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# Media Advisory

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**To: Myrtle Beach Media**  
**From: Public Information Department**  
**Date: April 1, 2022**  
**Re: Meeting Schedule and Agendas**

1. Next week's [meeting schedule](#) is attached.
2. **Seventeen Myrtle Beach roads are set to be repaved in the coming weeks, including north Ocean Boulevard and Farrow Parkway.** Paving on North Ocean Boulevard, from Hampton Circle to 82nd Parkway, begins this Sunday evening, April 3, from 6:00 p.m. to 6:00 a.m. The work starts at 82nd Parkway and moves south, with one lane open at all times. Farrow Parkway also will be repaved at night, although we do not have the dates yet. The total cost for all of the projects is \$3.1 million, with Farrow Parkway the most expensive, at \$1,647,850. Ocean Boulevard is the second-most costly, at \$717,553. Budget sources include the city's general fund, the capital improvement projects (CIP) fund, the Market Common tax increment financing (TIF) and state grants from the Horry County Transportation Committee. Below is the full list of city-owned roads to be repaved.
  - Farrow Parkway (Kings Highway to US 17)
  - Ocean Boulevard (from Hampton Circle to 82nd Parkway)
  - Fifth Avenue South (Kings Highway to Yaupon Drive)
  - 33rd Avenue North (from North Oak Street to Doug Shaw Memorial Stadium)
  - 37th Avenue North (from Kings Highway to North Oak Street)
  - Owens Street (from Highway 15 to the end)
  - Calhoun Road (from Kings Highway to Woodside Avenue)
  - Jennings Road (from Pine Island Road to Poplar Drive)
  - Clark Street
  - Session Street (from Highway 15 to the end)

- Rosehaven Drive (from Highway 15 to the end)
- Clark, Ellington and Horne Streets
- Ramsey and Poplar Drives
- Beaver Road (from 17th Avenue South to 13th Avenue South)
- Park Drive (from Ramsey Drive to Cedar Drive)
- Oak Drive (from Ramsey Drive to Jennings Road)
- Pine Drive (from Highway 15 to Cedar Drive)

- 3. A new monthly market featuring local businesses is coming to Charlie's Place, 1420 Carver Street, beginning in April.** The market will feature local business owners and products on the third Saturday of each month, beginning April 16. Market hours are 10:00 a.m. to 2:00 p.m. Admission is free and vendor registration is free! Interested in becoming a vendor? To submit a vendor application, see <https://tinyurl.com/mvkvvekh>. Questions? Contact Alfreda Funnye at [afunnye@cityofmyrtlebeach.com](mailto:afunnye@cityofmyrtlebeach.com).
- 4. The City of Myrtle Beach's March 2022 list of new business licenses is now available.** The list, published monthly, is available on the [Issued Business Licenses](#) webpage.
- 5. Business license renewals are due April 30.** License renewals received or postmarked May 1 or after will be assessed a five percent penalty of the license fee for each month or fraction of a month until the fee and penalty are paid in full. Please note that all owners of rental property are required to have a business license. For more information, call the Business License Office at 843-918-1200.
- 6. Drivers, anticipate a lane closure on Ocean Boulevard at 12th Avenue North on Monday through Thursday, April 4-7.** The lane shift allows for a crane to reinstall amusement rides at the Free Fall Park, 1201 North Ocean Boulevard. Signage will be posted to alert drivers to the closure.
- 7. Sign up now to give the gift of life at the City of Myrtle Beach's next American Red Cross Blood Drive on Wednesday, April 13.** The event will be held at the John T. Rhodes Myrtle Beach Sports Center, 2115 Sports Center Way, from 10:00 a.m. to 3:00 p.m. Schedule an appointment at <https://www.redcrossblood.org>, and use sponsor code "CITYMB." All blood donations will be tested for COVID-19 antibodies.
- 8. Crabtree Memorial Gymnasium invites everyone to enjoy Spring Fest from 10:00 a.m. to 2:00 p.m. on Saturday, April 16, at the recreation center, 1004 Crabtree Lane.** The free event includes food, a car show, egg hunts, games, vendors and more! Egg hunts will begin at 11:00 a.m. For more information, call 843-918-2355.
- 9. 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.
- 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. Myrtle Beach's Nights at Nance concert series returned Thursday evening, but indoors due to the weather, and that's the subject of our [Photos of the Week](#).** With a threat of rain and some actual drizzle, the event was moved from Nance Plaza to the adjacent Grand Strand Brewing Company, where everyone could enjoy the live music of the Paul Grimshaw Band in dry comfort. This is the second year for live concerts in Nance Plaza, sponsored now by the new Myrtle Beach Downtown Alliance (MBDA). Splash and the Myrtle Beach Pelicans were on hand as part of the evening's theme. Baseball season is right around the corner. The next Nights at Nance concert is set for April 14.
- 12. Did you know...** That Myrtle Beach Fire Cares, a nonprofit organization, donated \$8,983.87 to various charities in 2021? An additional \$7,000 was donated to a Myrtle Beach High School student fighting cancer for medical treatment expenses. Also, Myrtle Beach Fire personnel and the Myrtle Beach Professional Firefighters Association collectively raised \$12,161.47 for the Muscular Dystrophy Association and fundraised another \$6,043.17 to purchase holiday gifts for disadvantaged children. Lastly, a group of fire staff led by Lieutenant Adam Oleszkowicz organized the Annual Tunnel to Towers 5K Run and collected a grand total \$39,955 to benefit the Tunnels to Towers Foundation. The local chapter of the Tunnels to Towers Foundation also paid the remaining mortgage for the family of fallen North Myrtle Beach Police Sergeant Gordon William Best.

**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  
April 4-10, 2022**

**MONDAY, APRIL 4**

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

**TUESDAY, APRIL 5**

- **1:30 p.m.** – Planning Commission, Conference Room, City Services Building, 921 North Oak Street
- **2:00 p.m.** – Seniors Advisory Committee, HTC Aspire Hub, 509 Ninth Avenue North
- **6:30 p.m.** – The Avenues Neighborhood Watch, First Presbyterian Church, 3810 Robert Grissom Parkway
- **6:30 p.m.** – The Golden Mile Neighborhood Watch, First Presbyterian Church, 3810 Robert Grissom Parkway
- **6:30 p.m.** – Old Pine Lakes Neighborhood Watch, First Presbyterian Church, 3810 Robert Grissom Parkway
- **6:30 p.m.** – Pine Lakes Estates Neighborhood Watch, First Presbyterian Church, 3810 Robert Grissom Parkway
- **6:30 p.m.** – Pine Lakes Neighborhood Watch, First Presbyterian Church, 3810 Robert Grissom Parkway

**WEDNESDAY, APRIL 6**

- **9:00 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.** – Withers Swash Neighborhood Watch, Myrtle Beach Train Depot, 851 Broadway Street

**THURSDAY, APRIL 7**

- **9:00 a.m.** – Monthly City Council Workshop, John T. Rhodes Myrtle Beach Sports Center, 2115 Sports Center Way
- **10:00 a.m.** – Cultural Resources Committee, Lobby, John T. Rhodes Myrtle Beach Sports Center, 2115 Sports Center Way
- **1:30 p.m.** – Community Appearance Board, Conference Room, City Services Building, 921 North Oak Street

**FRIDAY, APRIL 8**

- No Meetings Scheduled

**SATURDAY, APRIL 9**

- No Meetings Scheduled

**SUNDAY, APRIL 10**

- No Meetings Scheduled

**City of Myrtle Beach  
Planning Commission  
1:30 p.m., Tuesday, April 5, 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. Approval of Minutes – March 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 22-09 Community Appearance Board Submittals:** Request by the Community Appearance Board to amend the Code Of Ordinances, City Of Myrtle Beach, Appendix A Zoning Article 6 Community Appearance Board to streamline the application and review schedule.
2. **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.
3. **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.
4. 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. **\*\*Public Hearing\*\* 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. **\*\*Public Hearing\*\* 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.
5. **PRE-FIN 22-04 Living Dunes PH3-C:** Request by Cameron Parker with DRG Engineering to subdivide approximately 0.47 acres on Sandlapper Way, zoned Grande

Dunes PUD, into 4 single family coupled cottage lots. (PIN #39409040037 and #39409040038)

**F. Discussion**

**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. Communications from the Planning Commission**

**I. Communications from City Staff**

**J. Meeting Adjournment**

**City of Myrtle Beach  
Seniors Advisory Committee  
2:00 p.m., Tuesday, April 5, 2022  
HTC Aspire Hub  
509 Ninth Avenue North, Myrtle Beach, SC 29577**

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**A. Call to Order**

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

**C. New Business:**

1. HTC Aspire Hub Tour
2. Project Ideas – Community Feedback, History, Resources, etc.
3. Review Upcoming Events
4. Update on City Programs and Services
5. Suggestions for Future Meetings
6. Next Meeting Location and Activity

**D. Old Business**

**E. Adjourn**



**City of Myrtle Beach  
Technology Advisory Group  
9:00 a.m., Wednesday, April 6, 2022  
HTC Aspire Hub  
509 Ninth Avenue North, Myrtle Beach, SC 29577**

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- A. Call to Order**
- B. Approval of Minutes**
- C. Review of Strategic Plan and Progress to Date**
- D. Feedback from Research to Date**
- E. Possible Opportunities to Explore**
- F. Next Major Milestone of Strategic Plan and Action Items to Accomplish**
- G. Next Meeting Date**
- H. Adjourn**

**MONTHLY MYRTLE BEACH CITY COUNCIL WORKSHOP**  
**9:00 A.M., THURSDAY, APRIL 7, 2022**  
**JOHN T. RHODES MYRTLE BEACH SPORTS CENTER**  
**2115 SPORTS CENTER WAY, 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. Reports from City Staff** (Approximately 30-60 Minutes Each)

1. Life Impacted Teen Program – Ja'Net Wade, Parks, Recreation and Sports Tourism Department
2. Cultural Resources Committee Update – Nick Sherfese, Chairman, and Brian Schmitt, Downtown Development Office
3. Sports Tourism Update – 2021 Review
4. Downtown Update
  - a. RCLCO Consultant Review
  - b. Vision Book
  - c. Request for Qualifications (RFQ) Timeline
  - d. Infrastructure Update
  - e. Theater Update
  - f. Law Enforcement and City Services/Administration Campus Needs Assessment Update
  - g. Myrtle Beach Downtown Alliance (MBDA) and Municipal Improvement District (MID) Updates

**C. Updates from City Staff** (Approximately 10-15 Minutes Each)

1. Accommodations Tax Discussion and Review

**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.*
  - *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  
Cultural Resources Committee  
10:00 a.m., Thursday, April 7, 2021  
Lobby, John T. Rhodes Myrtle Beach Sports Center  
2115 Sports Center Way, Myrtle Beach, SC 29577**

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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** – Chairman Sherfesee
- B. Approval of Meeting Minutes** – March 10, 2021
- C. Discussion Items:**
  - 1. City Council Presentation
  - 2. Next Steps
- D. New Business**
- E. Public Comments**
- F. Next Meeting Date**
- G. Adjourn**

**City of Myrtle Beach  
Community Appearance Board  
1:30 p.m., Thursday, April 7, 2022  
Conference Room, City Services Building  
921 North Oak Street, Myrtle Beach, SC 29577**

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**A. Roll Call**

**B. Approval of Minutes – March 17, 2022 Meeting**

**C. Old Business**

**D. New Business:**

**Sign Permit Applications**

1. **Lennar – 1361 21st Avenue North, Suite 105:** Requests approval of (1) 5'5" w x 18" h sandblasted HDU sign mounted to the building above the door and (1) 3' w x 23.5" h sandblasted HDU office locator sign mounted to the building beside the door. (Fastsigns)
2. **Sea Mist Oceanfront Resort – 1208 South Ocean Boulevard:** Requests approval of (1) 15'6" w x 2'6" h internally lit channel letters mounted on the existing tiled awning. (Owner)
3. **State Farm – 395 Seaboard Street:** Requests approval of (1) 9'8" w x 2'8" h internally lit channel letters on a raceway and 6'4" w x 8" h acrylic letters mounted to the building. (ASL Signs)
4. **Wicked Venom – 702 Seaboard Street, Units E-F:** Requests approval of (1) 10' w x 28" h internally lit channel letters mounted to the building. (Coastal Signs)
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 in place of existing manual changeable copy area and re-facing the existing (1) 16' w x 5' h sign face with aluminum faces with 3/4" push through graphics. The total height of the freestanding sign will be reduced by 1.5 feet. (Continued from 03/03/2022.)(Tyson Sign Company)
6. **Myrtle Beach Area Chamber of Commerce – 1200 North Oak Street:** Requests approval of (1) 10'10" w x 2'8" h internally lit building mounted sign with a panned acrylic face and flat vinyl graphics. (Continued from 03/03/2022.)(Tyson Sign Company)

**Combination Permit Applications**

1. **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)
2. **Offices for Anderson Brothers Bank – Corner of Mayfair and Condon Street:** Requests approval of (3) pole mounted parking lot lights. (Santee Cooper)

3. **300 Tenth, LLC – 300 10th Street:** Requests approval of (1) 40”w x 16”h plastic letters stud mounted to the building and the re-facing of the existing (1) 3’9”w x 8’h freestanding sign. In addition, requests a conceptual/final review for exterior facade alterations. (Signworld/Waymaker Residential, LLC)

### **Building Permit Applications**

1. **Lakeview Villas – Building 5, 621 Bonaventure Drive, and Building 6, 615 Bonaventure Drive:** Requests recertification for (2) new buildings. Building #5 is a 2-story 14,726 square foot 10-unit building and Building #6 is a 2-story 11,780 square foot 8-unit building. (Miller Design Services)
2. **High Market Phase II – Corner of Yorkshire Parkway and Meyers Avenue (PIN #4460000112):** Requests a final review for an 86-unit townhouse development, parking lot and landscaping. (Previously heard on 03/17/22.)(Miller Design Services)
3. **Blue Water Cottages (HPR) – Corner of Sixth Avenue North and Chester Street (PIN #44401040052):** Requests a final review for (12) single family units, landscape, sidewalk and a 48” tall perimeter black aluminum fence. (Previously heard on 03/03/2022.)(Kinfolk Investments)
4. **Collector’s Café – 7740 North Kings Highway:** Requests a conceptual/final review to remove a portion of the roof to create a courtyard, remove portion of storefront and replace with iron fence/gate, and install new retractable awning over courtyard. (Previously heard on 03/03/2022.)(Spear Designs/Newman Brothers)
5. **Carolina Cove Apartments – 830 Carolina Cove Drive:** Requests a conceptual/final review to add a pergola beside the pool area. (Continued from 03/03/2022.)(Cape Fear Development Group/Weatherly Structural Engineers)
6. **South Star Granite – 607 Seaboard Street:** Requests a conceptual/final review for (2) metal canopies attached to brick façade. (Owner)
7. **Anchor Storage – 1605 Stockholder Avenue:** Requests a conceptual/final review for an 8’ tall black coated chain-link fence with black slats and security wire in addition to adding a landscape barrier. (Owner)
8. **Parkway Plaza, Lot 19 – 1510 Mercantile Place:** Requests a conceptual/final review for a driveway and temporary construction trailer, 6’ tall chain-link fence with security wire, privacy slats and double swing gate for storage yard. (Rowe Professional Services Company)
9. **Key West Villas HOA – 2500 Isle Royale Drive:** Requests a conceptual/final review for a 4’ tall vinyl fence to match existing along backside of building from corner of existing side fence to corner of second building behind landscape buffer. (Goode Fence)
10. **Vista Del Mar – 122 Vista Del Mar Lane:** Requests a conceptual/final review for alterations to previously approved dune walkover, dune walkover/wheelchair ramp and secondary ramp back to property. (Greenbeach Builders)

11. **La Mirage HOA – 2710 South Ocean Boulevard:** Requests a conceptual/final review for painting the first floor of both buildings to match existing paint of the other three floors. (Owner)
12. **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 and landscaping. (Victoria Construction)
13. **Myrtle Beach Hilton Dual-Brand – 2801/2805 South Ocean Boulevard:** Requests a conceptual review for an 11-story hotel with mezzanine and 4-story above ground parking garage. The hotel will be a Hilton Tempo & Home2 dual-brand with a rooftop amenity area. The site shall adjoin. New landscaping around the building perimeter, new dumpster enclosure and 5' tall open picket aluminum pool fence. (ODA Architecture)

**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**