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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: May 14, 2021
Re: Meeting Schedule and Agendas

1. Next week's [meeting schedule](#) is attached.
2. **Warbird Park on Farrow Parkway will be a bit busier than usual next week.** On Monday, May 17, a contractor begins annual maintenance on the three Air Force planes displayed at Warbird Park: an A-10 Warthog, an A-7D Corsair and an F-100 Super Sabre. The park will remain open while crews inspect and wash the planes, weather permitting, next week. Warbird Park also is home to the Wall of Service for military and civilian personnel who were stationed at the former Myrtle Beach Air Force Base.
3. **A portion of the multipurpose path that runs along the southern edge of Seagate Village at the south city limits will be closed next week due to nearby activity.** The city's Public Works staff will cut and maintain the banks of the stormwater canal that runs parallel to this multipurpose path. The path will be closed from 7:00 a.m. to 4:00 p.m., Monday through Friday, May 17-21.
4. **The Bicycle and Pedestrian Committee celebrates the Myrtle Beach Iconic Bicycle Loop with a ribbon-cutting at 10:00 a.m., Saturday, May 22, on Grand Dunes Boulevard, just west of Kings Highway.** The Iconic Loop is a 25-mile route around the city on bicycle facilities such as bike lanes, multipurpose paths and "sharrows" on the pavement. The Bicycle and Pedestrian Committee and Public Works Department have worked to establish this route, a section at a time, for more than five years. [Follow this link](#) for a map of the loop and additional information.

- 5. The Myrtle Beach City Council this week approved new beach rules for surf fishing, hole digging and children’s tents.** It’s now illegal to dig a hole deeper than two feet on the beach, and no holes can be left unfilled. Here’s how that portion of the revised code reads:

“To help prevent personal injury and to allow public safety, emergency and beach cleaning vehicles to conduct necessary activities on the beach while minimizing the risk of damage to equipment, it shall be unlawful for any person to dig a hole or trench on the beach and then depart the area of digging without having first filled such hole or trench. No hole or trench on the beach shall be deeper than two feet.”

In addition, metal shovels now are prohibited for recreational digging on the beach. City Council also updated the rules about surf fishing, giving swimmers the priority and the right-of-way over those wishing to fish from the beach. By the way, South Carolina requires a fishing license when fishing from the surf, but not when fishing from an ocean pier. Here’s that updated code section:

“Any person who surf fishes or fishing of any type from a pier or beach, at any time of the year, shall not fish in a manner that presents an unsafe condition to any beach goers, sun bathers, swimmers, or any other person. It shall be the responsibility of the person fishing to maintain a minimum distance of 50 feet from persons in the water. Persons in the water shall have the right-of-way. Fishing shall not be permitted in front of any franchisee’s established umbrella line.”

City Council also expanded the definition of a shading device for children. The new size allowed for infants and kids is a bit larger than before, with maximum dimensions of four feet wide, three feet deep and three feet high. However, canopies and tents that are any larger are prohibited from Memorial Day through Labor Day. During those summer months, the city has an “umbrellas only” policy for the public beach. The beach rule changes were recommended by the city’s Beach Advisory Committee.

- 6. Myrtle Beach’s Workforce Housing Advisory Board is hosting a series of meetings to find community stakeholders and cultivate the workforce housing initiative.** The meetings will target specific members of the community, including the general public, hospitality workers, contractors, developers, real estate sales, Myrtle Beach area schools, Grand Strand hospitals and the City of Myrtle Beach. The meetings will explain what workforce housing is, who benefits from it and how it will affect the community. For more information, contact Chad Charles at ccharles@habitatmb.org. Here are the times, dates and community members invited for each meeting, all held at the General Robert H. Reed Recreation Center, 800 Gabreski Lane.

- **10:00 a.m., Wednesday, May 19** – General managers and board presidents of gated communities
- **2:00 p.m., Wednesday, May 19** – Community service employers, hospitals, Myrtle Beach area schools, City of Myrtle Beach Human Resources/Organizational Development Department
- **10:00 a.m., Wednesday, May 26** – Public Meeting #1, general public
- **5:00 p.m., Wednesday, May 26** – Public Meeting #2, general public

- **10:00 a.m., Wednesday, June 9** – Developers and Realtors® who work with low-to-moderate income units or have an interest in workforce housing
 - **2:00 p.m., Wednesday, June 9** – Resort and restaurant employers in the hospitality industry
7. **Are you an architect, engineer or contractor? The city needs volunteers with specific backgrounds for the Standard Code Board of Adjustments and Appeals.** Two seats are available, one of which must be filled by an architect or engineer and the other by a licensed contractor, per state requirements. The Standard Code Board hears appeals from the decisions of the Building Official or Fire Chief related to Standard Building Code, Standard Plumbing Code, Standard Mechanical Code, Standard Gas Code and the Standard Fire Prevention Code. To be considered for appointment by City Council, send a letter of interest and résumé to the City Clerk, P.O. Box 2468, Myrtle Beach, SC 29578, or bring to City Hall, 937 Broadway Street. Or, email your materials to jadkins@cityofmyrtlebeach.com.
 8. **The City of Myrtle Beach’s Technology Advisory Group hosts the eMYRge “Fountain Series,” a group of free events on various dates in 2021.** The series aims to promote business community growth, networking and education. The schedule is listed below.
 - **5:00 to 7:00 p.m., Tuesday, May 18** – [Local Support](#), Grand Strand Brewing Company, 819 North Kings Highway, Unit #101
 9. **City Manager Fox Manager Fox Simons has removed the face covering requirement for staff and visitors in city office buildings.** This is in keeping with the governor’s latest executive order and updated guidance from the Centers for Disease Control for those who are fully vaccinated. Face coverings are encouraged – but not required – indoors.
 10. **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.
 11. **The Parks Division recently spent a day installing 120 hanging flower baskets along Ocean Boulevard, and that’s the subject of our [Photos of the Week](#).** This is the fourth spring that the city has used live flower baskets to brighten the experience on the Boulevard and in Plyler Park. The baskets reach from 21st Avenue North to Third Avenue South and were specially created for the city. Where possible, drip irrigation has been installed to keep the baskets watered. In other locations, staff will water the baskets as needed.
 12. **Did you know...** That the City of Myrtle Beach has issued 10,030 resident parking decals so far this year to motor vehicles that “live” inside the city and on which city property taxes are paid? The city counts your vehicle’s property taxes as your payment for parking, whether you ever occupy a parking space. If you have a qualifying, personal-use vehicle registered inside the city limits, you can get a golf cart decal, too, and 1,085 of those have been issued, for a grand total of 11,115 resident parking decals. In addition, the parking office has issued 392 employee passes (\$50 annually) for those who work east of Kings Highway, along with 301 non-resident passes (\$100 annually). Both are valid at limited locations and only through December 31. Finally, the parking office has sold 71 of the seven-consecutive-day passes, which are \$30 each.

For more information, contact:

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

**CITY OF MYRTLE BEACH
MEETING SCHEDULE
May 17-23, 2021**

MONDAY, MAY 17

- **8:30 a.m.** – Staff Meeting, Myrtle Beach Train Depot, 851 Broadway Street
- **3:00 p.m.** – Charlie's Place Advisory Committee, Charlie's Place, 1420 Carver Street

TUESDAY, MAY 18

- **1:30 p.m.** – Planning Commission, Conference Room, City Services Building, 921 North Oak Street
- **5:00 to 7:00 p.m.** – Technology Advisory Group hosts eMYRge Fountain Series: [Local Support](#), Grand Strand Brewing Company, 819 North Kings Highway, #101

WEDNESDAY, MAY 19

- **9:00 a.m. to 3:00 p.m.** – Myrtle's Market, 605 Mr. Joe White Avenue
- **2:00 p.m.** – Beach Advisory Committee, First Floor Conference Room, City Hall, 937 Broadway Street

THURSDAY, MAY 20

- **1:30 p.m.** – Community Appearance Board, Conference Room, City Services Building, 921 North Oak Street
- **2:00 p.m.** – Military Appreciation Committee, Myrtle Beach Train Depot, 851 Broadway Street
- **4:30 p.m.** – Human Rights Commission, Ballroom, Mary C. Canty Recreation Center, 971 Canal Street

FRIDAY, MAY 21

- **9:00 a.m. to 3:00 p.m.** – Myrtle's Market, 605 Mr. Joe White Avenue

SATURDAY, MAY 22

- **9:00 a.m. to 3:00 p.m.** – Myrtle's Market, 605 Mr. Joe White Avenue
- **10:00 a.m.** – Iconic Bicycle Loop Ribbon-Cutting, Grande Dunes Boulevard

SUNDAY, MAY 23

- No Meetings Scheduled

**City of Myrtle Beach
Charlie's Place Advisory Board
3:00 p.m., Monday, May 17, 2021
Charlie's Place
1420 Carver Street, Myrtle Beach, SC 29577**

In-person or virtual: Join Zoom meeting at <https://zoom.us/j/91629539986>

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

C. Tour Business Units of Naomi Productions and Braids by Ber

D. Review Incubator Application

1. **Bree and Lex Beauty Affair, L.L.C.** – Bree & Lex Beauty Affair L.L.C. will feature Makeup Artistry from Lex, employed by M.A.C., and include tooth gems and woman empowerment paintings from Bree.

E. Programs and Site Activation

1. **Summer Youth Music Program, July-August**
2. **Charlie's Place Shag Club**
3. **Whispering Pines Market**

F. Upcoming Events

1. **The Life of Riley: Saturday, June 5, 2021** – The Carver Street Renaissance Economic Corporation presents the Life of Riley Celebration. This event will celebrate and honor the life and community contributions Mr. Herbert Riley made. The naming of the incubator as the Herbert and Mary Riley Renaissance Center will commemorate his dedication towards the revitalization of Charlie's Place.
2. **City of Myrtle Beach Juneteenth Celebration: Saturday, June 19, 2021** – The Neighborhood Services Department and the community will host a Juneteenth Celebration following the Historic Myrtle Beach Colored School Black History Program. The event will feature music from Chocolate Chip Band.
3. **40+ Double Dutch Club: 5:00 p.m., Tuesdays** – The 40+ Double Dutch Club is a group of women age 40 and above who get together to relive old memories and create new ones while jumping double. The community is encouraged to participate with no membership or fees required.
4. **The Myrtle Beach Jazz Festival: October 15-17, 2021** – The Myrtle Beach Jazz Festival plans to host its fall event after being canceled last year due to COVID-19.

G. Adjourn

City of Myrtle Beach
Planning Commission Meeting/Workshop
1:30 p.m., Tuesday, May 18, 2021
Conference Room, City Services Building
921 North Oak Street, Myrtle Beach, SC

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 MEETING.

A. Call Meeting to Order

B. Matters of Order:

1. Approval of Minutes of May 4, 2021

C. Comprehensive Plan

1. Economic Development Element
2. Population Element
3. Other Updates

D. Matters of Business

1. **PRE-APPLICATION CONFERENCE for PRE-FIN 21-03 Summit at Meridian Phase 4:** Proposal by Salem Woods Holdings, LLC (EARTHWORKS Group, agents) to subdivide 21.65 acres in the Arbor Glen PUD (PIN: 442-00-00-0034) into 98 lots (min: 5,367 sq ft; max: 13,786 sq ft) and four (4) new streets for a single family residential development.
2. **PRE-APPLICATION CONFERENCE for PRE-FIN 21-04 Roberts/Shelley – Pridgen Rd:** Proposal by Ford Shelley (agent) to subdivide 6.5 acres (PIN: 443-01-04-0184) into 25 lots (min: 7,500 sq ft; max: 14,244 sq ft) for the purpose of creating a new single family subdivision off Pridgen Rd.
3. **RESOLUTION 21-02:** Endorsing the efforts by the mayor and the one grand strand group to make the 501/7th realignment improvements as pedestrian and bike friendly as possible.

E. Discussion

1. **TEXT 21-04 Futrell Park PUD:** Proposal by Alain Suissa and Davit Haile (Quick Mart) to amend the Futrell Park PUD to allow beer and wine sales, and to allow storage of a food truck on the Quick Mart property.
2. **PRE-FIN 21-05 Thompson – SC Hwy 15:** Proposal by Bentley Thompson (Robert Guyton, agent) to subdivide 6.39 acres (PIN# 443-06-01-0095) into three (3) lots (min: 1.88 ac; max: 2.27 ac) for a future residential development.

F. Presentations

G. Communications from the Planning Commission

H. Communications from City Staff

I. Executive Session

J. Meeting Adjournment

**City of Myrtle Beach
Beach Advisory Committee
2:00 p.m., Wednesday, May 19, 2021
City Hall 1st Floor Conference Room
937 Broadway Street, Myrtle Beach, SC 29577**

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 – Jared Hendrix – Surfrider Foundation

C. Approval of Minutes

D. Reports:

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

E. Discussion Items

1. Guard Tower Permit Update
2. Public Input/Other Discussion Items from Committee

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, May 20, 2021
Conference Call Meeting**

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: May 6, 2021 meeting

C. Old Business

D. New Business:

Sign Permit Applications

- 1. Piedmont Service Group – 1600 Dividend Loop:** Requests approval of (1) 8'w x 4'h dimensional lettering mounted to a metal panel. (Image 360)
- 2. Up Insurance Agency – 1780 Highway 501:** Requests approval of (1) 5'w x 3'9"h channel letter logo with a 10'10"w x 14" h capsule and (1) 4'w x 10"h tenant panel in the existing multi-tenant freestanding sign. (SU Signs)
- 3. Shoreline Flooring – 908 Frontage Road East:** Requests approval of (1) 20'w x 8'h flex face on the existing 23' freestanding sign. (Tyson Sign Company)
- 4. Hair Factory – 1607 North Kings Highway:** Requests approval of (1) 8'w x 4'h flat acrylic sign face with applied vinyl graphics in the existing internally lit sign cabinet. (Landmark Signs)
- 5. CVS Pharmacy – 3411 Socastee Boulevard:** Requests approval of (2) 22'2"w x 1'5"h internally lit channel letters, (2) 8'2"w x 14"h internally lit channel letters, (1) 10'9"w x 14"h internally lit channel letters, (1) 9'6"w x 9"h non-illuminated PVC letters mounted to the building and the re-facing of the existing 10'w x 7'4"h monument sign. (Palmetto State Sign)
- 6. Grande Beach Resort – 2101 South Ocean Boulevard:** Requests approval of (1) 20'8"w x 8'6"h internally lit channel letters mounted to the building, (1) 8'w x 23'h freestanding sign with push through acrylic letters and (1) 17'11"w x 3'4"h non-illuminated PVC letters mounted on the annex parking garage. (ASL Sign Services)
- 7. Chesapeake Homes – 3743 Oleander Drive:** Requests approval of (1) 10'w x 10'h new monument sign, (1) 15'w x 3'6"h reverse lit channel letters and (1) 4'w x 19.5"h pan and embossed sign face in a new internally lit sign cabinet, (2) 3'w x 3'h pan and

embossed face in a sign cabinet, and (1) 7'3"w x 3'h pan and embossed sign face in a sign cabinet. (Seaboard Signs)

- 8. Wise Guys Bar & Grill – 2002 North Kings Highway:** Requests approval of (1) 10'w x 35" channel letters on an aluminum panel mounted to the building, (1) 37"w x 33"h vinyl window graphic, and (1) 10'w x 30"h channel letter tenant panel on the existing multi-tenant freestanding sign. (Seaboard Signs)

Sign, Lighting, and Building Permit Applications

- 1. Lust Gentleman's Club – 804 Seaboard Street:** Requests approval of (1) 9'11"w x 8'3"h internally lit monument sign with push through acrylic lettering and a conceptual/final review for exterior building repainting. (Seaboard Signs)
- 2. Publix/Coventry Marketplace – Coventry Boulevard and Highway 17 Bypass:** Requests approval of (1) 23'1"w x 8'1"h internally lit channel letters, (1) 10'10"w x 3'10"h internally lit channel letters mounted to the front building elevation, (1) 20'10"w x 7'3"h internally lit channel letters and (1) 14'6"w x 10"h internally lit channel letters mounted to the side building elevation. In addition, requests approval of (53) 30' pole mounted parking lot lights and (2) building mounted lights. (Thomas & Hutton/Hilton Displays)

Building Permit Applications

- 1. Coventry Marketplace Apartments – Coventry Boulevard and U.S. 17:** Requests a final review for a 257 dwelling-unit apartment complex with associated amenity area, parking areas, landscaping, (2) dog park areas, and dumpster/compactor enclosure. The complex will consist of (1) 4-story apartment building (127 units) and (13) 2-story buildings (10 units each). (Previously heard on 3/18/2021) (Thomas & Hutton)
- 2. Myrtle Beach International Airport – 1100 Jetport Road:** Requests a final review for a series of structured canopies to cover 900 parking spaces in the rental car lot. The design of the canopies will incorporate architectural elements of the airport facility. Each canopy will also support photovoltaic panels to offset airport electrical costs. Scope includes new under canopy lighting and plumbing to underground storm sewer. (Previously heard on 1/21/2021) (ADC Engineering Inc.)
- 3. Ocean Side Inn – 1201 South Ocean Boulevard:** Requests a final review for exterior building repainting and new landscaping. (Previously heard on 5/6/2021) (Owner)
- 4. Cane Patch Restaurant – 6901 North Kings Highway:** Requests a final review for a 6,325 square foot restaurant with a 1,850 square foot outdoor deck, parking, and landscaping. (Previously heard on 5/6/2021) (Miller Design Services)
- 5. Gulliam Residence – 3304 North Ocean Boulevard:** Requests a conceptual/final review to remove existing shingles and replace with standing metal roof system. (Monarch Roofing)
- 6. Watts Residence – 8918 North Ocean Boulevard:** Requests a conceptual/final to add a fourth floor to a new home under construction. (Nations Homes)
- 7. Pavilion Parking Garage – 914 North Kings Highway:** Requests a conceptual/final review for exterior building repainting and the addition of a mural. (Owner)

8. **Cut, Bang, Blow Hair Studio – 2876 Howard Avenue Unit E:** Requests a conceptual/final review for exterior repainting of the façade and door. (Owner)
9. **Crab Spot – 610 North Kings Highway:** Requests a conceptual/final review for exterior building repainting. (Owner)
10. **A Line – 913 8th Avenue North:** Requests a conceptual/final review for building and parking lot alterations, landscaping, wood shadowbox dumpster enclosure, and wood horizontal slat shadowbox fence. (Newman Brothers/Spear Designs)
11. **Waccamaw Metal Recycling – 1626 Stockholder Avenue:** Requests a conceptual/final review for a 53' x 73' building canopy for existing loading dock area and a 50' x 40' mechanical shop. (Spear Designs)

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
Military Appreciation Committee
2:00 p.m., Thursday, May 20, 2021
Myrtle Beach Train Depot
851 Broadway Street, Myrtle Beach, SC 29577**

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A. Welcome

B. May 2021 Blueprint

1. Myrtle Beach Pelicans Military Appreciation Night
2. Parade – 10:30 a.m., Saturday, May 29, 2021
3. Grand Marshal – Rocky Bleier
4. Honorary Grand Marshal – Clarence Tompkins
5. Family Picnic – Saturday, May 29, 2021
6. Veterans' March/Battlefield Cross Ceremony – 9:00 a.m., Monday, May 31, 2021
7. Memorial Day Remembrance Ceremony – 11:00 a.m., Monday, May 31, 2021
8. Military Documentary Film (Rod Gragg) – 2:00 p.m., Monday, May 31, 2021
9. Colonel Robert Hawkins Veteran Volunteer Service Award
10. Veterans Day Ceremony – November 11, 2021
11. Military Discounts and Decals
12. Marketing
13. Other

C. Next Meeting – June or July, to review events; date to be determined

D. Adjourn

**City of Myrtle Beach
Human Rights Commission
4:30 p.m., Thursday, May 20, 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. Discussion on HRC visibility
2. Fairness in Housing, Employment and Public Accommodations Ordinance proposal for City Council/MEI – Commission Member Adam Hayes
3. Proposed Enforcement Provisions
4. Pride Month Proclamation
5. Juneteenth
6. Candidates for Open Commission Positions
7. Safe Place Initiative

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