



CONTACT:

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Media Advisory

To: Myrtle Beach Media
From: Kaycey Hall Vrettos
Date: January 27, 2023
Re: Meeting Schedule and Agendas

1. Next week's [meeting schedule](#) is attached.
2. **Beginning in the spring, various roadways in the City of Myrtle Beach will be repaved by a contractor.** For state-owned roads, the Horry County Transportation Committee will cover the combined cost of \$1,494,108. For city-owned roads, the Capital Improvement Fund will cover the \$1,499,552 price tag. The repaving lists are below.

South Carolina Department of Transportation (SCDOT) Roadways

- Acline Avenue, from Nance Street to White Street
- Calhoun Road, from Longleaf Drive to 63rd Avenue North
- Canterbury Lane, from Calhoun Road to Country Club Drive
- Little River Road, from 38th Avenue North to Pinewood Road
- Nance Street, from Mr. Joe White Avenue to Canal Street
- Pinewood Road, from Little River Road to North Kings Highway
- Talbot Circle, from Ninth Avenue South to Street End
- White Street, from Acline Avenue to Mr. Joe White Avenue
- Ninth Avenue South, from Highway 15 to Kings Highway
- 75th Avenue North, from Kings Highway to Ocean Boulevard
- 74th Avenue North, from Kings Highway to Ocean Boulevard
- 73rd Avenue North, from Kings Highway to Ocean Boulevard
- 72nd Avenue North, from Kings Highway to Ocean Boulevard
- 70th Avenue North, from Kings Highway to Ocean Boulevard
- 20th Avenue South, from Kings Highway to Ocean Boulevard
- 21st Avenue South, from Kings Highway to Ocean Boulevard

City of Myrtle Beach Roadways

- Executive Avenue, from Seaboard Street to Robert Grissom Parkway
- Patterson Drive, from Wildwood Dunes Trail to Wildwood Dunes Trail
- Pridgen Road, from Highway 15 to 17th Avenue South
- Stockholder Avenue, from Seaboard Street to Executive Avenue
- Stuart Square Circle, from Pine Island Road to Pine Island Road
- Wildwood Dunes Trail, from Kings Highway to Ocean Boulevard
- 79th Avenue North, from 17 Bypass to Kings Highway

- 3. The City of Myrtle Beach is experiencing technical issues with the residential parking decal registration portal.** The third-party contractor is aware of the issue and working to restore service. In the meantime, residents can submit decal requests in-person at the Reef Parking Office in the Pavilion Parking Garage, 914 North Kings Highway (use Ninth Avenue North Entrance). The office is open 9:00 a.m. to 4:00 p.m., Monday through Friday. Customers who have not had a parking decal in the past will need to apply in-person. Questions? Send an email to decals@cityofmyrtlebeach.com.
- 4. Interested in becoming a Myrtle Beach police officer? Join MBPD staff from 10:00 a.m. to 1:00 p.m. on Saturday, February 4, at the Warren S. Gall Police Annex, 3340 Mustang Street.** Interested applicants will have the opportunity to meet staff, run the Physical Agility Test course, apply for open positions and get questions answered. Contact pdhiring@cityofmyrtlebeach.com for information.
- 5. The next “Through the Lens of Time: Myrtle Beach History” event is Tuesday, February 7, 2:00 p.m., and features Buddy Styers.** The speaker-led educational series is cohosted by the city’s Seniors Advisory Committee and Chapin Memorial Library. Events take place at 2:00 p.m. on various dates at the library, 400 14th Avenue North. The remaining dates are: February 7 (Buddy Styers), February 21 (Ruth Trask Gore), March 9 (M. “Cookie” Canty Goings) and April 4 (Buz Plyler). We hope to see you there!
- 6. To celebrate Valentine’s Day, the City of Myrtle Beach’s Parks, Recreation and Sports Tourism Department hosts a special “My Furry Valentine” Portrait Day on Saturday, February 11, at New Town Bark Park, 200 Collins Street.** From 10:00 a.m. to 1:00 p.m., a heart-themed backdrop will be available outside of the Large Dog Area. A City of Myrtle Beach team member will be on hand to snap family portraits and distribute paw-some doggy bags, while supplies last. After the photo, stay and discover the city’s newest off-leash dog park with your pooch! Myrtle Beach’s three bark parks offer separate sections for small and large dogs. To view the parks’ rules and locations, see <https://bit.ly/BarkParks>. For event information, call 843-918-1185. We hope to see you there!
- 7. RSVP today to attend Myrtle Beach’s annual Black History Month Celebration on Saturday, February 25.** Sponsored by the city’s Neighborhood Services Department, the event begins at 6:00 p.m. in the ballroom at Mary C. Canty Recreation Center, 971 Canal Street. The 2023 theme is “Rhythm with Our Roots: A Celebration of Black Musical Heritage,” and honorees include Sandy Grove Choirs, Riggins Young Adult Choir, Merry Evening Gospel Singers, Cooper & Washington Singers, Barbara Lawrence, Taniya Boatwright, New Creation, Jazz Etc., Tamir & Company and Sherwin “Wayne” Golson. Attendees, please wear semi-formal attire (African attire recommended). The evening

includes dinner, musical performances and speakers. Seating is limited! *The RSVP deadline is February 15.* For details and to RSVP, contact April Johnson at 843-918-1061 or neighborhoodservices@cityofmyrtlebeach.com.

- 8. Nomination forms are available now for the annual Military Appreciation Committee's Colonel Robert Hawkins Veteran Volunteer Service Award!** The late Bob Hawkins, a retired U.S. Army colonel and key volunteer behind Myrtle Beach's Military Appreciation Days, is remembered with this award. The award recognizes a person for their volunteer services to a veterans group, an individual veteran, veterans' families and/or the greater Grand Strand veteran community. *The deadline is April 3, 2023.* To download the form, which includes submission directions, visit <https://bit.ly/HawkinsAward>.
- 9. A comprehensive list of city-related activities, events, festivals and recreation programs is available on the city's website.** The [Events](#) webpage is updated weekly.
- 10. The paved walking trail around Thunderbolt Park lake in Myrtle Beach's Market Common area is the subject of our Photos of the Week.** The city paved the trail a while back, giving walkers and bikers access to both sides of the beautiful lake. Thunderbolt Park is just west of the International Transportation and Aerospace Park (ITAP), off Farrow Parkway. The asphalt path is 10 feet wide and ultimately will be connected by a small bridge over the lake's downstream outfall. To view these photos and more, see our [Photos of the Week Library](#) webpage.
- 11. Did you know...** That 2022 was Myrtle Beach Fire Department's busiest year yet in terms of community outreach, with team members participating in more than 250 events and engaging with more than 160,000 residents and visitors? In 2023, a new Junior Firefighter Academy and CPR Program will further the Fire Department's outreach mission to educate and engage with the Myrtle Beach community. By the way, the Myrtle Beach Fire Department responded to a total of 14,965 calls for service in 2022, down from 15,905 calls in 2021. In 2022, the department received a total of 331 active fire calls with zero fire fatalities. Here's the breakdown of the remaining 2022 total: 8,992 rescue and EMS calls; 3,385 good intent calls; 1,993 false alarms; 196 hazardous material calls; 31 special type calls; 10 overheating (no fire) calls; and, 10 weather related calls.

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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<https://myrtlebeachpointofview.wordpress.com/>

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

**CITY OF MYRTLE BEACH
MEETING SCHEDULE
January 30-February 5, 2023**

MONDAY, JANUARY 30

- **8:30 a.m.** – Staff Meeting, Conference Room, City Services Building, 921 North Oak Street

TUESDAY, JANUARY 31

- **9:00 a.m.** – Monthly City Council Workshop, Council Chamber, Ted C. Collins Law Enforcement Center, 2101 North Oak Street

WEDNESDAY, FEBRUARY 1

- **8:00 a.m.** – Technology Advisory Group, HTC Aspire Hub, 509 Ninth Avenue North
- **3:00 p.m.** – Sandysgate Village Neighborhood Watch, Main Office, 1011 Osceola Street
- **6:00 p.m.** – Seaside South Neighborhood Watch, Myrtle Beach Train Depot, 851 Broadway Street
- **6:00 p.m.** – Sterling Village Neighborhood Watch, Myrtle Beach Train Depot, 851 Broadway Street
- **6:00 p.m.** – Withers Swash Neighborhood Watch, Myrtle Beach Train Depot, 851 Broadway Street

THURSDAY, FEBRUARY 2

- **1:30 p.m.** – Community Appearance Board, Conference Room, City Service Building, 921 North Oak Street

FRIDAY, FEBRUARY 3

- No Meetings Scheduled

SATURDAY, FEBRUARY 4

- **10:00 a.m. to 1:00 p.m.** – Myrtle Beach Police Department hosts Recruitment Expo, Warren S. Gall Police Annex, 3340 Mustang Street

SUNDAY, FEBRUARY 5

- No Meetings Scheduled

MONTHLY CITY COUNCIL WORKSHOP
9:00 A.M., TUESDAY, JANUARY 31, 2023
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 THE CITY CLERK'S OFFICE AT (843) 918-1004 AS SOON AS POSSIBLE, BUT NO LATER THAN 48 HOURS BEFORE THE SCHEDULED EVENT.

A. Mayor and Council Welcome and Statement of Meeting's Purpose

B. Updates from Staff *(Approximately 10 to 15 Minutes Each)*

1. Human Rights Commission Update – Kelvin Waites
 - a. Recommend Hate Crime Legislation to Governor and General Assembly
 - b. Other Matters
2. Legislative Priorities Amendment Request Update – Councilman Render
 - a. Increase Low Income Housing Tax Credits (LIHTC) from \$20 Million to \$60 Million
 - b. South Strand Health Fitness and Competition Facility

C. Reports from Staff *(Approximately 30 to 60 Minutes Each)*

1. Habitat for Humanity Report and Workforce Housing Agreement – Amy Neuschafer, Brian Tucker and Jason Greene
2. Technology Advisory Group and eMYRge Report – Barb Royal and Jason Greene
3. Smart City Discussion – Howard Waldie IV
 - a. Affordable Connectivity Program – Drayton Arnold
4. Comprehensive Plan Briefing: Economic Development Element – Kelly Mezzapelle and Cameron Armstrong

D. Executive Session*

E. Adjournment

***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; or, 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 of the reasons above. Council takes no votes or action in Executive Session. Council may take action on matters discussed in Executive Session which are deemed to be “emergency” concerns upon reconvening in open session.

**City of Myrtle Beach
Technology Advisory Group
8:00 a.m., Wednesday, February 1, 2023
HTC Aspire Hub
509 Ninth Avenue North, Myrtle Beach, SC 29577**

ANYONE WHO REQUIRES AN AUXILIARY ANID 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**
- B. Approval of Minutes**
- C. Review of Strategic Plan**
- D. Feedback from Research to Date**
- E. Possible Opportunities to Explore**
- F. Next Major Milestone of Strategic Plan and Action Items to Accomplish**
- 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. Next Meeting Date**
- I. Adjourn**

**City of Myrtle Beach
Community Appearance Board
1:30 p.m., Thursday, February 2, 2023
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 SCHEDULED EVENT.

A. Roll Call

B. Approval of Minutes: January 19, 2023, Meeting

C. Old Business

D. New Business:

Sign Permit Applications

1. **Smoker Box – 3630 Walton Drive, Unit A3:** Requests approval of (1) 2'1" h x 11'10" w internally lit building mounted sign with channel letting and logo on raceway. (Image 360)
2. **A1cell4u – 721 Seaboard Street, Unit 15:** Requests approval of (8) 6' h x 3' w mesh film window graphics (Design the Sun)
3. **The Track – 9589 North Kings Highway:** Requests approval of (1) 4' h x 10' w digital changeable copy message board mounted on existing freestanding sign. (Signworks)
4. **SC Federal Credit Union – 970 Wood Duck Drive, Suite 107:** Requests approval of (2) 1'9" h x 16'6" w internally lit building mounted signs with channel lettering. (Miller Signs)
5. **Quick Stop Grocery – 1201 South Ocean Boulevard:** Requests approval of (1) 3' h x 6' w internally lit panned embossed freestanding sign. (Graphic & Art Studio)
6. **Munchies Pizza – 1307 South Ocean Boulevard:** Requests approval of (1) 3'1" h x 6'3" w digital changeable copy mounted on existing freestanding sign. (Graphic & Art Studio)
7. **Coretask – 1389 17th Avenue South, Building 1:** Requests approval of (1) 1'7" h x 15' w internally lit building mounted sign with channel lettering. (Fastsigns)
8. **Bali Bay – 701 South Ocean Boulevard:** Requests approval of (1) 6' h x 12' w internally lit building mounted sign with channel lettering and (1) 12' h x 4' w internally lit building mounted blade sign. (Coastal Signs)
9. **Golf Village POA – Grande Dune Boulevard:** Requests approval of (1) 3'10" h x 21' w externally lit freestanding sign with channel lettering. (ASL Signs)

Combination Permit Applications

1. **The Wings Group – 204 Ninth Avenue North:** Requests approval of (18) building mounted lights. (Newman Brothers)
2. **South Atlantic Bank – 630 29th Avenue North:** Requests approval of (25) pole mounted lights with 14' and 30' OAH. (Santee Cooper)
3. **Serenity at 10th Phase II – Corner of Robert M. Grissom Parkway/Mr. Joe White Avenue (PIN #42512040039):** Requests a conceptual/final review for a 33 unit, 3-story apartment building, landscaping, parking, trash enclosure, mail kiosk, amenity space with pool, pool house and pool deck. In addition, requests approval of (1) 6'h x 9'7"w non-illuminated monument sign with raised lettering. (Venture Engineering/GC Install and Construct)
4. **Circle K – 3791 Oleander Drive:** Requests a conceptual/final review for gas canopy alterations and approval of (1) 1'10"h x 7'10"w internally lit tenant panel sign and (13) building mounted lights. (Skyline Signs, LLC)

Building Permit Applications

1. **Helping Hands of Myrtle Beach – 1411 Mr. Joe White Avenue, Unit B:** Requests a conceptual/final review for the repainting of the front of the building. (Owner)
2. **Pine Island Point Commercial Building B – Sea Pine Boulevard (PIN #42516040003 and #42516040004):** Requests a conceptual/final review for changes to a previously approved project for an 8,080 square foot retail building. (SGA)
3. **Cane Patch Restaurant – 6901 North Kings Highway:** Requests a final review for a 6,325 square foot restaurant with 1,850 square foot outdoor deck, parking, landscaping and trash enclosure. (Miller Design Services)
4. **Sugar Life – 6921 North Kings Highway:** Requests a final review for a 5,400 square foot retail building, parking, landscaping and trash enclosure. (Miller Design Services)
5. **Market Common Townhomes – North West Corner of Pampas Drive/Meyers Avenue (PIN #44608020003):** Requests a final review for (4) one-bedroom townhome buildings for a total of (26) units, parking and landscaping. (Miller Design Services)
6. **Gateway Galleria – 700 North Ocean Boulevard:** Requests a final review for changes to roof material and building color scheme on a previously approved 4-story resort mixed use building. (Miller Design Services)
7. **Shelley Lot 16 (Smith) – 305 First Avenue South:** Requests a final review for a 2-story single-family residence to match existing buildings on property, parking, and landscaping. (Ayres & Associates Architects)
8. **LandShark – 1110 North Ocean Boulevard:** Requests a final review for a new retail entry double doors and steps. Requests approval of new outdoor deck adjacent to LandShark restaurant; new wood steps from new deck to beach; new wooden steps on each side of existing steps (to remain) at Plyer Park Ride entrance; new stainless steel removable barricade at LandShark Plyer Park city approved encroachment area (outdoor park-level dining); and, new design build tensile structure with awning over new wood deck. (ACS)

9. **Villas at 24th – 2310 South Ocean Boulevard:** Requests a conceptual/final review for a new 12-unit housing complex with parking and landscaping. (Owner)
10. **North Industrial Park Lot 12 (Coastal Fasteners) – 1680 Dividend Loop:** Requests a conceptual/final review for a new 14,000 square foot building, parking and landscaping. (ROWE Professional Services Company)
11. **Holiday Inn Club Vacation Sales Center – 3040 South Beach Boulevard:** Requests a conceptual/final review for a new 30,000 square foot sales center with new vehicular bridge, parking lot and landscaping. (DRG Development Resource Group/ACI Architectural Concepts)
12. **Myrtle Waves Water Park – 3000 Mr. Joe White Avenue:** Requests a conceptual/final review to relocate existing slide, shelters and funbrellas. New shaded seating/picnic areas, walks, observation deck, shade sails, new fencing and exit gate. Requests approval of new ADA parking and pavement enhancements at main ticketing gate and new landscaping. (Environmental Concepts, LLC)
13. **Grand Atlantic Resort – 2007 South Ocean Boulevard:** Requests a conceptual review for a two-phase project. Submitting the following for approval for phase one: sidewalks, screen wall and landscaping. (Environmental Concepts, LLC).
14. **Market Common Buildings, A2 through A7 – Reed Street and Howard Avenue:** Requests a conceptual review for a new roof and wall cladding at residential levels, new windows and doors, new balconies/decks, new fiber cement cladding replacement at all existing stucco/fiber cement cladding components. (Applied Building Sciences Inc.)

E. Public Comment

F. Non-Agenda Items from Staff

G. Non-Agenda Items from Board Members

H. Executive Session: The board may take action on items discussed during Executive Session, once the Executive Session ends and the Public Session resumes.

I. Adjournment