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Media Advisory

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To: Myrtle Beach Media
From: Public Information Department
Date: March 11, 2022
Re: Meeting Schedule and Agendas

1. Next week's [meeting schedule](#) is attached.
2. **Due to possible inclement weather, the Myrtle Beach Police Department's Recruitment Expo has been rescheduled for Saturday, March 19.** Interested in becoming a Myrtle Beach police officer? Join MBPD staff from 10:00 a.m. to 1:00 p.m. on Saturday, March 19, at the Warren S. Gall Police Annex, 3340 Mustang Avenue. Interested applicants will have the opportunity to meet staff, run the Physical Agility Test course, apply for open positions and get questions answered. For more information, call 843-918-1804 or email pdhiring@cityofmyrtlebeach.com.
3. **Starting Monday, March 21, a contractor will begin resurfacing the rear parking lot behind Nance Plaza and Ninth Avenue North in Myrtle Beach's Arts & Innovation District.** The parking lot project will be divided into two sections to allow for parking lot use during the project. Weather permitting, the work is to be completed by June 1.
4. **Looking ahead, the City of Myrtle Beach hosts an Ocean Boulevard Transportation Study Public Information Forum from 5:00 to 7:00 p.m. on Tuesday, March 22, at Ground Zero, 904 Chester Street.** The meeting is open to all and includes an introductory presentation at 5:30 p.m., with breakout group discussions to follow to gather feedback. Attendees will also have the opportunity to get answers to questions and submit written comments. The study's objective is to provide recommendations for transportation and safety improvements along the Ocean Boulevard corridor. Topics include bicycles, pedestrians, mopeds, golf carts, motorcycles, and transit and motor vehicles. Study factors

include incident history, expected growth and travel patterns. Questions or concerns? Send an email to Public Works Director Janet Curry at jcurry@cityofmyrtlebeach.com. (NOTE: If accommodations are needed for attendees with disabilities, contact 843-918-2021 or jcurry@cityofmyrtlebeach.com.)

5. **The Myrtle Beach Fire Department hosts a Car Seat Safety Event from 10:00 a.m. to 12:00 p.m. on Thursday, March 24, in the parking lot at Target, 1150 Seaboard Street.** City staff will be on hand to install and/or check that car seats are properly installed. The event is free and everyone is welcome to drop by! For additional information, call 843-918-1192.
6. **The City of Myrtle Beach, Military Appreciation Committee and the Myrtle Beach Area Chamber of Commerce collectively host a series of events each May to celebrate our military!** To observe our city's military history of nearly 50 years, Myrtle Beach Military Appreciation Days commends those who serve, or have served, our great nation. The month-long celebration features various free events, including a JROTC Drill Competition, parade and picnic. Interested in participating in the parade? For information, including parade registration forms, see www.militaryappreciationdays.com.
 - Junior ROTC Drill Meet – 9:00 a.m., Saturday, May 7, Myrtle Beach Pelicans' Stadium, 1251 21st Avenue North
 - Military Family Members Social – 12:00 p.m., Saturday, May 7, Myrtle Beach Pelican's Stadium, 1251 21st Avenue North
 - Myrtle Beach Pelicans' Military Appreciation Game Night – 6:05 p.m., Saturday, May 14, 2022, Myrtle Beach Pelican's Stadium, 1251 21st Avenue North
 - Military Appreciation Days Parade – 10:30 a.m., Saturday, May 28, Along Farrow Parkway, The Market Common (*Parade Registration Deadline – May 13, 2022*)
 - Military Appreciation Days Picnic and Exhibits – 11:30 a.m., Saturday, May 28, Valor Memorial Garden, 1120 Farrow Parkway
 - Jack Platt Veterans' March and Battlefield Cross Ceremony on Memorial Day – 9:00 a.m., Monday, May 30, Along Ocean Boulevard, 16th to Ninth Avenues North
 - Memorial Day Remembrance Ceremony – 11:00 a.m., Monday, May 30, Myrtle Beach Convention Center, 2101 North Oak Street
7. **The Myrtle Beach Fire Department offers both COVID-19 vaccines and booster shots at weekly clinics.** Staff administer the free vaccinations to registered individuals from 8:00 a.m. to 5:00 p.m. on Thursdays at the City Services Building, 921 North Oak Street. To sign up, visit <https://bit.ly/MBFDVaccine>. Please arrive 30 minutes prior to your appointment to allow for pre-screening. For information, call 843-918-1255.
8. **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.
9. **More than 4,000 runners took to the streets last weekend for the 25th annual Myrtle Beach Marathon and associated events, and that's the subject of our [Photos of the Week](#).** The marathon brings runners from across the nation to enjoy a relatively flat course and great scenery, especially along Ocean Boulevard. The marathon and half marathon both wind through The Market Common, and that's where these photos were taken. Volunteers

were stationed along Farrow Parkway to hand out water to the runners and offer encouragement.

10. Did you know... That Myrtle Beach's city-owned structures and their contents are insured for a total of \$312,991,149? The 435 structures – administration buildings, pump stations, water tanks, dune walkovers, dugouts, scoreboards, picnic shelters, storage sheds, static airplanes, recreation centers, the boardwalk, Chapin Memorial Library, etc. – are valued at \$246,746,885, while the contents are valued at an additional \$66, 244,264. These totals do not include the city-owned Sheraton Hotel at the Convention Center or the hotel parking deck, which are insured by the hotel management company. The totals also do not include the value of the underlying land or any underground items, such as water and sewer lines.

For more information, contact:

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**CITY OF MYRTLE BEACH
MEETING SCHEDULE
March 14-20, 2022**

MONDAY, MARCH 14

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

TUESDAY, MARCH 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, MARCH 16

- **2:00 p.m.** – Beach Advisory Committee, Second Floor Conference Room, City Hall, 937 Broadway Street
- **6:00 p.m.** – Emmens Preserve Neighborhood Watch, General Robert H. Reed Recreation Center, 800 Gabreski Lane
- **6:00 p.m.** – The Highlands Neighborhood Watch, General Robert H. Reed Recreation Center, 800 Gabreski Lane
- **6:00 p.m.** – The Market Common Neighborhood Watch, General Robert H. Reed Recreation Center, 800 Gabreski Lane
- **6:00 p.m.** – Meridian at The Market Common Neighborhood Watch, General Robert H. Reed Recreation Center, 800 Gabreski Lane
- **6:00 p.m.** – The Reserve Neighborhood Watch, General Robert H. Reed Recreation Center, 800 Gabreski Lane
- **6:00 p.m.** – Seagate Village Neighborhood Watch, General Robert H. Reed Recreation Center, 800 Gabreski Lane
- **6:00 p.m.** – Sweetgrass North Neighborhood Watch, General Robert H. Reed Recreation Center, 800 Gabreski Lane
- **6:00 p.m.** – West Lake Neighborhood Watch, General Robert H. Reed Recreation Center, 800 Gabreski Lane
- **6:00 p.m.** – Withers Preserve Neighborhood Watch, General Robert H. Reed Recreation Center, 800 Gabreski Lane

THURSDAY, MARCH 17

- **1:30 p.m.** – Community Appearance Board, Conference Room, City Services Building, 921 North Oak Street
- **2:00 p.m.** – Military Appreciation Committee, Second Floor Conference Room, City Hall, 937 Broadway Street
- **5:00 p.m.** – Human Rights Commission, First Floor Conference Room, City Hall, 937 Broadway Street
- **6:00 p.m.** – Grande Dunes Neighborhood Watch, Second Floor Dining Room, Grande Dunes Ocean Club, 101 Grande Dunes Boulevard

FRIDAY, MARCH 18

- No Meetings Scheduled

SATURDAY, MARCH 19

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

SUNDAY, MARCH 20

- No Meetings Scheduled

**City of Myrtle Beach
Planning Commission
1:30 p.m., Tuesday, March 15, 2022
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. Call Meeting to Order

B. Matters of Order:

1. Swearing-In Ceremony – New Members
2. Approval of Minutes – February 15, 2022

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

D. Presentations

E. Matters of Business:

1. ****Public Hearing** TEXT 22-06 17th Avenue North PUD Amendment:** Request by Robert S. Guyton, representing MBSC OZ Holdings, LLC, to amend the 17th Avenue North PUD to move the parking garage and guest check-in to the second row, increase allowable signage, decrease the required sidewalk width, allow upper-story balconies to overhang the sidewalk, and eliminate outdated references to public improvement costs.

F. Discussion:

1. **PRE-FIN 22-02 Seaside Commons:** Request by Rainmaker Holdings, LLC (Ford Shelley, agent), to subdivide approximately 1.94 acres located at 25th Avenue South and Sand Dunes Drive (PIN #44501030591), zoned RMH (Multifamily Residential High Density), into 11 single family lots.
2. **PRE-FIN 22-03 Beachside Cottages:** Request by Rainmaker Holdings, LLC (Ford Shelley, agent), to subdivide approximately .81 acres located at 23rd Avenue South and Sand Dunes Drive (PIN #44502010661), zoned RMH (Multifamily Residential High Density), into 4 single family lots.
3. Request by The McCabe Investment Group, LLC (Jessica Wise, SGAINW agent), to expand the Pine Island Point PUD located at Pine Island Road and Seaboard Street:
 - a. **ANEX 22-03 Pine Island Point Expansion:** Includes approximately 5.26 acres along Pine Island Road (PIN #42516030015), and rezone from Horry County LI (Limited Industrial) to Myrtle Beach Pine Island PUD.
 - b. **TEXT 22-07 Pine Island Point Amendment:** To incorporate the annexed approximately 5.26 acres with additional housing and retail opportunities, add up to 2 additional signs, add public improvements and to update the phasing schedule.

G. Communications from the Planning Commission

H. Communications from City Staff

I. Meeting Adjournment

**City of Myrtle Beach
Beach Advisory Committee
2:00 p.m., Wednesday, March 16, 2022
Second 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 Franchises
5. Parasail Jet Ski Update/Operator Report
6. Water Quality/Stormwater Update
7. Special Events Report

E. Discussion Items:

1. Franchise Agreement and Operations Update – City Manager Jonathan "Fox" Simons, Jr.
2. Guard Tower Update – Design, Funding, Permitting, etc.
3. 2022 Seasonal Concerns, Goals and Projects

F. Comments from the Public

G. Executive Session (Note: Upon returning to Public Session, the committee may take action on matters discussed in Executive Session which are deemed to be "emergency" concerns.)

H. Adjourn

**City of Myrtle Beach
Community Appearance Board
1:30 p.m., Thursday, March 17, 2022
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: March 3, 2022 Meeting

C. Old Business

D. New Business:

Sign Permit Applications

1. **Aventura on the Ocean – 2711 South Ocean Boulevard:** Requests approval of (1) 4'w x 4'h internally lit blade sign with raised acrylic letters. (Signworld)
2. **Dogs On Wheels – 709 North Ocean Boulevard:** Requests approval of (6) window vinyl sticker. (Image 360)
3. **Beach Bomb Sports – 312 B Ninth Avenue North:** Requests approval of (2) 10'5"w x 2'9"h internally lit channel could sign mounted to the building. (Skyline Signs)
4. **Eventworks – 1346 Enterprise Avenue:** Requests approval of (1) 8'w x 4'h printed vinyl on signabond material mounted to the building (1) 3'11"w x 2'5"h vinyl cover freestanding sign. (Surfwater)
5. **Gazebo Inn – 1607 South Ocean Boulevard:** Requests approval of (1) 8'3"w x 4'5"h CEVMS board mounted on existing 20' freestanding sign. (Tyson Sign Company)
6. **MB Chamber of Commerce – 1200 North Oak Street:** Requests approval of re-facing (1) 9'4"w x 3'6"h existing internally lit monument sign and (1) 10'10"w x 2'8"h internally lit building sign. (Tyson Sign Company)
7. **Bay View Resort – 504 North Ocean Boulevard:** Request approval of (1) 10'w x 12'4"h illuminated monument sign consisting of aluminum channel letters. (1) 7'w x 3'5"h CEVMS board. (Tyson Sign Company)
8. **The Willows at Grande Dunes – 7075 Cuddy Lane:** Requests approval of (1) 21' OAW x 3'10" OAH monument sign consisting on channel letters and logo. (Tyson Sign Company)

Combination Permit Applications

1. **JEM Social – 7601 North Kings Highway:** Requests approval of (1) 17'2"w x 4'7"h internally lit and reverse lit channel letter and cabinet mounted to the building. In

addition, requests a conceptual/final review to repaint the building exterior and stain current wood panels. (YESCO Myrtle Beach/Owner)

2. **ECHO/Eastern Carolina Housing Organization – 407 Broadway Street:** Requests approval to replace the existing awnings on the building with new Sunbrella awnings. (Action Awnings & Signs)
3. **Eagles/Sugar Life – 301 South Kings Highway:** Requests approval of (16) pole mounted parking lot lights and (70) building mounted lights. (Miller Design Services)
4. **Hangout and Key West Shops – 1325 Celebrity Circle:** Requests approval of (1) 33'2" w x 7'8" h external lit building mounted PVC letters and (1) 9'11" round aluminum logo with neon mounted to the building. In addition, requests a conceptual/final review for color revisions to previously approved buildings. (Seaboard Signs/e3 studio)

Building Permit Applications

1. **Nathan's Famous – 301 Eighth Avenue North:** Requests a final review for a second floor patio above the existing patio, addition of stairs and an elevator, repaint building exterior, and a new mural to the new south facing wall. (Previously heard on 02/17/2022.)(Taylor Architecture)
2. **Courtyard Myrtle Beach Broadway – 1351 21st Avenue North:** Requests a conceptual/final review for revisions to previously approved plan for exterior reimaging. (Building Permits Plus/Thomas Hamilton & Associates)
3. **7-11 Convenience Store & Gas Station – 8201 North Kings Highway:** Requests a conceptual/final review for a 5,042 square foot convenience store and (6) pump gas station, parking, landscape improvements, private dumpster and screening to neighboring residential development. (Previously heard on 05/06/2021.)(Tarr Group, LLC)
4. **Jehle Residence – 8826 North Ocean Boulevard:** Requests a conceptual/final review for landscaping plan. (Owner)
5. **Carolina Cove Apartments – 830 Carolina Cove Drive:** Requests a conceptual/final review to add a pergola beside the pool area. (Cape Fear Development Group/Weatherly Structural Engineers)
6. **Best Golf Carts – 1387 Enterprise Avenue:** Requests a conceptual/final review for a roll gate and fence with barbwire. (Goode Fence)
7. **Sun Fun Motel, LLC – 2305 Withers Drive:** Requests a conceptual/final review for a 54" h black powder-coated aluminum flat top fence. (Owner)
8. **Shoreline Collision – 1151 Third Avenue South:** Requests a conceptual/final review for clearing and grading the lot and installing gravel surface, install drainage outfall control structure, install 140' of chain-link fence with barbwire and privacy slats, and add frontage landscaping. (Oram Engineering)
9. **LV Properties LLC – 304 First Avenue North:** Requests a conceptual/final review to replace existing chain-link fence with a 6'h wood fence, construction of stairs to upper balcony, and an asphalt driveway. (Milano Homes)

10. **Broadway Theater – 1195 Celebrity Circle:** Requests a conceptual/final review to paint the building exterior. (Owner)
11. **Burger King – 501 South Kings Highway:** Requests a conceptual/final review for building and drive-thru modifications. (Guy Payne & Associates Architects)
12. **Martin Residence – 5002 North Ocean Boulevard:** Requests a conceptual/final review for a 14,729 gross square foot single-family home, perimeter fencing with gated entry, driveway and landscaping. (MCW Custom Homes, Inc.)
13. **North Industrial Park Lot 3 (Carolina Capital Estates) – 1570 Dividend Loop:** Requests a conceptual/final review for a 7,495 square foot office-warehouse, parking driveways, gravel area, landscaping and security fence. (Victoria Construction)
14. **Oleander Development – 5223 North Kings Highway:** Requests a conceptual/final review to remove existing awnings and increase wall height for addition of new canopy and parapet cap, paint building exterior and relocate existing signs. (Taylor Architecture)
15. **For What It's Worth – 1045 London Street:** Requests a conceptual/final review for a 2-story 5,850 square foot office building, parking lot, dumpster enclosure and landscaping. (Taylor Architecture)
16. **High Market Phase II – Corner of Yorkshire Parkway and Meyers Avenue (PIN #44600000112):** Requests a conceptual review for an 86-unit townhouse development, parking lot, and landscaping. (Miller Design Services)

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

**City of Myrtle Beach
Military Appreciation Committee
2:00 p.m., Thursday, March 17, 2022
Second 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 843-918-1014 AS SOON AS POSSIBLE, BUT NO LATER THAN 48 HOURS BEFORE THE SCHEDULED EVENT.

A. Welcome

B. Introductions and Minutes

C. Veterans Day Ceremony Review

D. Preliminary Discussion – 2022 Military Appreciation Days

1. Horry County Junior ROTC Drill Meet – 9:00 a.m., Saturday, May 7, 2022
2. Military Family Members Social – 12:00 p.m., Saturday, May 7, 2022
3. Myrtle Beach Pelicans Military Appreciation Night – 6:05 p.m., Saturday, May 14, 2022
4. Parade – 10:30 a.m., Saturday, May 28, 2022
5. Grand Marshal – Options?
6. Honorary Grand Marshal
7. Family Picnic – 11:30 a.m., Saturday, May 28, 2022
8. Jack Platt Veterans' March with Battlefield Cross Ceremony – 9:00 a.m., Monday, May 30, 2022
9. Memorial Day Remembrance Ceremony – 11:00 a.m., Monday, May 30, 2022
10. Military Documentary Film
11. Colonel Robert Hawkins Veteran Volunteer Service Award
12. Other

E. Other Events and News

F. Next Meeting – April 21, 2022

G. Adjourn

**City of Myrtle Beach
Human Rights Commission
5:00 p.m., Thursday, March 17, 2022
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 843-918-1113 AS SOON AS POSSIBLE, BUT NO LATER THAN 48 HOURS BEFORE THE SCHEDULED EVENT.

- A. Call to Order** – Chair Craig McGee
- B. Approval/Correction of Minutes**
- C. Discussion with City Attorney**
- D. Discussion of Member Election for New Term**
- E. Comments/Open Discussion**
- F. Executive Session** – The commission may take action on items discussed during Executive Session, once the Executive Session ends and the Public Session resumes.
- G. Adjournment**