



CONTACT:

Mark Kruea
Office: (843) 918-1014
Mobile: (843) 450-1695
info@cityofmyrtlebeach.com
www.cityofmyrtlebeach.com
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: June 11, 2021
Re: Meeting Schedule and Agendas

1. Next week's [meeting schedule](#) is attached. Note that a number of in-person Neighborhood Watch meetings are on this week's schedule.
2. **Myrtle Beach celebrates Juneteenth next Saturday, June 19, with history, exhibits and entertainment at Charlie's Place, 1420 Carver Street.** The free event begins at 4:00 p.m., and everyone's invited to attend. Juneteenth recognizes the day when news of slavery's end finally reached the far corners of the United States following the Civil War. It's the oldest nationally-recognized celebration of freedom. For more about the city's Juneteenth event, email neighborhoodservices@cityofmyrtlebeach.com or call 843-918-1062.
3. **The Myrtle Beach City Council gave final approval this week to a \$292 million budget for the fiscal year beginning July 1.** The property tax rate remains unchanged at 78.9 mills, and owner-occupied homes will continue to receive a 76 percent credit, thanks to the Tourism Development Fee. In addition to 10 new police officers, other new positions in next year's budget include a chief innovation officer, a chief diversity officer and a sewer superintendent. Non-police city staff will receive a three-percent salary adjustment in January 2022, while Police Department staff will receive a four-percent salary adjustment in January 2022. The new budget also includes salary increases for paramedics and other high-demand Fire Department personnel, to keep those positions competitive in the marketplace.

Fees for solid waste service and recreation programs remain unchanged in the new spending plan. However, water and sewer rates will increase slightly, 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 for water and sewer service, beginning with August utility bills. Stormwater utility fees will increase \$1.38 a month, per ERU, to pay for additional projects and system maintenance. The new monthly stormwater fee for a single-family home will be \$7.63. Here are highlights of the 2021-22 spending plan:

- No increase in property taxes.
- TDF credit remains at 76 percent of city taxes.
- No increase in business license rates.
- No increase in fees for Recreation, Sports Tourism or Convention Center.
- No increase in Solid Waste service fees.
- The monthly Stormwater Utility fee will increase \$1.38 per ERU, for a new monthly rate of \$7.63 per single-family home.
- Water and Sewer rates will increase four to five percent.
- The Water and Sewer connection fee (impact fee) for new construction will increase 67.3%.

As part of the new budget, the price of a burial plot at Ocean Woods Cemetery will rise from \$1,500 to \$1,800, bringing that charge more in line with market rates at other cemeteries in the area. Other fees at Ocean Woods also will increase slightly, although still will be less than comparable cemeteries in the area.

An \$84 million Capital Improvement Plan for next fiscal year includes the following construction items: revitalization of the Boardwalk, decorative pedestrian railings on Ocean Boulevard, the performing arts center on Main Street, court replacement and renovations at Midway Park, new sidewalks and street repaving, improvements to the Grand Park Athletic Complex and a number of water, sewer and stormwater utility projects, city-wide. Some of these construction projects are subject to final funding approval by City Council.

- 4. 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.
- 5. The Seniors Advisory Committee recently toured the Real Time Crime Unit at the Ted C. Collins Law Enforcement Center, and that's the subject of our [Photos of the Week](#).** The Myrtle Beach Police Department has 1,034 video cameras in place throughout the city to keep a watchful eye on streets, intersections, parks, city facilities and other public places. The committee learned how effective the cameras are in tracking and arresting law-breakers in real time. The cameras also record what they see so that it can be saved and reviewed. Many feature pan-tilt-and-zoom capabilities, allowing operators to focus on specific details.
- 6. Did you know...** That twice-daily train service between Conway and Myrtle Beach began in May 1900? The Conway and Seashore Railroad used a wood-fired engine to travel the 14 miles to the beach in the days before paved roads existed. The train included second-hand passenger cars from New York's elevated railway, as well as a freight car or two. The engine pulling the train was known as "the Black Maria."

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>

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CITY OF MYRTLE BEACH
MEETING SCHEDULE
June 14-20, 2021

MONDAY, JUNE 14

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

TUESDAY, JUNE 15

- **1:30 p.m.** – Planning Commission, Conference Room, City Services Building, 921 North Oak Street
- **6:00 p.m.** – Seaside South Neighborhood Watch, Sixth Floor Banquet Room, Coral Beach Resort, 1105 South Ocean Boulevard

WEDNESDAY, JUNE 16

- **9:00 a.m. to 3:00 p.m.** – Myrtle's Market, 605 Mr. Joe White Avenue
- **10:00 a.m.** – Special Events Technical Review, Myrtle Beach Train Depot, 851 Broadway Street
- **2:00 p.m.** – Beach Advisory Committee, First Floor Conference Room, City Hall, 937 Broadway Street
- **7:00 p.m.** – Emmens Preserve Neighborhood Watch, General Robert H. Reed Recreation Center, 800 Gabreski Lane
- **7:00 p.m.** – The Highlands Neighborhood Watch, General Robert H. Reed Recreation Center, 800 Gabreski Lane
- **7:00 p.m.** – Sweetgrass North Neighborhood Watch, General Robert H. Reed Recreation Center, 800 Gabreski Lane
- **7:00 p.m.** – The Reserve Neighborhood Watch, General Robert H. Reed Recreation Center, 800 Gabreski Lane
- **7:00 p.m.** – Seagate Village Neighborhood Watch, General Robert H. Reed Recreation Center, 800 Gabreski Lane
- **7:00 p.m.** – Withers Preserve Neighborhood Watch, General Robert H. Reed Recreation Center, 800 Gabreski Lane
- **7:00 p.m.** – West Lake Neighborhood Watch, General Robert H. Reed Recreation Center, 800 Gabreski Lane
- **7:00 p.m.** – The Market Common Neighborhood Watch, General Robert H. Reed Recreation Center, 800 Gabreski Lane

THURSDAY, JUNE 17

- **1:30 p.m.** – Community Appearance Board, Myrtle Beach Train Depot, 851 Broadway Street
- **6:00 p.m.** – Grande Dunes Neighborhood Watch, First Floor Dining Room, Grande Dunes Ocean Club, 101 Grande Dunes Boulevard

FRIDAY, JUNE 18

- **9:00 a.m. to 3:00 p.m.** – Myrtle's Market, 605 Mr. Joe White Avenue
- **6:00 p.m.** – Black History Celebration, Banquet Room, Mary C. Canty Recreation Center, 971 Canal Street

SATURDAY, JUNE 19

- **9:00 a.m. to 3:00 p.m.** – Myrtle's Market, 605 Mr. Joe White Avenue
- **4:00 p.m.** – Juneteenth Celebration, Charlie's Place, 1420 Carver Street

SUNDAY, JUNE 20

- No Meetings Scheduled

**City of Myrtle Beach
Planning Commission Workshop
1:30 p.m., Tuesday, June 15, 2021
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 843-918-1050 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 June 1, 2021

C. Presentations

1. Habitat for Humanity

D. Matters of Business

E. Discussion

1. **STN 21-03 Langston Pl:** Proposal by Ford Shelley to name a future public right-of-way off Pridgen Rd as "Langston Pl." (This petition satisfies one of the conditions of PRE-FIN 21-04 Roberts Subdivision off Pridgen Rd.) *This item will require a public hearing during the July 6, 2021, meeting.*
2. **Z 21-04 5817 Haskell Cir:** Proposal by Kings Estates, LLC (Robert Guyton, agent) to rezone ~0.35 acres located at 5817 Haskell Circle (PIN# 421-11-01-0084) from R-10 (Single Family Residential) to MU-M (Mixed Use Medium Density) to locate a retail store and jewelry repair operation on the site. The property was most recently used as a landscaping business. *This item will require a public hearing during the July 6, 2021, meeting.*
3. **PRE-FIN 21-06 Villa Marbella Ct:** Proposal by the Villa Marbella Condo Regime (Cameron Parker, agent) to subdivide 0.84 acres (PINs# 394-08-03-0003 and 394-08-03-0005) for the right-of-way of Villa Marbella Court (a private drive).
4. **Comprehensive Plan Update:** Review of the draft Population and Economic Development elements.

F. Communications from the Planning Commission

G. Communications from City Staff

H. Executive Session

I. Meeting Adjournment

City of Myrtle Beach
Special Events Technical Review Committee
10:00 a.m., Wednesday, June 16, 2021
Myrtle Beach Train Depot
851 Broadway 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 – May 26, 2021

C. Matters of Business

1. Review of Last Week's/On-Going Events

- a. Spring Break Extravaganza, OMA, Plyler 2/27-4/17
- b. Highland Games, NS Promotions, City services, 6/4 – 6/5/2021
- c. Sun Fun Festival, OMA, 6/4 – 6/7/2021
- d. CCMF, Southern Entertainment, 6/10 – 6/13/2021
- e. Spring Carriage Rides, BEI Market Common, 5/1-6/30/2021
- f. Deville St. festival, BEI Market common, 5/1/ - 7/24/2021

2. Review of Upcoming Approved Events

- a. ICS Chili Cookoff, ICS/Amie Lee, Pavilion Place, 9/17 – 9/19/2021
- b. Indy 5K, NS Promotions, Market Common, 7/4/2021
- c. Summer Race Series, NS Promotions, Knoles St. 6/15, 7/20, 8/17/
- d. AHA Beach Ride, Beach, 11/6/21

D. New Business:

1. Review of Upcoming Proposed Events

- a. Tidal Creek Farmers Market, Wednesdays, beginning June 30
- b. Surf Contest, Phil Jackson, the Beach, July 10-11

E. Review of Temporary Use Permits

F. Review of Sports Tourism Events

G. Review Parade Permits

- 1. SASA Parade 9/18/2021

H. Review Film/Photo Requests

I. Convention Center Events

J. Discussion Items

K. Executive Session

L. Adjourn

**City of Myrtle Beach
Beach Advisory Committee
2:00 p.m., Wednesday, June 16, 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 843-918-1012 AS SOON AS POSSIBLE, BUT NO LATER THAN 48 HOURS BEFORE THE SCHEDULED EVENT.

A. Call to Order:

B. Welcome and Recognize Guests

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
7. Special Events Report

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, June 17, 2021
Myrtle Beach Train Depot
851 Broadway 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. Roll Call

B. Approval of Minutes: June 3, 2021

C. Old Business

D. New Business:

Sign Permit Applications

1. **Grand Strand Medical Center – 809 82nd Parkway:** Requests approval of (1) 15'w x 26'6"h freestanding sign consisting of routed aluminum faces with acrylic backer and a 12'w x 6'h CEVMS. (Tyson Sign Company)
2. **Beach Bomb Sports Cards – 1341 North Kings Highway:** Requests approval of (1) 10'5"w x 2'9"h cloud sign cabinet mounted to the building and (1) 4'8"w x 13"h acrylic tenant panel in the existing multi-tenant freestanding sign. (Skyline Signs)
3. **Seagull's Convenience Store – 711 South Kings Highway:** Requests approval of (1) 11'1"w x 30"h cloud sign cabinet mounted to the building and all older building mounted signage will be removed. (Graphic and Art Studio)
4. **Opa Opa Taverna – 7935 North Kings Highway:** Requests approval of (2) 11'11"w x 44"h channel letters, capsule and logo mounted to building. (Signarama of Myrtle Beach)
5. **Chesapeake Homes – 3743 Oleander Drive:** Requests approval of (1) 3'4"w x 16.5"h internally lit sign cabinet and (1) 12'5.5"w x 15"h internally lit channel letters mounted to the Highway 17 facing side of the building, (2) 27"w x 27"h non-illuminated panel sign with dimensional letters and (1) 5'6"w x 27"h non-illuminated panel sign with dimensional letters mounted to the Oleander Drive facing side of the building. (Seaboard Signs)

Sign, Lighting and Building Permit Applications

1. **Three Ring Focus – 1925 Mr. Joe White Avenue:** Requests approval of (1) 13'9"w x 14.5"h reverse channel letters with halo lighting, (1) 12'6"w x 6.5"h reverse router cut letters and (1) 33.5"w x 26"h raised circle panel with back-lit routed logo mounted on a 3" deep aluminum backer panel and (2) 5'w x 3'h vinyl graphic logos applied to the storefront glass. In addition, request a final review for the removal of Bahama shutters and repainting the building exterior to match the RNR Tire Express that was approved on 06/03/2021. (Seaboard Signs/Owner)
2. **Express Mart – 2620 South Kings Highway:** Requests approval of (1) 19' tall pole sign with a 5'1"w x 8'7"h sign cabinet that includes a pan and embossed sign face in

addition to a fuel price LED sign, (1) 33" round logo attached to the gas canopy and the re-facing of the existing gas pumps and canopy to the new branding. (Total Imaging, Inc.)

3. **J&K Home Furnishings Warehouse – 1366 17th Avenue South:** Requests approval of (4) Santee Cooper 25' tall leased parking lot lights. (Owner/Santee Cooper)
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 final review for a 34,100 square foot automotive dealership, parking, landscaping, and lighting. (Previously heard on 06/03/2021) (Owner/Montgomery Architects Inc./DDC Engineers)

Building Permit Applications

1. **Dual-Tenant Food Service Building – Lot 4 portion of PIN# 394-16-03-0023 82nd Parkway/North Kings Highway:** Requests a conceptual review for a new 3,800 square foot 2-tenant restaurant shell building. (Tarr Group LLC)
2. **Martin Residence – 3404 North Ocean Boulevard:** Requests a conceptual/final review for fence-wall and gate revisions. (Previously approved on 12/17/2020) (Waccamaw Landscaping)
3. **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)
4. **Palms Court – 600 Chester Street:** Requests a conceptual/final review for 122' of 4' tall black commercial grade aluminum fence and 211' of 6' tall wooden privacy fence. (Inlet Fencing & General Contracting)
5. **Optima Cell Tower – 404 A 23rd Avenue North:** Requests a conceptual/final review for a new 150' tall cell tower with 8' tall chain-link fence enclosure, landscaping, and asphalt driveway to the alleyway. (Hellman Yates PA)
6. **Highway 15 Coastal Winds Townhomes – off Highway 15/Boundary Street PIN# 443-06-01-0095:** Requests recertification approval for (7) 8-unit townhome buildings with sitework, landscaping, and 6' tall white vinyl privacy fence partitions in the rear of the buildings between the units. (Previously approved on 7/16/2020) (Miller Design Services)
7. **Grande Dunes Surgery Center – 1021 Cipriana Drive:** Requests a conceptual/final review for façade material and color changes to an existing 2-story medical office. (Miller Design Services)
8. **DOF Holding Company LLC – 8800 North Ocean Boulevard:** Requests a conceptual/final review for a 3-story 17,849 square foot oceanfront home (8,292 heated), pool with spa located on second floor, concrete paver driveway, landscaping, entry gate and perimeter fence. (Nations Homes)
9. **Gaucha's Brazilian Steakhouse – 6429 North Kings Highway:** Requests a conceptual/final review for the repainting of the building exterior. (Newman Brothers)

10. Jerusalem Restaurant – 7211 North Kings Hwy: Requests a conceptual/final review for the repainting of the building exterior. (Newman Brothers)

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