during race hours. Please watch for runners and drive with care! Hotels should advise their guests to park west of Ocean Boulevard on Friday, March 2. Vehicles will not easily be able to cross Ocean Boulevard during the race hours on Saturday morning. See the course map at <https://mbmarathon.com/course-maps/>. The marathon begins at 6:30 a.m., Saturday, March 3. Remember that US 17 (commonly called "the bypass") is not part of the marathon course, so use US 17 for north/south travel on Saturday.
 - Plan ahead for travel on Saturday and allow extra time to get to your destination.
 - Motorists should avoid the intersections of 21st Avenue North and Grissom Parkway and 29th Avenue North and Grissom Parkway.
 - Anticipate heavy congestion in the Grand Dunes Boulevard and Kings Highway area.
 - Northbound traffic on Ocean Boulevard is only available for race participants.

- 4. Parking meters and pay stations return to areas east of Kings Highway on Thursday, March 1.** The pay-to-park season runs from March 1 through October 31. For more information, visit http://www.cityofmyrtlebeach.com/services/parking_meters/index.php.
- 5. Chapin Memorial Library will be closed Friday, March 2, for a staff development day.** The library will reopen as usual at 9:00 a.m., Saturday, March 3.
- 6. The updated weekly Events list is online at** <http://www.cityofmyrtlebeach.com/Events.pdf>.
- 7. The Myrtle Beach Fire Department hosted a car seat installation and safety checkpoint today, and that's the subject of our [Photos of the Week](#).** The Fire Department was joined by certified installers from the Myrtle Beach Police Department, along with representatives from other law enforcement agencies throughout the Grand Strand. In addition to helping parents and grandparents properly install their car safety seats, today's event was a certification class for other agencies in the 15th Judicial Circuit Law Enforcement Network.
- 8. Did you know...** That the City of Myrtle Beach has more than 170 miles of sidewalks, varying in width from four feet to 10 feet? More are being installed this winter. This city also has more than 20 miles of dedicated bicycle lanes and 27 miles of multipurpose paths for both pedestrians and bicyclists.

For more information, contact:

Mark Kruea, Public Information Officer, City of Myrtle Beach
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**CITY OF MYRTLE BEACH
MEETING SCHEDULE
February 26-March 3, 2018**

MONDAY, FEBRUARY 26

- **8:30 a.m.** – Staff Meeting/Hosted by Sports Tourism Department, Doug Shaw Memorial Stadium, 705 33rd Avenue North

TUESDAY, FEBRUARY 27

- **8:30 to 11:30 a.m.** – Neighborhood Stormwater System Workshop, General Robert H. Reed Recreation Center (Base Recreation Center), 800 Gabreski Lane
- **9:00 a.m.** – City Council Workshop, Council Chamber, Ted C. Collins Law Enforcement Center, 1101 North Oak Street
- **10:00 a.m.** – Community Appearance Board Staff Plan Review, Conference Room, City Services Building, 921 North Oak Street
- **2:00 p.m.** – City Council Meeting, Council Chamber, Ted C. Collins Law Enforcement Center, 1101 North Oak Street
- **7:00 p.m.** – Ramsey Acres Neighborhood Watch, 1110 Highway 15

WEDNESDAY, FEBRUARY 28

- **8:00 a.m.** – Myrtle Beach Convention Center Hotel Board, Room 236, Myrtle Beach Convention Center, 2101 North Oak Street
- **8:30 a.m.** – Property Maintenance Hearing, Conference Room, City Services Building, 921 North Oak Street
- **10:00 a.m.** – Special Events Technical Review, Conference Room, City Services Building, 921 North Oak Street
- **2:30 p.m.** – Planning Commission Staff Technical Review, First Floor Conference Room, City Hall, 937 Broadway Street

THURSDAY, MARCH 1

- **1:30 p.m.** – Community Appearance Board, Conference Room, City Services Building, 921 North Oak Street
- **6:00 p.m.** – *MyBeach 101* Citizens Academy, City Services Building, 921 North Oak Street
- **6:00 to 8:00 p.m.** – Myrtle Beach Marathon Health and Wellness Expo, Myrtle Beach Sports Center, 2115 Farlow Street

FRIDAY, MARCH 2

- **1:00 to 8:00 p.m.** – Myrtle Beach Marathon Health and Wellness Expo, Myrtle Beach Sports Center, 2115 Farlow Street
- **5:30 p.m.** – Grande Dunes 1-Mile Family Fun Run, Grand Dunes Resort, 8401 Marina Parkway

SATURDAY, MARCH 3

- **6:30 a.m.** – Myrtle Beach Marathon, Half Marathon and 5K (All routes begin south of intersection of Grissom Parkway and 21st Avenue North; see <https://mbmarathon.com> for all routes.)

**MYRTLE BEACH CITY COUNCIL
TUESDAY, FEBRUARY 27, 2018
9:00 A.M. – WORKSHOP – TED C. COLLINS LAW ENFORCEMENT CENTER
2:00 P.M. – MEETING – TED C. COLLINS LAW ENFORCEMENT CENTER
1101 NORTH OAK STREET, MYRTLE BEACH, SC 29577**

CITIZENS ARE INVITED TO ATTEND AND PARTICIPATE. THOSE WHO WISH TO ADDRESS COUNCIL ARE ASKED TO SIGN IN BEFORE THE START OF THE MEETING AND STATE THEIR NAMES PRIOR TO SPEAKING. A TOTAL OF 30 MINUTES WILL BE PROVIDED AT THE BEGINNING OF THE MEETING FOR NON-AGENDA PUBLIC ISSUES. ADDITIONAL TIME WILL BE PROVIDED AT THE END OF THE MEETING AS NEEDED.

ANYONE WHO REQUIRES AN AUXILIARY AID OR SERVICE FOR EFFECTIVE COMMUNICATION OR PARTICIPATION SHOULD CONTACT THE CITY CLERK'S OFFICE AT (843) 918-1004 AS SOON AS POSSIBLE, BUT NO LATER THAN 48 HOURS BEFORE THE SCHEDULED EVENT.

PUBLIC HEARING: THE FOLLOWING PUBLIC HEARING WILL BE HELD AT TED C. COLLINS LAW ENFORCEMENT CENTER, 1101 NORTH OAK STREET, PRIOR TO THE START OF THE REGULARLY SCHEDULED 2:00 P.M. MEETING: A Public Hearing for the purpose of hearing public input regarding the granting of franchises to rent conveyances (mopeds and golf carts).

CALL TO ORDER MEETING: Mayor Brenda Bethune

INVOCATION

PLEDGE OF ALLEGIANCE

APPROVAL OF AGENDA

APPROVAL OF WORKSHOP MINUTES: February 13, 2018

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NON-AGENDA ITEMS FROM PUBLIC: 30 Minute Time Limit

PUBLIC REQUESTS, PRESENTATIONS, AWARDS, MEMORIALS:

PUBLIC REQUESTS, PRESENTATIONS, AWARDS, MEMORIALS:

1. Presentation – Brian Piascik, Coast RTA (ws)
2. Presentation – Applicants for 2017-18 Accommodations Tax Tourism-related Expenditure Funds (ws)
3. Presentation – Nick Golden, Eagle Scout, Signage for Multi-use Paths in the Market Common (mtg)
4. Proclamation recognizing the Beta Club (mtg)
5. Proclamation recognizing the Myrtle Beach Pelicans Cheer & Dance Team (mtg)
6. Recognition of two police officers for their work on community programs, PFC Kenny Harlow and PFC Chris Voegelé (mtg)
7. Public Information Update – PIO Staff/Police (mtg)

CONSENT AGENDA

Resolution **R2018-6** to accept the dedication to the public of the entirety of streets and roadways named Ethan Drive and Cole Drive in Plantation Heights subdivision in the City of Myrtle Beach, and direct the Manager to accept such dedication deeds, or execute such documents as are necessary to accomplish same.

Resolution **R2018-8** granting a Special Event Permit to Mosaic North America, LLC, on behalf of Bud Light for the “Bud Light Getaway Concert” on July 14, 2018, and affirming the city’s co-sponsorship.

Motion **M2018-37** to approve a Mutual Aid Agreement between the City of Myrtle Beach and the Child Recovery Center.

Motion **M2018-38** to approve a Special Event Permit to Marie Scharwachter/Voices of Recovery, “Addicts’ Lives Matter” awareness walk, to be held on March 25, 2018 from 8:00 am – 1:00 pm. The event includes allowing vendors to set up tables with banners in the Fresh Brewed parking lot located next to City Hall on Oak Street. The event will also include a walk along the sidewalks on Oak Street, 8th Ave North, Ocean Blvd. and Mr. Joe White Ave. The applicant is aware that the attendees must stay on the sidewalk and obey all traffic laws. The City Manager is authorized to make changes to these plans as he deems necessary in keeping with the nature of the event and as circumstances dictate.

REGULAR AGENDA

2nd Reading **Ordinance 2018-6** An ordinance to create a planned unit development known as Lakeview Villas Planned Unit Development.

1st Reading **Ordinance 2017-60** An ordinance to create a Planned Unit Development known as Osceola Street PUD Planned Unit Development.

1st Reading **Ordinance 2018-7** An ordinance to amend Chapter 2, Administration, Article II, City Council, in Division 2, Meetings, to amend Section 2-43 Quorum and Rules of Order to strike Subsection G as being duplicative of Subsection M. and providing that city residents and business owners shall be announced by the Clerk to address their concerns before non-residents in the allotted time.

Resolution **R2018-9** a resolution to establish a meeting access & decorum policy for all council meetings and meetings of city boards, commissions and advisory boards.

NON-AGENDA ITEMS FROM THE PUBLIC

COMMUNICATIONS FROM CITY BOARDS/COMMISSION MEMBERS

COMMUNICATIONS FROM CITY COUNCIL AND CITY MANAGER

1. Council Communications
2. CFO Update
3. CM/ACM Update

REPORTS AND INFORMATION PRESENTATIONS FROM CITY STAFF

EXECUTIVE SESSION: Council may take action on matters discussed in Executive Session.

ADJOURNMENT

**City of Myrtle Beach
Community Appearance Board Staff Plan Review
10:00 a.m., Tuesday, February 27, 2018
Conference Room, City Services Building
921 North Oak Street, Myrtle Beach, SC 29577**

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. Call to Order**
- B. Approval of Minutes:** Meeting of February 13, 2018
- C. Old Business**
- D. New Business**

Sign, Awning, Lighting, and Building Permit Applications

- 1. Discount Emporium (MAYA of Myrtle Beach Building) – 1119 North Kings Highway:** Requests installation of (2) 50 square foot sets of building mounted channel lettering. Also approval of additional building lighting and a conceptual/final review for additional building facade. (Sign Works and Spear Designs)
- 2. Olive Garden – 1405 North Kings Highway:** Requests approval for parking lot lighting plan. (HMD Group Architects)
- 3. Serek Residence – 6604 North Ocean Boulevard:** Requests a conceptual/final review for a new 7,115 square foot home, driveway, landscaping, and lighting plan. (Nations Homes)

Building Permit Applications

- 1. 37th Avenue Townhouses – 611 to 613 37th Avenue North:** Requests a final review for (2) 5-unit 7,845 square foot townhome buildings, fencing, parking, and landscape plan. (Ballard Architects) (Previously heard on 2/1/18)
- 2. Sun N Sand Resort – 2701 South Ocean Boulevard:** Requests a conceptual/final review for the repainting of the building. (Owner)
- 3. Ripley's Penguin Exhibit – 1110 Celebrity Circle:** Requests a conceptual/final review for a 5,586 square foot addition to the west side of the existing aquarium facility and landscape plan. (Tungsten)
- 4. Boys & Girl Club – PIN# 42416040050 Between Dunbar Street, Mr. Joe White Avenue, and Carver Street:** Requests a conceptual review for a new 19,214 square foot building. (LS3P)

- 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

**Myrtle Beach Convention Center Hotel Corporation Board
8:00 a.m., Wednesday, February 28, 2018
Room 236, Myrtle Beach Convention Center
1101 North Oak Street, Myrtle Beach, SC 29577**

ANYONE WHO REQUIRES AN AUXILIARY AID OR SERVICE FOR EFFECTIVE COMMUNICATION OR PARTICIPATION SHOULD CONTACT 843-918-1225 AS SOON AS POSSIBLE, BUT NO LATER THAN 48 HOURS BEFORE THE SCHEDULED EVENT.

- A. Convene and call to order**
- B. Approval of minutes**
- C. Entertain public comments and questions**
- D. Review of monthly hotel financials for January 2018** (Mrs. Hinde)
- E. Hotel sales and marketing update** (Mr. Semidei)
- F. Convention Center sales and marketing update** (Mr. Monroe)
- G. Asset Manager reports** (Mr. Kuhn)
- H. Discuss additional business, if any, and adjourn**

City of Myrtle Beach
Property Maintenance Hearing
8:30 a.m., Wednesday, February 28, 2018
Conference Room, City Services Building
921 North Oak Street, Myrtle Beach, SC 29577

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A. Call to Order

B. New Business:

1. **Jon A. Ozolins:** The property is located at 969 Park Drive and is identified by PIN # 443-02-03-0024.
2. **William D. Edmonds:** The property is located at 504 6th Avenue North and is identified by PIN # 443-04-03-0006.

C. Communications from Staff

D. Adjourn

City of Myrtle Beach
Special Events Technical Review Committee
10:00 a.m., Wednesday, February 28, 2018
Conference Room, City Services Building
921 North Oak Street, Myrtle Beach, SC 29577

ANYONE WHO REQUIRES AN AUXILIARY AID OR SERVICE FOR EFFECTIVE COMMUNICATION OR PARTICIPATION SHOULD CONTACT 843-918-1007 AS SOON AS POSSIBLE, BUT NO LATER THAN 48 HOURS BEFORE THE SCHEDULED EVENT.

A. Call to Order

B. Approval of Minutes – February 14, 2018, Meeting

C. Matters of Business

Review of Last Week's/On-Going Events

1. Valentine's Day Carriage Rides, Market Common, February 14, 2018
2. City of Myrtle Beach 5k For Health, Plyler Park, Boardwalk, & Beach, February 17, 2018

Review of Upcoming Approved Events

1. Myrtle Beach Marathon, March 1-3, 2018 (Need Insurance)
2. Grande Dunes St Patrick's Festival & 5K, Grande Dunes Pavilion, March 16, 2018 (Need Insurance)
3. Pee Dee Street Rodders Annual "Run to the Sun," March 15-17, 2018
4. The Myrtle Beach Jeep Jam, April 12-15, 2018 (Need Insurance)
5. Myrtle Beach Food Truck Festival, Burroughs & Chapin Pavilion Place, April 20-21, 2018 (Need Insurance)
6. Ground Zero Dragon Boat Festival, Grand Park, Market Common, April 23-30, 2018, (Need Insurance)
7. Military Appreciation Days, May 1, 2018 – May 31, 2018
8. *Festa Italiana*, Grand Park, June 28 – July 1, 2018 (Need Insurance)
9. *Festa Italiana*, Grand Park, October 4-7, 2018 (Need Insurance)
10. Myrtle Beach Seafood Festival, Burroughs & Chapin Pavilion Place, October 5-6, 2018 (Need Insurance)
11. American Heart Association (AHA) Annual Beach Ride, November 3, 2018 (Need Insurance)

D. New Business

Review of Upcoming Proposed Events (Final)

1. Addicts Lives Matter (Voices of Recovery) Walk/Rally, Fresh Brewed Coffee House, March 24, 2018
2. Wings Over Myrtle Beach Air Show, Myrtle Beach International Airport, April 28-29 (Need Insurance)
3. The Getaway Concert, Burroughs & Chapin Pavilion Place, July 7-17, 2018
4. Myrtle Beach Stampede Rodeo, Former Myrtle Square Mall Site, July 13-15, 2018 (Need Insurance, Security Plan, & Traffic Plan)

Review of Upcoming Proposed Events (Conceptual)

1. The Taste of Market Common & 10th Anniversary Celebration @ The Market Common, April 16-21, 2018
2. May Open Junior Beach Volleyball Tournament, Beach @ 14th Ave Pier, & Pavilion Place Volleyball Courts, May 12, 2018 (Need Insurance)
3. Carolina Country Music Festival, Burroughs & Chapin Pavilion Place, June 3- 11, 2018
4. Independence Day 5k, July 4, 2018 (Route Plan)
5. OMA Hot Summer Nights, Plyler Park & Stage, June 3 – September 4, 2018 (Need Insurance)
6. Myrtle Beach Mini Marathon and Coastal 5k, Coastal Grand Mall, Downtown Myrtle Beach & Market Common, October 18-23, 2018 (Need Insurance)
7. Myrtle Beach 1 Mile Sprint & Music Festival, Ocean Blvd. and Plyler Park, November 3, 2018 (Need Insurance, Security and Site Plan)
8. Myrtle Beach Turkey Trot, November 22, 2018 (Route Plan)

E. Review Temporary Use Permits

F. Review Sports Tourism Events

G. Review Parade Permits

1. Princess Gala (Mkt Common)

H. Review Film/Photo Requests

I. Convention Center Events

J. Discussion Items

K. Executive Session

L. Adjourn

**City of Myrtle Beach
Planning Commission Technical Review
2:30 p.m., Wednesday, February 28, 2018
First Floor Conference Room, City Hall
937 Broadway Street, Myrtle Beach, SC 29577**

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 Business:

Potential items for the March 6 and 20, 2018, Planning Commission:

1. **ANEX 18-02 Kimberling - 9303 Cove Dr:** Proposal by Christopher and Dorothy Kimberling to annex 0.47 acres (vacant) at 9303 Cove Dr (Horry County TMS 166-01-06-002) and rezone said property from Horry County's SF 10 (Single Family Residential) to City of Myrtle Beach's R-15 (Single Family Residential).
2. **Z 18-01 Richardson – 404 70th Ave N:** Proposal by Hazel Richardson to rezone approximately 0.4 acres located at 404 70th Ave N (Horry County TMS 165-15-10-007) from RMM (Residential Multifamily Medium Density) to MU-M (Mixed Use Medium Density).
3. **PRE-FIN 18-03 RS Parker Homes – 73rd Ave N:** Proposal by RS Parker Homes (David Haddock, Agent) to subdivide 0.27 acres known as Lot 7, 73rd Ave N (Horry County TMS 165-15-06-012) into two lots (max: 6999 sq ft; min: 5002 sq ft) to convey the subdivided parcels.
4. **TEXT 18-02 Signs on Rear of Buildings:** Proposal by the City of Myrtle Beach to amend the code to allow properties on the Superblock to have signage on the rear of the buildings
5. **TEXT 18-01 Relocate Market Common Entry Sign:** Proposal by the City of Myrtle Beach to amend Section 805.K.10 (Market Common Signage Master Plan) to relocate a marquee sign in the Market Common Master Plan overlay. Sign was previously located at Farrow Pkwy and Johnson Ave (Page G2 of the Master Plan).
6. **STN 18-03 Mountain Hawk Dr:** Proposal by Eagles Beachwear to name a driveway to a warehouse off of US Hwy 501 as "Mountain Hawk Dr."
7. **TEXT 18-03 Mozingo & Wallace – 82 Dunes PUD:** Proposal by Mozingo and Wallace Architects LLC for a Planned Unit Development of 29 single family homes and common areas located in 3.22 acres of property. The property is located off 82nd Pkwy and Nigels Dr. near US Hwy 17 Business, with multiple points of access. *Pre-application meeting scheduled with Planning Commission March 6, 2018.*
8. **TEXT 17-08 Ocean Blvd Entertainment Overlay District:** Proposal by the City of Myrtle Beach to establish the Ocean Blvd. Entertainment Overlay District (OBEOD) and regulate family friendly land uses in the overlay.

9. **TEXT Amendment to Light Manufacturing (LM) District:** Proposal to allow for Medical Uses in the Light Manufacturing (LM) district.

C. Meeting Adjournment

**City of Myrtle Beach
Community Appearance Board
1:30 p.m., Thursday, March 1, 2018
Conference Room, City Services Building
921 North Oak Street, Myrtle Beach, SC 29578**

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- A. Call to Order**
- B. Approval of Minutes:** Meeting of February 15, 2018
- C. Old Business**
- D. New Business**

Sign Permit Applications

- 1. Dolphin Parking – 1501 North Ocean Boulevard:** Requests installation of (2) 40” x 72” monument signs with an overall height of 80”. (Seaboard Signs) (Previously heard on 2/15/18)
- 2. Pigtails & Crewcuts – 7721 North Kings Highway:** Requests installation of (1) 21” x 130” and (1) 18” x 105” set of building mounted channel lettering on a raceway. (Seaboard Signs)
- 3. Cool Ridge – 602-3 Seaboard Street:** Requests approval of (1) 23” x 154” and (1) 9” x 86” set of building mounted channel lettering. (Seaboard Signs) (Previously approved on 4/6/17)
- 4. Brittain Resorts Employment Center – 2300 South Ocean Boulevard:** Requests replacement of (2) 4’ x 9’ plastic faces in existing freestanding sign. (Tyson Signs)
- 5. Beach World – 2605 South Kings Highway:** Requests repainting of building. (Sign World)
- 6. The Avenue – 1325 Celebrity Circle:** Requests installation of (1) 5’ x 28’ set of channel lettering and (1) 8’ x 33’ aluminum sign. (Haynes Signs)
- 7. 810 Billiards & Bowling – 1220 Moser Drive:** Requests installation of (1) 84” x 123” and (1) 40” x 116” set of building mounted channel lettering. (ASL Signs)
- 8. George’s Seafood – 400 South Kings Highway:** Requests replacing existing freestanding sign. (A-1 Signs) (Previously heard on 2/15/18)
- 9. The Atlantic North Hotel – 411 North Ocean Boulevard:** Requests reworking of existing freestanding sign. (X-Pert Signs) (Previously heard on 2/1/18)
- 10. Gator Hole Spirits – 1213 38th Avenue North:** Requests installation of (1) 36” x 200” set of building mounted channel lettering. (X-Pert Signs)

11. **CMG Mortgage – 2798 Howard Avenue:** Requests installation of (1) 6” x 105” metal sign with vinyl lettering, (1) 22” x 36” blade sign, vinyl window graphics and repainting of the building front. (Fast Signs)
12. **Fins Beach Shop – 7508 North Kings Highway:** Requests installation of (2) sets of building mounted channel lettering. (Sign Works)

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