



**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)

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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 28, 2021  
**Re:** Meeting Schedule and Agendas

1. Next week's [meeting schedule](#) is attached.
2. **Solid waste and recycling collections are on the regular Monday-through-Thursday schedule next week.** Memorial Day is not a city holiday; city services and facilities will operate as usual on Monday, May 31.
3. **Please join us for these Military Appreciation Days events, Saturday and Monday.** You'll have a chance to meet Grand Marshal Rocky Bleier and Honorary Grand Marshal Clarence Tompkins after the parade at the Family Picnic in Valor Memorial Garden. The program for Monday's [Memorial Day Remembrance Ceremony](#) is available.

## **SATURDAY, MAY 29**

- **10:30 a.m. – Military Appreciation Days Parade**, Howard Avenue and Farrow Parkway, The Market Common
- **11:00 a.m. to 2:00 p.m. – Military Appreciation Days Family Picnic and Exhibits**, Valor Memorial Garden, 1120 Farrow Parkway

## **MONDAY, MAY 31**

- **9:00 a.m. – Veterans' March on Memorial Day**, Along Ocean Boulevard, 16th to Ninth Avenues North
- **9:30 a.m. – Battlefield Cross Ceremony**, Burroughs & Chapin Pavilion Place, 812 North Ocean Boulevard

- **11:00 a.m. – Memorial Day Remembrance Ceremony**, Ballroom ABC, Myrtle Beach Convention Center, 2101 North Oak Street
- **2:00 p.m. – Memorial Day Tribute and Documentary Film, *The Major of St. Lo: The Story of Major Thomas D. Howie***, Grand 14 Cinemas, 4002 DeVille Street (admission is free)

- 4. Myrtle Beach’s “umbrellas only” rule goes into effect on Monday, May 31.** Tents and canopies are not allowed on the beach again until the day after Labor Day, with the exception of infant shelters that are smaller than four feet wide, three feet deep and three feet tall (note the new dimensions). Umbrellas up to seven-and-a-half feet in diameter are allowed in line with, or behind, the established umbrella line. For more information, see the [Tents & Umbrellas](#) webpage.
- 5. The Myrtle Beach City Council gave first reading this week to a \$292 million budget for next fiscal year, without any property tax increase.** The *ad valorem* tax rate remains unchanged at 78.9 mills. Owner-occupied homes will continue to receive the Tourism Development Fee credit of 76 percent on their city property taxes.

Public safety remains the city’s top priority, with Police and Fire Departments accounting for 56 percent of the General Fund total. As presented, the budget includes 10 new police officers, along with salary adjustments for paramedics and other high-demand Fire Department personnel. Other new positions in next year’s spending plan include a chief innovation officer, a chief diversity officer and a sewer superintendent. Non-police city staff will receive a three-percent salary increase in January 2022, while Police Department staff will receive a four-percent salary increase in January 2022.

Fees for solid waste service and recreation programs remain unchanged. However, water and sewer rates will increase slightly next year, due to higher wholesale costs and needed system improvements. The average family using 6,000 gallons of water per month will pay an extra \$1.96 monthly beginning with August utility bills. Stormwater utility fees also will increase \$1.38 a month, per ERU, to pay for additional stormwater projects and system maintenance. A single-family residence is considered one ERU. The proposed budget also raises the price of a burial plot at Ocean Woods Cemetery from \$1,500 to \$1,800, bringing that charge more in line with market rates. Other cemetery fees will increase slightly, although they still will be lower than comparable cemeteries.

The FY 2021-22 spending plan features \$77.9 million in new capital projects, including renovation of the Boardwalk and construction of a performing arts center. Funds are available for a second year of the downtown ambassadors, along with \$1.1 million for a “place making organization” (PMO) to help program and promote the city, especially the oceanfront area and the new Arts and Innovation District. The proposed budget for the City of Myrtle Beach restores many of the cuts that were made during the last two fiscal years due to COVID-19. City Council must give the spending plan a second and final reading before the new fiscal year begins on July 1, 2021.

- 6. The 2021 Drinking Water Quality Report is now available.** Myrtle Beach’s drinking water meets or exceeds all state and federal water quality standards. To view or download the annual report, visit <https://www.cityofmyrtlebeach.com/waterqualityreport.pdf>.

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 Myrtle Beach SkyWheel is back in place, after being upgraded for its 10<sup>th</sup> anniversary, and that's the subject of our [Photos of the Week](#).** Whether you're on the ground or in one of the gondolas, the iconic Boardwalk fixture is an impressive sight. Take a flight on the SkyWheel and see great views along the coast from 180 feet high. Here are a few photos from the recently reinstalled attraction.
9. **Did you know...** That Tuesday, June 1, is Chapin Memorial Library's 72nd birthday? The library opened in its current location on June 1, 1949, and has been expanded four times. A public library originally opened in Myrtle Beach in 1939 and moved around town during the war years. Then, in August 1948, the Chapin Foundation provided \$40,000 for a library building on city park land and \$2,000 more for landscaping. Chapin Library is the only city-owned library in South Carolina.

**For more information, contact:**

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

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**CITY OF MYRTLE BEACH  
MEETING SCHEDULE  
May 31-June 6, 2021**

**MONDAY, MAY 31**

- **9:00 a.m.** – Veterans’ March on Memorial Day, Along Ocean Boulevard, 16th to Ninth Avenues North
- **9:30 a.m.** – Battlefield Cross Ceremony, Burroughs & Chapin Pavilion Place, 812 North Ocean Boulevard
- **11:00 a.m.** – Memorial Day Remembrance Ceremony, Ballroom ABC, Myrtle Beach Convention Center, 2101 North Oak Street
- **2:00 p.m.** – Memorial Day Tribute and Documentary Film, *The Major of St. Lo: The Story of Major Thomas D. Howie*, Grand 14 Cinemas, 4002 DeVillie Street

**TUESDAY, JUNE 1**

- **1:30 p.m.** – Planning Commission, Council Chamber, Ted C. Collins Law Enforcement Center, 1101 North Oak Street
- **2:00 p.m.** – Seniors Advisory Committee, Briefing Room, Ted C. Collins Law Enforcement Center, 1101 North Oak Street
- **6:30 p.m.** – The Golden Mile Neighborhood Watch, Fire Station No. 6, 970 38<sup>th</sup> Avenue North
- **6:30 p.m.** – The Avenues Neighborhood Watch, Fire Station No. 6, 970 38<sup>th</sup> Avenue North
- **6:30 p.m.** – Pine Lakes Neighborhood Watch, Fire Station No. 6, 970 38<sup>th</sup> Avenue North
- **6:30 p.m.** – Old Pine Lakes Neighborhood Watch, Fire Station No. 6, 970 38<sup>th</sup> Avenue North
- **6:30 p.m.** – Pine Lakes Estates Neighborhood Watch, Fire Station No. 6, 970 38<sup>th</sup> Avenue North

**WEDNESDAY, JUNE 2**

- **9:00 a.m. to 3:00 p.m.** – Myrtle’s Market, 605 Mr. Joe White Avenue
- **2:30 p.m.** – Technology Advisory Group, Myrtle Beach Train Depot, 851 Broadway Street

- **3:00 p.m.** – Sandygate Village Neighborhood Watch, Main Office, 1011 Osceola Street
- **7:00 p.m.** – Withers Swash Neighborhood Watch, Myrtle Beach Train Depot, 851 Broadway Street

#### **THURSDAY, JUNE 3**

- **9:00 a.m.** – Cultural Resources Committee, First Floor Conference Room, City Hall, 937 Broadway Street
- **9:00 a.m.** – City Council Special Meeting and Monthly Workshop, Council Chamber, Ted C. Collins Law Enforcement Center, 1101 North Oak Street
- **1:30 p.m.** – Community Appearance Board, Conference Call (*Streamed on [Myrtle Beach City Government](#) Facebook page*)

#### **FRIDAY, JUNE 4**

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

#### **SATURDAY, JUNE 5**

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

#### **SUNDAY, JUNE 6**

- **5:00 p.m.** – Beach Side Chat (First Anniversary), Charlie's Place, 1420 Carver Street

**City of Myrtle Beach  
Planning Commission  
1:30 p.m., Tuesday, June 1, 2021  
Council Chamber, Ted C. Collins Law Enforcement Center  
1101 North Oak Street, Myrtle Beach, SC 29577**

*ANYONE WHO REQUIRES AN AUXILIARY AID OR SERVICE FOR EFFECTIVE COMMUNICATION OR PARTICIPATION SHOULD CONTACT 843-918-1050 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 18, 2021

**C. Matters of Business**

1. **PUBLIC HEARING 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 at 1101 Mr Joe White Ave, and to allow storage of food trucks on the Quick Mart property.
2. **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.
3. **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.
4. **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.

**D. Discussion**

**E. Comprehensive Plan**

**F. Presentations**

**G. Communications from the Planning Commission**

**H. Communications from City Staff**

**I. Executive Session**

**J. Meeting Adjournment**

**City of Myrtle Beach  
Seniors Advisory Committee  
2:00 p.m., Tuesday, June 1, 2021  
Briefing Room, Ted C. Collins Law Enforcement Center  
1101 North Oak Street, Myrtle Beach, SC 29577**

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**A. Call to Order**

**B. Approval/Correction of the Minutes**

**C. New Business:**

1. Welcome to the Ted C. Collins Law Enforcement Center
2. Tour of the Surveillance/Real Time Camera System – John Stegall
3. Review upcoming events
4. Update on city programs and services
5. Suggestions for future projects
6. Next meeting location and activity – September 7, 2021

**D. Old Business**

**E. Adjourn**

**City of Myrtle Beach  
Technology Advisory Group  
2:30 p.m., Wednesday, June 2, 2021  
Historic Myrtle Beach Train Depot  
851 Broadway Street, Myrtle Beach SC 29577**

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- A. Call to Order**
- B. Approval of Minutes**
- C. Review of Strategic Plan / Progress to Date**
- D. Feedback from Previous Event**
- E. Next Event Planning**
- F. Next Major Milestone of Strategic Plan / Action Items to Accomplish**
- G. Next Meeting Date**
- H. Adjourn**



**MYRTLE BEACH CITY COUNCIL  
SPECIAL MEETING AND MONTHLY WORKSHOP  
9:00 A.M., THURSDAY, JUNE 3, 2021  
COUNCIL CHAMBER, TED C. COLLINS LAW ENFORCEMENT CENTER  
1101 NORTH OAK STREET, MYRTLE BEACH, SC 29577**

**SPECIAL MEETING CALL TO ORDER**

**INVOCATION**

**PLEDGE OF ALLEGIANCE**

APPEAL FROM REVOCATION OF BUSINESS LICENSE FOR: DHD SALOON, LLC at  
1213 3<sup>rd</sup> AVE. SOUTH MYRTLE BEACH, SC 29577

**EXECUTIVE SESSION\***

**ADJOURN SPECIAL COUNCIL MEETING**

**WORKSHOP CALL TO ORDER**

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

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

1. N/A

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

1. American Rescue Plan Update

**D. City Council Discussion Items**

1. RIDE III Update – SCDOT
2. Naming Rights Policy

**EXECUTIVE SESSION\***

**Note:** *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  
Cultural Resources Committee  
9:00 a.m., Thursday, June 3, 2021  
First Floor Conference Room, City Hall  
937 Broadway Street, Myrtle Beach, SC 29577**

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- A. Call to Order** – Chairman Sherfesee
- B. Approval of Meeting Minutes** – May 6, 2021
- C. Discussion Items**
  - 1. Cultural Resources Element – Comprehensive Plan
  - 2. Mission and Slogan Discussion
- D. New Business**
- E. Comments From The Public**
- F. Next Meeting Date**
- G. Adjourn**

**City of Myrtle Beach  
Community Appearance Board  
1:30 p.m., Thursday, June 3, 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](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:** May 20, 2021, meeting

**C. Old Business**

**D. New Business:**

**Sign Permit Applications**

- 1. Papa John's Pizza – 1102 South Kings Highway:** Requests approval of (1) 11'9" w x 5' h shadow box sign with internally lit channel letters. (Yesco Signs)
- 2. Johnson Plaza – 1211 3<sup>rd</sup> Avenue South:** Requests approval of re-facing of (1) 5' w x 7'5" h freestanding sign which will include (1) 5'5" w x 30" h flat vinyl graphic sign face and (3) 4' w x 17" h flat vinyl aluminum panels mounted. (Fastsigns)
- 3. Café Dua – 981 Hackler Street Unit G:** Requests approval of (1) 36" round projecting sign mounted to the building. (Fastsigns)
- 4. US Foods Chef's Store – 970 Cipriana Drive:** Requests approval of (1) 29'4" w x 6' h routed acrylic letters mounted to the building and (1) 10' w x 2'5" h sign face in the existing multi-tenant freestanding sign. (Skyline Signs)
- 5. Top 10 U.S. Brazil Restaurant – 701 South Kings Highway:** Requests approval of (1) 6' w x 3' h pan face in the existing 17' tall freestanding sign that will be lowered to an overall height of 16'9". (Skyline Signs)
- 6. Milher Construction – 912 Highway 501:** Requests approval of (1) 7'3" w x 2'1" h channel letters, logo and capsule mounted to the building, and (1) 4' w x 14" h acrylic sign face in the existing multi-tenant freestanding sign. (SU Signs)
- 7. Vitoria International Market – 1720 Highway 501:** Requests approval of (1) 17'2" w x 3'2" h channel letters, logo and capsule mounted to building, and (1) 4'10" w x 10" h acrylic sign face in the existing multi-tenant freestanding sign. (SU Signs)

8. **Hair Factory – 1607 North Kings Highway:** Requests approval of (1) 8'w x 21"h internally lit channel letters and (1) 6'10"w x 9"h sign capsule mounted to the building. (Landmark Signs)
9. **Truist Bank – 581 76<sup>th</sup> Avenue North:** Requests approval of (1) re-facing of the 8'w x 4'h monument sign, (1) 9'3"w x 1'3"h non-illuminated channel letters and logo, (1) 5'7"w x 1'3"h non-illuminated channel letters and logo, the re-facing of (3) directional signs and (1) ATM. (Hilton Displays)
10. **Avis / Budget – 780 Coastal Grand Circle Suite V-10:** Requests approval of (1) 10'8"w x 2'h non-illuminated flat graphic wall sign. (ASL Sign Services)
11. **Sindbad International Market – 2006 North Kings Highway:** Requests approval of (1) 6'w x 2'h flat acrylic sign face in the existing internally lit sign cabinet with an added 8'w x 4'h acrylic backer panel with printing vinyl graphics. (Owner)
12. **Coventry Marketplace – Coventry Boulevard and Highway 17 Bypass:** Requests approval of (1) 13'4"w x 23'h internally lit multi-tenant freestanding sign and (2) 8'5"w x 13'8"h internally lit multi-tenant freestanding sign. (Tyson Signs)

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

1. **14<sup>th</sup> Avenue North Paid Parking Lot – 1411 Withers Drive:** Requests approval of (2) 13'w x 4'6"h internally lit building mounted sign cabinets and a final review for a 13'x13' parking shelter and storage area. (Shelter previously heard on 5/20/2021) (Tyson Signs/LHDPM)
2. **Bubba's Fish Camp – 1565 21<sup>st</sup> Avenue North:** Requests approval of (1) 6'6"w x 12'h monument sign that will include an HDU logo, channel letters, PVC letters and a 6'3"w x 37-3/4"h CEVMS. In addition, requests a conceptual/final review for revisions to previously approved façade alterations. (A previous design was approved on 3/18/2021) (ASL Sign Services/Mozingo & Wallace Architects LLC)
3. **Nouveau Derme Aesthetic Centre – 2876 Howard Avenue Unit B:** Requests approval of (5) 18"w x 8"h panels with vinyl graphics mounted to the building and requests a conceptual/final review to repaint the building exterior. (Seaboard Signs/East Coast Granite LLC)
4. **Myrtle Beach Hyundai – 760 Frontage Road East:** Requests approval of (58) 24' tall pole mounted lights, (15) building mounted lights and (3) ground mounted lights. In addition, requests a conceptual/final review for a 34,100 square foot automotive dealership, parking, landscaping, and lighting. (Owner/Montgomery Architects Inc./DDC Engineers)
5. **RNR Tire Express – 1925 Mr. Joe White Avenue:** Requests approval of (2) 23'5"w x 3'9"h internally lit channel letters mounted to an aluminum back panel, (1) 32'2"w x 18"h and (1) 30'10"w x 18"h non-illuminated plastic letters mounted to the building, (3) 10'w x 12"h flat panels with vinyl graphics, and (1) 8'w x 4'h flat face acrylic sign mounted on a 20' pole. In addition, requests a conceptual/final review to repaint the building exterior and adding roll-up garage doors. (BW Signs/Miller Design Services)

### **Building Permit Applications**

1. **Coffee Hut – between 8006 & 8014 North Kings Highway:** Requests a conceptual review for a freestanding 600 square foot coffee hut for drive-up, walk-up service with a 270 square foot covered patio, parking, and landscape plan. (Miller Design Services)
2. **Blueberry's Grill – 7931 North Kings Highway Unit 140:** Requests a conceptual/final review for a pergola with outdoor seating underneath. (Pike-McFarland-Hall Associates Inc.)
3. **Beth El Synagogue – 404 Calhoun Road:** Requests a conceptual/review for a wood patio-deck. (Owner)
4. **Dayton House Resort – 2400 North Ocean Boulevard:** Requests a conceptual/final review to repaint the metal awning; rework landscape on sidewalk, around sign and lobby window. (Owner)
5. **The Atlantic Hotel North – 411 North Ocean Boulevard:** Requests a conceptual/final review for (3) pool water features. (Pools Plus SC)
6. **Fiesta Mexicana – 410 70th Avenue North:** Requests a conceptual/final review for exterior seating in parking lot, fencing with stone columns around exterior seating area, add fence between Fiesta Mexicana and Flamingos, restripe rear parking area, and landscaping plan. (Industrial Plant Construction Services LLC)
7. **DOF Holding Company LLC – 8800 North Ocean Boulevard:** Requests a conceptual review for a 3-story 17,849 square foot total oceanfront home (8,292 heated), pool with spa located on second floor, concrete paver driveway, and landscaping. (Nations Homes)

**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**