



**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: March 26, 2021**  
**Re: Meeting Schedule and Agendas**

1. Next week's [meeting schedule](#) is attached.
2. **Congratulations to Miriam Berrouet, Myrtle Beach's Volunteer of the Year for 2020!** Mayor Brenda Bethune surprised Berrouet with the honor at City Hall this week. She received a proclamation and a check for \$500. Berrouet was chosen as Volunteer of the Year "for her service to the City of Myrtle Beach as Chair of the Human Rights Commission, where she increased our diversity and inclusiveness and provided a listening ear and a loving place to turn, as well as for her translation services for the Hispanic community." The city has nearly 600 volunteers who serve in many capacities throughout the year. Because of COVID-19, we did not hold the annual Volunteer Appreciation Luncheon in January, but volunteers are receiving a letter and gift thanking them for their outstanding service to the city and its residents.
3. **Milling and repaving of Grissom Parkway between 21st and 29th Avenues North will begin this Sunday evening, March 28, weather permitting.** Palmetto Paving will conduct the work overnight, from 6:00 p.m. to 6:00 a.m. Motorists should expect delays during the nighttime work hours. One lane of travel will remain open in both directions during construction. The work is expected to take approximately two weeks. Thermoplastic markings will be added after all roads on the schedule below have been repaved this spring. The annual resurfacing list below is being accomplished with funding from city resources and the CTC (County Transportation Committee).
  - Robert Grissom Parkway, from 21st Avenue North to 29th Avenue North

- Greens Boulevard, from 21st Avenue North to Mohawk Drive
- Osceola Street, from Mohawk Drive to Mr. Joe White Avenue
- Louise Drive, from Country Club Drive to Canterbury Lane
- Oleander Drive, from 38th Avenue North to 48th Avenue North
- North Oak Street, from First Avenue to Main Street (US 501)
- South Oak Street, from Collins Avenue to First Avenue

**4. Also next week, a city contractor will also restripe pavement markings along Ocean Boulevard, between Ninth and 14th Avenues North.** Work is expected to take place from 7:00 a.m. to 5:00 p.m. on Tuesday through Thursday, March 30-April 1, weather permitting. Flaggers will be on hand to direct traffic around the site.

**5. The Celebration of Life Ceremony for John T. Rhodes, an invitation-only event, is scheduled for Thursday afternoon, April 1, at the Myrtle Beach Convention Center.** The event will be streamed on the [Myrtle Beach City Government](#) Facebook page. Everyone's invited to attend a special sign unveiling ceremony at the John T. Rhodes Myrtle Beach Sports Center, 2115 Sports Center Way. The event is set for 10:00 a.m. on Saturday, April 3.

**6. Would you like to serve on a volunteer board, commission or committee for the City of Myrtle Beach?** To be considered for one of these volunteer positions, submit a letter of interest and a brief biography or résumé to the City Clerk, P.O. Box 2468, Myrtle Beach, SC 29578. Or, send an email to [jadkins@cityofmyrtlebeach.com](mailto:jadkins@cityofmyrtlebeach.com). If you'd like to deliver it in-person, bring all materials to City Hall, 937 Broadway Street, Myrtle Beach, SC 29577. The following boards, commissions and committees have vacancies....

- Bicycle and Pedestrian Committee (2 seats)
- Chapin Memorial Library Board (1 seat)
- Human Rights Commission (1 seat)
- Standard Code Board of Adjustments and Appeals (5 seats)

**7. Looking ahead, Myrtle Beach's very own farmer's market re-opens for spring on Wednesday, April 14.** Myrtle's Market offers a full complement of vendors offering homegrown produce, fresh fruits, unique food items and more. The market will be open from 9:00 a.m. to 3:00 p.m. on Wednesdays, Fridays and Saturdays, and it is located at the intersection of Mr. Joe White Avenue and Oak Street. For more, call 843-918-4906. Interested in becoming a vendor? Contact Blake Goss at [bgoss@cityofmyrtlebeach.com](mailto:bgoss@cityofmyrtlebeach.com).

**8. As a reminder, Myrtle Beach city facilities will increase occupancy to 75-percent of capacity, effective Thursday, April 1.** Many city buildings have been operating at reduced capacity or were closed to the public due to COVID-19. Beginning April 1, recreation centers, including gyms, pools and other spaces, will return to 75-percent occupancy, as will Chapin Memorial Library. The lobby of the Ted C. Collins Law Enforcement Center reopened this past Monday. City Hall and the City Services Building will reopen on April 1. Private rentals at Mary C. Canty Recreation Center, General Robert H. Reed Recreation Center and the Myrtle Beach Train Depot have returned to full capacity. Youth and Adult Sports will allow spectators again, with staff continuing to sanitize dugouts and high-touch surfaces. Please be advised that face masks may still be required indoors and temperature

checks may be conducted. Boards, commissions and committees may meet in person or virtually, depending on the chairman's preference. Tentative plans call for city facilities to resume 100-percent occupancy on May 1, unless circumstances change.

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. **Myrtle Beach welcomed the Pee Dee Street Rodders' "Run to the Sun" Car and Truck Show last weekend, with more than 3,000 cars to enjoy, and that's the subject of our [Photos of the Week](#).** The annual car show is always popular, filling nearly 50 acres on the former Myrtle Square Mall site with both stock and custom rides. The show did not happen in 2020 due to COVID-19, but returned to an appreciative audience in 2021.
13. **Did you know...** That the development of Myrtle Beach as a seaside vacation destination began in 1926 when the Woodside brothers from Greenville, South Carolina, purchased 65,500 acres from Myrtle Beach Farms Company and built what was the Ocean Forest Hotel and Ocean Forest Country Club (today's Pine Lakes International Country Club)? The stock market crash in 1929 bankrupted the Woodsides' textile fortunes, and the land was sold at auction in 1933. Still, much of their design for "Arcady" remains in our streets and beach accesses.

**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  
March 29-April 4, 2021**

**MONDAY, MARCH 29**

- **8:30 a.m.** – Staff Meeting, Myrtle Beach Train Depot, 851 Broadway Street

**TUESDAY, MARCH 30**

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

**WEDNESDAY, MARCH 31**

- No Meetings Scheduled

**THURSDAY, APRIL 1**

- **9:00 a.m.** – Cultural Resources Committee, First Floor Conference Room, City Hall, 937 Broadway Street
- **1:30 p.m.** – Community Appearance Board, Conference Call (Streamed on [Myrtle Beach City Government](#) Facebook page)
- **3:00 p.m.** – John T. Rhodes Celebration of Life Ceremony (Invitation Only), Ballroom, Myrtle Beach Convention Center, 2101 North Oak Street (Streamed on [Myrtle Beach City Government](#) Facebook page)

**FRIDAY, APRIL 2**

- No Meetings Scheduled

**SATURDAY, APRIL 3**

- **10:00 a.m.** – Sign Unveiling Ceremony: John T. Rhodes Myrtle Beach Sports Center, 2115 Sports Center Way

**SUNDAY, APRIL 4**

- No Meetings Scheduled

**City of Myrtle Beach**  
**Planning Commission: Procedures Overview Meeting**  
**1:30 p.m., Tuesday, March 30, 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 843-918-1050 AS SOON AS POSSIBLE, BUT NO LATER THAN 48 HOURS BEFORE THE SCHEDULED EVENT.*

- A. Call to Order**
- B. Overview of Planning Commission Activities and Procedures**
- C. Question and Answer Session**
- D. Adjourn**

**City of Myrtle Beach  
Cultural Resources Committee  
9:00 a.m., Thursday, April 1, 2021  
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 843-918-1065 AS SOON AS POSSIBLE, BUT NO LATER THAN 48 HOURS BEFORE THE SCHEDULED EVENT.*

- A. Call to Order** – Chairman Sherfesee
- B. Document Review** – The ABCs of Parliamentary Procedure
- C. Approval of Meeting Minutes** – March 22, 2021
- D. Discussion Items:**
  - 1. Suggestions and Ideas – Committee Members
- E. New Business** – Subcommittee Discussions
  - 1. Comprehensive Plan’s Cultural Resources Element
  - 2. Downtown Area’s Arts & Innovation District Advanced Plan Recommendations
  - 3. Arts & Innovation District’s Branding Element
- F. Public Comments**
- G. Next Meeting Date**
- H. Adjourn**

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

**C. Old Business**

**D. New Business:**

**Sign Permit Applications**

1. **Escape Property Management – 515 Highway 501, Unit A:** Requests approval of (1) 2'8"w x 10'6"h acrylic sign face with dimensional lettering. (Fastsigns)
2. **Olive Tree – 2401 South Kings Highway:** Requests approval of (1) 12'w x 5'h internally lit building mounted sign made up of channel letters and a cloud sign. (Coastal Signs)
3. **CVS Pharmacy – 1303 38th Avenue North:** Requests approval of (2) 21'3"w x 30"h internally lit channel letters and (2) 8'w x 14"h internally lit channel letters mounted to the building, (1) 8'10"w x 9"h non-illuminated directional signage above the drive thru canopy and the re-branding of the existing 8'w x 5'h monument sign face. (Coastal Signs)
4. **Dr. Ink Henna Tattoos – 914 North Ocean Boulevard:** Requests approval of (1) 8'w x 32"h corrugated plastic sign with vinyl graphics, (1) 8'w x 28"h corrugated plastic sign with vinyl graphics and (1) 33"w x 27"h flat sign mounted on existing projecting sign cabinet. (Owner)
5. **The Fun Plex – 1405 North Ocean Boulevard:** Requests approval of (1) 13'3"w x 5'5"h internally lit channel letters and logo, (1) 6'9"w x 5'1"h externally lit flat aluminum sign with vinyl graphics, (2) 5'3"w x 10"h vinyl graphics applied to ticket booths, (2) 5'3"w x 3'4"h flat vinyl graphics and (2) 6'4"w x 2'2"h flat vinyl graphics parking signs applied on the outside of the corner buildings. (Tyson Signs)
6. **Dominican Hair Spa and Barber Shop – 621 Robert M. Grissom Parkway:** Requests approval of (1) 10'w x 27"h internally lit channel letters and (1) 7'w x 12"h internally lit capsule with flat vinyl graphics. (Seaboard Signs)

7. **Mona Lisa Beverage/Liquor Store – 508 North Kings Highway:** Requests approval of (1) 7'w x 6'6"h pan and embossed face sign on a revamped 19' freestanding sign. (A different design was approved on 03/18/21.)(Seaboard Signs)
8. **WMBF News – 918 Frontage Road:** Requests approval of (1) 15'7"w x 5'10"w internally lit building sign made up of channel letters and aluminum cabinet and (1) 11'w x 5'5"h pan and embossed sign face on existing monument sign. (Seaboard Signs)

#### **Sign, Lighting and Building Permit Applications**

1. **Ocean Side Inn – 1201 South Ocean Boulevard:** Requests approval of (1) 15'w x 30"h internally lit channel letters, (1) 6"w x 30"h 3-sided "Vacancy" sign and (1) 3'w x 8" cabinet sign that will be mounted inside of window. In addition, requests a final review for exterior painting and landscaping. (CAB continued application on 03/04/21.)(Seaboard Signs)
2. **Landmark Resort – 1501 South Ocean Boulevard:** Requests approval of (3) parking lot lights. (Owner/Santee Cooper)
3. **Mega Tsunami – 1201 North Kings Highway:** Requests approval of (8) Santee Cooper parking lot lights and (213) building mounted lights. In addition, requests a final review for a 17,372 square foot retail building, dumpster enclosure, parking and landscaping. (Building was heard on 02/18/21.)(Ayres & Associates Inc.)

#### **Building Permit Applications**

1. **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. (Received footprint approval on 02/18/21.)(Tru Design Studio)
2. **The Reef – 2101 South Ocean Boulevard:** Requests a final review for the repainting of the building and garage. (Previously heard on 02/18/21.)(H&Z Holdings)
3. **Piedmont Chemical – 3400 North Ocean Boulevard:** Requests a conceptual/final review for a new architectural shingle roof. (Jeff Linta)
4. **Atlantic Hotel North – 411 North Ocean Boulevard:** Requests a conceptual/final review for a 6'h white vinyl privacy fence. (Owner)
5. **Nathan's – 1401 South Kings Highway:** Requests a conceptual/final review for landscaping alterations. (Oram Engineering)
6. **Twilight Surf Motel – 1703 South Ocean Boulevard:** Requests a conceptual/final review for the repainting of the building. (Owner)
7. **North Industrial Park, Lot 39 (Conlon Building) – 1673 Dividend Loop:** Requests a conceptual/final review for a 4,975 square foot office-warehouse, dumpster enclosure, parking and landscaping. (Nick Nye, AIA)

#### **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**