



**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:** March 29, 2019  
**Re:** Meeting Schedule and Agendas

1. Next week's [meeting schedule](#) is attached.
2. **Individuals and companies interested in investing in Myrtle Beach are invited to the Opportunity Zone Investors' Forum next Friday, April 5.** Only 150 seats are available due to space, and R.S.V.P.s are requested. Contact the Downtown Redevelopment Corporation at 843-918-1055 for more information. The agenda is in the Friday Fax. Myrtle Beach has two Opportunity Zones which front on the Atlantic Ocean.
3. **May is right around the corner, and we have lots of activities scheduled for Military Appreciation Days this year.** To learn more or to be part of the parade on Saturday, May 25, on Farrow Parkway, visit [www.militaryappreciationdays.com](http://www.militaryappreciationdays.com). This year's Grand Marshal is Keni Thomas, a former US Army Ranger who was involved in the operations that became the book and movie, *Black Hawk Down*. Thomas is now a country music performer, and you'll have a chance to meet him after the parade at the Family Picnic.
4. **The Myrtle Beach Police Department is hosting Memorial Day Weekend meetings for the community and businesses in the next few weeks.** Community meetings are set for 6:00 p.m., Thursday, April 11, at the Train Depot. Business meetings for owners and managers will be held at 10:00 a.m., April 4 and April 18, at the Train Depot. Staff will be on hand to share the weekend's operational plans and answer questions. For more information, visit <http://police.cityofmyrtlebeach.com/memorial-day-weekend/>.
5. **Visit our Events file for a comprehensive list of activities scheduled in Myrtle Beach.** See <http://www.cityofmyrtlebeach.com/Events.pdf>. This list of city-related festivals,

concerts, programs and more is updated weekly with new information. The Calendar feature on the city's website at <https://www.cityofmyrtlebeach.com/calendar.php> also is a great resource for meetings, events and other scheduled activities.

6. **Tens of thousands enjoyed the 31<sup>st</sup> annual Pee Dee Street Rodders' "Run to the Sun" Car and Truck Show last weekend, and that's the subject of our [Photos of the Week](#).** More than 3,200 vehicles were on display at the former Myrtle Square Mall site between Kings Highway and Oak Street. Enjoy these photos of the cars (and the people) from this free three-day show.
  
7. **Did you know...** That the maple floor inside the Myrtle Beach Sports Center covers 72,000 square feet? That's 1.65 acres of hardwood playing surface, ready to handle eight full-court basketball games or 16 full-court volleyball games at once.

**For more information, contact:**

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

<http://www.cityofmyrtlebeach.com>

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

**CITY OF MYRTLE BEACH  
MEETING SCHEDULE  
April 1-5, 2019**

**MONDAY, APRIL 1**

- **8:00 a.m.** – City Council Special Meeting, Room 207, Myrtle Beach Convention Center, 2101 North Oak Street
- **9:00 a.m.** – Staff Meeting/Hosted by Planning Department, First Floor Conference Room, City Hall, 937 Broadway Street

**TUESDAY, APRIL 2**

- **10:00 a.m.** – Community Appearance Board Staff Plan Review, Conference Room, City Services Building, 921 North Oak Street
- **1:30 p.m.** – Planning Commission, First Floor Conference Room, City Hall, 937 Broadway Street

**WEDNESDAY, APRIL 3**

- **8:30 a.m.** – Property Maintenance Hearing, Conference Room, City Services Building, 921 North Oak Street
- **12:30 p.m.** – Downtown Redevelopment Corporation Retreat, Myrtle Beach Train Depot, 851 Broadway Street

**THURSDAY, APRIL 4**

- **9:00 a.m.** – City Council Workshop, Myrtle Beach Sports Center, 2115 Sports Center Way
- **10:00 a.m.** – Police Department hosts Memorial Day Weekend Business Meeting, Myrtle Beach Train Depot, 851 Broadway Street
- **1:30 p.m.** – Community Appearance Board, Conference Room, City Services Building, 921 North Oak Street

**FRIDAY, APRIL 5**

- **9:00 a.m.** – Opportunity Zone Investor Forum, Breakers Resort, 2006 North Ocean Boulevard

**MYRTLE BEACH CITY COUNCIL SPECIAL MEETING  
8:00 A.M., MONDAY, APRIL 1, 2019  
ROOM 207, MYRTLE BEACH CONVENTION CENTER  
2101 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 END OF THE MEETING.*

*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.*

**CALL TO ORDER MEETING:** Mayor Brenda Bethune

**INVOCATION**

**PLEDGE OF ALLEGIANCE**

**APPROVAL OF AGENDA**

**COUNCIL DISCUSSION – Review of City Attorney applications**

*City Council is expected to open this meeting in open session and then move into an executive session to review and discuss the applications submitted by individuals who wish to be considered for appointment as the City Attorney. The current City Attorney has announced his retirement effective June 30, 2019.*

*Section 2-131 of the City Code provides that:*

*The city attorney shall be the chief legal counsel to the city, the mayor and members of council, the city manager, and other officers and department heads of the city. The city attorney shall be the prosecuting attorney in municipal court and shall represent the city and its officers in any other legal actions or proceedings as may be appropriate. The city attorney shall prepare or supervise the preparation of all legal documents and instruments of the city and shall approve all ordinances, resolutions, contracts and related documents as to form. The city attorney may, with the concurrence of city council, employ assistant city attorneys and legal assistants as necessary for the performance of his or her duties and may retain outside counsel when, in his or her professional judgment, such professional services are required. The city attorney shall attend meetings of the city council, render legal opinions, represent the city at meetings and conferences and perform such other duties as prescribed by law or the city council.*

*As indicated below, South Carolina State Law specifically identifies "Personnel Matters" as one of a limited number of subjects that may be discussed in a closed executive session.*

**REGULAR AGENDA**

**Motion 2019-54 to affirm that Ordinance No. 2015-31, read for second reading on 4-28-15 has identified four (4) events that are declared to be Extraordinary Events, until**

**subsequent act of City Council. Having been legislatively declared, the Manager shall inform City Council of any executive orders pertaining to same.**

*Ordinance 2015-31 (approved on 4-28-15) identified four “extraordinary events”. This ordinance and the related Motion authorizes the City Manager to take certain actions during these events that normally would require City Council approval. The ordinance also requires that the Manager inform Council of any such action. The four events are:*

- *Debates for political office.*
- *The appearance of a state-wide, national or international political or religious dignitary.*
- *A permitted performance with an anticipated attendance of greater than 10,000 attendees.*
- *The motorcycle event on or about Memorial Day (beginning four days before Memorial Day, and ending the day after Memorial Day).*

**Motion 2019-55 to cancel the Workshop and the Regular City Council Meeting scheduled for April 9, 2019, and to set a Special City Council Meeting for Wednesday, April 10, at 9:00 a.m. at Magnolia’s Restaurant (2<sup>nd</sup> floor), located at 2605 North Ocean Boulevard, to be immediately followed by the City Council Budget Retreat.**

*This motion simply cancels the City Council Workshop and regular City Council Meeting that normally would be held on April 9, and sets a Special City Council Meeting immediately before the City Council Budget Retreat scheduled to begin the next day.*

## **COMMUNICATIONS FROM CITY COUNCIL AND CITY MANAGER**

### **1. Direction to staff on topics for Council’s Budget Retreat.**

**EXECUTIVE SESSION – Council may take action on matters discussed in Executive Session which are deemed to be “emergency” concerns.**

*South Carolina law requires that Council’s business is conducted in public with limited exceptions known as “Executive Sessions.” Subjects eligible for Executive Session include:*

- *Personnel matters.*
- *Negotiations concerning proposed contractual arrangements and proposed sale or purchase of property.*
- *The receipt of legal advice relating to:
  - *A pending, threatened, or potential claim.*
  - *Other matters covered by the attorney-client privilege.*
  - *Settlement of legal claims, or the position of the City in other adversary situations.**
- *Discussions regarding development of security personnel or devices.*
- *Investigative proceedings regarding allegations of criminal misconduct.*
- *Matters relating to the proposed location, expansion, or provision of services encouraging location or expansion of industries or other businesses.*

*Motions to go into Executive Session must be made in public and specify one or more reason above. Council can take no vote or action in Executive Session.*

## **ADJOURNMENT**

**City of Myrtle Beach  
Community Appearance Board Staff Meeting  
10:00 a.m., Tuesday, April 2, 2019  
Conference Room, City Services Building  
921 North Oak Street, Myrtle Beach, SC 29577**

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**A. Roll Call**

**B. Approval of Minutes:** March 19, 2019, meeting

**C. Old Business**

**D. New Business:**

**Sign, Lighting and Building Applications**

1. **Parking – 202 South Ocean Boulevard:** Requests approval (1) 4'8" x 12' pylon sign and a conceptual/final review for an asphalt parking lot and landscape plan. (Seaboard Signs/Coastal Landscape Group)
2. **Waffle House – 100 North Kings Highway:** Requests recertification for (1) 10' x 10' monument sign, (2) 18" x 20' channel letters mounted on building façade, lighting plan that includes (5) parking lot lights, and (1) building mounted light. In addition, requests recertification for a 1,932 square foot building, parking, and landscape plan. (Previously approved on 4/5/2018 and 5/3/2018) (Signarama/Waffle House)
3. **Terra Office Center – 3833 Mayfair Street:** Requests approval of parking lot lighting plan that will include (3) pole mounted lights. (Owner/Santee Cooper)
4. **Summit at Meridian – Emory Road:** Requests approval of (1) 10' x 2' sign on main entry tower and (1) 2'6" x 3' sign on smaller entry tower. In addition, requests a conceptual/final review for landscape plan (20' buffer along Emory Road, along linear park, and 70' along ditch), tower structures, mail kiosk, and active common area with swings and benches. (DR Horton)
5. **J & K Home Furnishings Warehouse (North Industrial Park Lot 15): 1366 17<sup>th</sup> Avenue South:** Requests approval of parking lot lighting plan that will include (4) pole mounted lights and a final review for a 33,600 square foot warehouse, parking, landscaping, and dumpster enclosure. (Previously heard conceptually on 3/7/2019) (Ayres & Associates, Inc.)

**Building Permit Applications**

1. **Cherokee Townhomes II – 1100 Cherokee Street:** Requests a final review for a (4) unit townhome building with parking and landscape plan. (Previously heard conceptually on 3/21/2019) (Designs by Keith/Parker Homes)
2. **Arby's Store #824 – 1506 South Kings Highway:** Requests a conceptual/final review for revisions to previously approved plans for façade alterations. (RD Management)

3. **Lewycky Townhome – 411 28<sup>th</sup> Avenue North Unit 6:** Requests a conceptual/final review to install (3) panels of 36" tall white vinyl picket fence. (Owner)
4. **Cash Grocery – 205 6<sup>th</sup> Avenue North:** Requests a conceptual/final review for the repainting of the building. (Owner)
5. **Hollar Residence – 4002 North Ocean Boulevard:** Requests a conceptual/final review to enclose the 27' x 13' carport, replace pavers in carport with concrete, and add garage door and entry door. (Anchor Millwork & Cabinetry)
6. **Dino's Pizza – 1307 South Ocean Boulevard:** Requests a conceptual/final review for the repainting of the building and trim. (Owner)
7. **Damiano Motors – 1459 U.S. Highway 501:** Requests a conceptual/final review to construct a 1,206 square foot sales center out of an existing structure, sitework, and landscape plan. (Miller Design Services)
8. **Ripley's 5D Moving Theater – 917 North Ocean Boulevard:** Requests a conceptual review for the repainting of the building. (ASL Sign Services, LLC)

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

**F. Adjournment**

**City of Myrtle Beach  
Planning Commission  
1:30 p.m., Tuesday, April 2, 2019  
First Floor Conference Room, City Hall  
937 Broadway Street, Myrtle Beach, SC 29577**

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**A. Call Meeting to Order**

**B. Matters of Order:**

1. Approval of Minutes of March 19, 2019

**C. Matters of Business:**

1. **PRE-FIN 19-07 Living Dunes Coupled Cottages 1018 & 1019:** Proposal by Castles Engineering to subdivide 0.16 acres (PIN#394-16-04-0076) on Laurel Ash Avenue in to two “coupled cottage” lots.
2. **PRE-FIN 19-08 Living Dunes Coupled Cottages 1004, 1005, 1006:** Proposal by Castles Engineering to subdivide 0.12 acres (PIN#394-16-03-0005) on Living Beach Street in to three “coupled cottage” lots.
3. **Public Hearing: TEXT 19-05 Indoor Urban Micro Farms:** Proposal by Seaside Greens to amend Appendix A, Zoning to allow Indoor Urban Micro Farms in the MU-M (Mixed Use Medium Density) district, and in other districts as the city deems appropriate.
4. **Public Hearing: 2019/20 CIP Requests**

**D. Projects:**

1. **TEXT 19-02 CBD Products:** Proposal by City Council to regulate CBD sales in the City of Myrtle Beach.
2. **TEXT 19-06 Vape Products:** Proposal by City Council to regulate vape sales in the City of Myrtle Beach.

**E. Communications from the Planning Commission**

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

**G. Executive Session**

**H. Meeting Adjournment**



**City of Myrtle Beach**  
**Property Maintenance Hearing**  
**8:30 a.m., Wednesday, April 3, 2019**  
**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. **Paul (Heirs at Law) & Edna Knox:** The property is located at 813 Thompson Court and is identified by PIN # 425-13-01-0013.
2. **Henry J. Seivers, Jr., et al.:** The property is located at 1340 Highway 501 and is identified by PIN # 425-14-03-0011.
3. **William M. Richardson, Jr., et al.:** The property is located at 825 Thompson Court and is identified by PIN # 425-14-02-0001.
4. **James Franklin Burgess:** The property is located at 1019 Canal Street and is identified by PIN # 425-13-01-0022.
5. **John D. McCoy, et al.:** The property is located at 892 Nance Street and is identified by PIN # 425-13-01-0072.
6. **John D. McCoy, et al.:** The property is located at 985 Amber Street and is identified by PIN # 425-13-01-0074
7. **George W. Watts:** The property is located at 811 Watts Avenue and is identified by PIN # 425-13-04-0055.
8. **Joseph Fabian Nicosia:** The property is located at 6200 Blynn Drive Unit B and is identified by PIN # 421-07-02-0002.
9. **Anibal Bosques:** The property is located at 1107 3<sup>rd</sup> Avenue South and is identified by PIN # 443-03-03-0036.

**C. Communications from Staff:**

**D. Adjourn**

**Myrtle Beach Downtown Redevelopment Corporation  
Board of Directors Meeting  
12:30 p.m., Wednesday, April 3, 2019  
Myrtle Beach Train Depot  
851 Broadway Street, Myrtle Beach, SC 29577**

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**NOTE:** Citizens are invited to attend and participate in the meetings. Citizens who wish to address the DRC Board during the Comments from Public section of the Agenda are asked to sign-in prior to the start of the meeting, state their name prior to speaking and are limited to three (3) minutes total.

**A. Call DRC Meeting to Order:** Chairman Martino

1. Approval of Agenda – Chairman Martino

**B. Discussion Items: Governance Discussion**

1. Implementation Plan Phase I – Executive Assistant/DRC Treasurer
2. Guest Panel and Q&A
3. Governance Structure Topics
4. Next Steps/Follow Up

**C. Executive Session:** DRC Board may take action on matters discussed in Executive Session, upon returning to Public Session.

**D. Public Comments:** Chairman Martino

**E. Closing Remarks, Board Input/Questions/Suggestions**

**F. Adjourn:** Chairman Martino

**MYRTLE BEACH CITY COUNCIL WORKSHOP**  
**9:00 A.M., THURSDAY, APRIL 4, 2019**  
**MEETING ROOM, MYRTLE BEACH SPORTS CENTER**  
**2115 SPORTS CENTER WAY, MYRTLE BEACH, SC 29577**

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**A. Mayor and Council Welcome and Statement of the Meeting Purpose**

**B. Chamber of Commerce 4<sup>th</sup> Quarter Report**

**C. Reports from City Staff** (expected to be 30 – 60 minutes each)

1. Community Appearance & Upkeep (revised per previous discussion).
2. Future of Kings Highway
3. Arts District RFQ for Architectural Services

**D. Updates from Staff** (expected to be 10 – 15 minutes each)

1. Park Activation Update
2. Baseball Stadium Update
3. Golf Course Update
4. Economic Development Opportunity Update
5. Legislative Update
6. Budget Calendar Proposal

**E. City Council Discussion Items**

1. Direction to Beach Committee:
  - a. Plastic bags, straws, and cigarette filters.
  - b. Franchise operations and locations.
2. Direction to P&Z – Granny Flats in Single Family Residential Districts.
3. Meeting Format Discussion
4. Other

**F. Public Input** (3-minute limit per speaker, 30 minute maximum)

**G. Executive Session**

**H. Adjournment**

**L. Adjournment**

**City of Myrtle Beach  
Community Appearance Board Meeting  
1:30 p.m., Thursday, April 4, 2019  
Conference Room, City Services Building  
921 North Oak Street, Myrtle Beach, SC 29577**

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**A. Roll Call**

**B. Approval of Minutes:** March 21, 2019, meeting

**C. Old Business**

**D. New Business:**

**Sign Permit Applications**

1. **Local's Corner – 811 Seaboard Street Unit A:** Requests approval for revisions to previously approved plan: (4) 9" tall vinyl graphics on existing awnings over front windows and (1) 6' x 1'8" vinyl graphics on the awning over the front door. (Previously approved on 2/7/2019). (Owner)
2. **Café Gelato – 7901 North Kings Highway:** Requests approval of (1) 12'11" x 5'3" internally lit channel letters on building front facade. (Sign World)
3. **El Dorado Motel – 2800 South Ocean Boulevard:** Requests approval of (1) 6' x 3' CEVMS in place of existing changeable copy area and (1) 6' x 1'3" channel letters mounted on freestanding sign, (1) 4'9" x 9" building mounted channel letters, and (1) 9'11" x 3'4" building mounted channel letters. (Graphic Art Studio)
4. **Mr. Fries – 913 North Ocean Boulevard Unit A:** Requests approval of (1) 17' x 3' channel letters and LED light box. (Sign Works)
5. **Rambler – 4377 North Kings Highway:** Requests approval (1) 10' x 2'6" reverse channel letters mounted on a wood back panel. (Sign Works)
6. **Great Massage – 533 Broadway Street:** Requests approval (1) 8' x 2' flat panel sign mounted on building facade. (A-1 Signs)
7. **2<sup>nd</sup> Avenue Beach House – 201 North Ocean Boulevard:** Requests approval (1) 4' x 6' sign mounted on an 8' high post. (A-1 Signs)
8. **Black's Tire & Auto – 709 Seaboard Street:** Requests approval (1) 40' x 2'6" channel letters mounted on building facade. (Sign & Awning Systems)
9. **Pita Planet – 4025 North Kings Highway:** Requests approval (1) 10' x 1' channel letters with (1) 8' x 6" capsule mounted under the channel letters. (Coastal Signs)
10. **Himalayan Salt Therapy – 400 North Kings Highway Unit C-1:** Requests approval (1) 5'3" x 2'9" vinyl graphics applied to building awning, (1) 2' x 1'6" vinyl graphics

applied to front doors, and (1) 4'3" x 1' tenant panel on multi-tenant freestanding sign. (Tyson Sign)

11. **Charles Bach Wonders – 1195 Celebrity Circle:** Requests approval of (1) 16' x 6'6" aluminum panel sign mounted to rear of building facing parking lot. (Image 360)
12. **Palm and Pine CPA, PC – 1361 21<sup>st</sup> Avenue North Suite 107:** Requests approval (1) 3' x 2' sandblasted sign mounted on building and (1) 6'6" x 10" sandblasted sign mounted on existing multi-tenant freestanding sign. (Fastsigns)
13. **Master RNB Barbershop – 4025 North Kings Highway:** Requests approval (1) 4' x 1'8" vinyl panel in existing sign cabinet. (Owner)
14. **Old Town Crepes – 4205 North Kings Highway:** Requests approval (1) 6'4" x 1'11" flat vinyl sign mounted in a sign cabinet and (1) 10' x 1'4" tenant panel on existing multi-tenant freestanding sign. (Owner)
15. **Broadway Café & Grille – 306 Broadway Street:** Requests approval (1) 7' x 2' reverse channel letters. (Seaboard Signs)
16. **The Beverly Beach House – 2502 North Ocean Boulevard:** Requests approval (1) 6' x 13' refurbishing of existing pylon sign with new 6' x 4' sign faces, and (1) 4'11" x 5'10" reverse channel letter mounted on front building facade. (Previously heard as The Waves Hotel on 2/21/2019 for the repainting of the building). (Seaboard Signs)
17. **Bawk Bawk Chicken & Fish – 3001 North Kings Highway Unit 2:** Requests approval (1) 11'6" x 1'3" raceway mounted channel letters on building and (1) 3'1" x 2'3" vinyl graphics on window above the main door. (Seaboard Signs)

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(Ayres & Associates, Inc.)

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8. **Ripley's 5D Moving Theater – 917 North Ocean Boulevard:** Requests a conceptual review for the repainting of the building. (ASL Sign Services, LLC)

### **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**

**20 Million Reasons to Invest in Myrtle Beach Opportunity Zones: An Investor Forum**  
**9:00 a.m., Friday, April 5, 2019**  
**The Breakers Resort**  
**2006 North Ocean Boulevard, Myrtle Beach, SC 29577**

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**9:00 a.m. – Welcome and Introduction**

Mayor Brenda Bethune  
Shafron “Shay” Hawkins, Office of Senator Tim Scott

**9:15 a.m. – Overview of the Real Estate Market**

Laura Crowther, CEO, Coastal Carolinas Association of Realtors

**9:30 a.m. – Overview of Tourism/Business Market**

Karen Riordan, President and CEO, Myrtle Beach Area Chamber of Commerce

**9:45 a.m. – Overview of the Myrtle Beach Economy**

Dr. Robert Salvino, Professor (Economics) and Associate Director, Grant Center,  
Coastal Carolina University

**10:00 a.m. – Myrtle Beach, South Carolina: A Prospectus**

Fox Simons, Assistant City Manager, City of Myrtle Beach

**10:30 a.m. – Bus Touring the Opportunities in the Zones**

**12:30 p.m. – Lunch and Overview of the Myrtle Beach Downtown Master Plan**

Lauren Clever, Director, Myrtle Beach Downtown Redevelopment Corporation

**2:00 p.m. Networking and Adjourn**