



**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

**To:** Myrtle Beach Media  
**From:** Kaycey Hall Vrettos  
**Date:** May 26, 2023  
**Re:** Meeting Schedule and Agendas

1. Next week's [meeting schedule](#) is attached.
2. **All City of Myrtle Beach offices and facilities will be open on Memorial Day, Monday, May 29.** Solid waste and recycling will be collected on the regular Monday-through-Thursday schedule.
3. **Although Saturday's parade and picnic were cancelled due to inclement weather, everyone is invited to next week's Military Appreciation events.** The City of Myrtle Beach, Military Appreciation Committee and Myrtle Beach Area Chamber of Commerce collectively host the month-long event series. Visit our [Military Appreciation Days](#) webpage to learn more.
  - **Jack Platt Veterans' March with Battlefield Cross Ceremony** – 9:00 a.m., Monday, May 29, Along Ocean Boulevard, 16th to Ninth Avenues North
  - **Memorial Day Remembrance Ceremony** – 11:00 a.m., Monday, May 29, Myrtle Beach Convention Center, 2101 North Oak Street
  - ***Courage in Korea: A Soldier's Story* (Free Military Documentary)** – 2:00 p.m., Monday, May 29, Grand 14 Cinema at The Market Common, 4002 DeVille Street
  - **Festive Brass Concert Performance** – 7:00 p.m., Tuesday, May 30, Ballroom ABC, Myrtle Beach Convention Center, 2101 North Oak Street
4. **Myrtle Beach's "umbrellas only" rule goes into effect Monday, May 29.** The policy was created in 2014 when tents and shading devices became so plentiful at peak times and locations that they blocked access and visibility to the water's edge. Beginning on Memorial Day and ending the day after Labor Day, only circular umbrellas measuring up to 7 ½ feet in diameter are allowed in-line-with, or behind, the established umbrella line.

Non-umbrellas and umbrellas larger than 7 ½ feet in diameter are not allowed, with the exception of infant tents no larger than 4 feet wide by 3 feet deep and 3 feet high. To learn more, see our [Shading Devices](#) webpage. Note that all shading devices measuring less than 12 feet by 12 feet are welcome nine months out of the year. The City of Myrtle Beach’s rules vary in comparison to nearby jurisdictions, including unincorporated Horry County beaches with a “Myrtle Beach” address. Be sure to confirm the jurisdiction and rules before heading to the beach. For information about other rules and amenities, visit our [Beach Laws](#) and [Chair/Umbrella Rentals & Accessibility](#) webpages.

5. **eMYRge’s next Tech Talk Tuesday is set for 8:00 to 9:00 a.m., Tuesday, May 30, at the HTC Aspire Hub, 509 Ninth Avenue North.** The tech get-together includes coffee, carbs, networking and a round-table discussion with local tech professionals. For details, see <https://bit.ly/techtalk530>.
6. **Everyone is invited to celebrate the new splash pad and playground additions at Futrell Park, 1073 Futrell Drive, on Thursday, June 1.** The event is set for 1:00 to 3:00 p.m. and includes a ribbon-cutting ceremony at 2:00 p.m. Mister Softee will provide soft-serve ice cream for free to event attendees. We hope to see you there!
7. **The last spring “Nights at Nance” concert is set for 6:00 to 8:00 p.m., Thursday, June 1.** The free event takes place at Nance Plaza, 825 North Kings Highway, and features the Rich Johnson Band. The “Nights at Nance” Concert Series is sponsored by the Myrtle Beach Downtown Alliance.
8. **June 1 marks the beginning of hurricane season.** Should a hurricane threaten our coast, the City of Myrtle Beach's Emergency Management Division is well prepared to handle whatever Mother Nature sends our way. It is important that our citizens, business owners and visitors are ready for any possible storms. For helpful tips and information about hurricanes, see our [Hurricane Preparedness](#) webpage.
9. **The annual Grand Strand PRIDE at Chapin Park event is set for Friday, June 2, 4:00 to 8:00 p.m., 1410 North Kings Highway.** Grand Strand PRIDE, a 501(c)(3) nonprofit organization, hosts this “party in the park” to celebrate everyone and promote LGBTQ+ inclusion. The event is rain or shine! For media inquiries, please contact Terry Livingston at [terry@grandstrandpride.com](mailto:terry@grandstrandpride.com).

4:00 p.m. – Music by DJ Trevor D, Exhibits and Food Truck

5:00 p.m. – Stilt Walkers and Face Painters

6:00 p.m. – Comments and Acknowledgements

8:00 p.m. – Celebration Ends

10. **Moms Demand Action hosts a “Wear Orange” Gun Violence Awareness Community Gathering on Sunday, June 4, 3:00 to 5:00 p.m.** The event takes place at Myrtle’s Market, 605 Mr. Joe White Avenue, and participants are invited to wear orange clothing. To learn more about the organization, visit <https://momsdemandaction.org/>.
11. **Looking ahead, register to join Myrtle Beach’s tech and business community at the FAST Fest Press Night event on Tuesday, June 6, 5:00 to 6:00 p.m., at the HTC Aspire Hub, 509 Ninth Avenue North.** The free event includes speakers, networking,

food, a FAST Fest preview and more! Attendees will connect with local entrepreneurs, business leaders and other like-minded individuals to learn about the latest industry trends, discuss the economic impact of innovation and learn more about FAST Fest, a free, educational tech conference set for Saturday, September 2, 9:00 a.m. to 10:00 p.m., at HGTC's Conference Center, 950 Crabtree Lane. The event is moderated by Jennifer Hotai, Co-Founder of CauseVerse and Grand Strand Web3 Guild. Press Night speakers include: Anna Strickland, Santee Cooper's Local Government and Economic Development Representative; City of Myrtle Beach's Chief Innovation Officer Howard W. Waldie, IV; and, Nelly Tacheva, CEO and Founder of Tangra. To learn more and register, see <https://bit.ly/eMYRgePressNight>.

**12. 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.

**13. The Vietnam Traveling Memorial Wall arrived in Myrtle Beach and was set-up by hundreds of volunteers ahead of Memorial Day weekend, and that's the subject of our Photos of the Week.**

Regional veteran motorcycle groups joined City of Myrtle Beach and Horry County police officers and the Horry County Sheriff's Office to escort the wall to its location next to Crabtree Memorial Gym. After several hours of construction and landscaping, the wall was ready to welcome visitors thanks to a long list of sponsors and hundreds of volunteers. The wall is smaller than the Vietnam Memorial in Washington, D.C., and stands six feet tall at its center; it covers nearly 300 feet from end-to-end. The names of more than 58,000 service members who gave their lives during the Vietnam War are listed. The wall serves as a solemn reminder of the sacrifices made by Americans soldiers during the conflict. The wall will remain in Myrtle Beach through 2:00 p.m., Sunday, May 28. To view these photos and more, visit our [Photos of the Week Library](#) webpage.

**14. Did you know...** That the names of eight Myrtle Beach residents are listed on the Vietnam War Memorial in Washington, D.C.? The eight are: Neal Ira Best (PFC Army), Wilson Boyd Brown (PFC Army), Thomas Leroy Chandler (SGT Army), Larry Leon Jordan (CPL Army), Willie Lee Keith (SP4 Army), James Louis Reaves (CPL Marine Corps), Willie Dalphus Spivey (SSGT Marine Corps) and John Stephen Wasilow (CPL Army). All were killed in the Vietnam War between 1967 and 1970.

**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 29-June 4, 2023**

**MONDAY, MAY 29**

- **9:00 a.m.** – Myrtle Beach Military Appreciation Days: Jack Platt Veterans’ March and Battlefield Cross Ceremony, Along Ocean Boulevard, 16th to Ninth Avenues North
- **11:00 a.m.** – Myrtle Beach Military Appreciation Days: Memorial Day Remembrance Ceremony, Myrtle Beach Convention Center, 2101 North Oak Street
- **2:00 p.m.** – *Courage in Korea: A Soldier’s Story*, Free Military Documentary, Grand 14 Cinema at The Market Common, 4002 DeVille Street

**TUESDAY, MAY 30**

- **7:00 p.m.** – Myrtle Beach Military Appreciation Days: Free Festive Brass Concert, Myrtle Beach Convention Center, 2101 North Oak Street

**WEDNESDAY, MAY 31**

- No Meetings Scheduled

**THURSDAY, JUNE 1**

- **9:00 a.m.** – Cultural Resources Committee, First Floor Conference Room, City Hall, 937 Broadway Street
- **1:00 to 3:00 p.m.** – Party in Futrell Park: New Splash Pad and Playground Celebration (*Ribbon-Cutting Ceremony – 2:00 p.m.*), 1073 Futrell Drive
- **1:30 p.m.** – Community Appearance Board, Conference Room, City Services Building, 921 North Oak Street
- **6:00 to 8:00 p.m.** – Free “Nights at Nance” Concert: Rich Johnson Band, Nance Plaza, 825 North Kings Highway

**FRIDAY, JUNE 2**

- No Meetings Scheduled

**SATURDAY, JUNE 3**

- No Meetings Scheduled

**SUNDAY, JUNE 4**

- No Meetings Scheduled

**City of Myrtle Beach  
Cultural Resources Committee  
9:00 a.m., Thursday, June 1, 2023  
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 843-918-1065 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**

**C. Discussion Items:**

1. Welcome New Committee Members
2. Poet Laureate Next Steps
3. Muralist RFP 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, June 1, 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:** May 18, 2023, Meeting

**C. Old Business**

**D. New Business:**

**Sign Permit Applications**

1. **Imagination Station – 2103 Cromley Circle:** Requests approval of (1) new 4'h x 6'w HDU dimensional sign face mounted to the existing freestanding posts. (Signworks)
2. **Breeza – 204 Ninth Avenue North:** Requests approval of (2) 44" h x 10' w internally lit channel letters mounted on a raceway to the building. (Signworks)
3. **7 Eleven – 8201 North Kings Highway:** Requests approval of (1) 6'h x 8'w monument style sign with 12" tall channel letters and two changeable fuel-pricing areas, (2) 24" h x 10'9" w internally lit channel letters mounted to the building, (2) 2'h x 2'w pan faced sign cabinets with flat graphics mounted to the side and rear of the building, (2) 2'h x 2'h pan faced sign cabinets with flat graphics mounted to the fuel canopy façade, and 7" tall 7 Eleven banding on the storefront windows. (Shytle Signs and Lighting Services)
4. **Nathan's Hot Dogs, Scoops Ice Cream, Arthur Treacher's – 1401 South Kings Highway:** Requests approval of (1) new 10'h x 9'8" w internally lit monument sign with three tenant panels made of pan and embossed acrylic to replace the existing monument sign. (Heritage Signs)
5. **The Salty Butcher – 7901 North Kings Highway:** Requests approval of (1) 6'1" h x 8'8" w flat acrylic sign face in the existing monument sign and (2) sets of 39" h x 12'1" w internally lit channel letters mounted to the front and rear building facade. (Palmetto Pirate Printing)
6. **Tropical Seas – 2807 South Ocean Boulevard:** Requests approval of (1) new 7'6" h x 21'8" w internally lit channel letters mounted on a raceway to the building. (ASL Signs)
7. **Island Vibe Café & Coffee House – 533 Broadway Street:** Requests approval of (1) 2'8" h x 6'1" w internally lit dimensional channel capsule mounted to the building. (Seaboard Signs)
8. **Café Atmosphaera – 3620 Walton Drive, Unit C-1:** Requests approval of (4) 38" h x 38" w flat vinyl graphics applied to the storefront windows. (Seaboard Signs)

9. **House of Cars – 512 Eighth Avenue North:** Requests approval of (1) 3'6" h x 2'9" w projecting sign made of HDU and aluminum composite materials mounted to the building with a new aluminum scroll bracket. The projecting sign will have 11' clearance from the bottom of the sign to the sidewalk. (Seaboard Signs)
10. **Myrtle Wheels E Bikes – 3530 North Gate Drive:** Requests approval of (1) 20" h x 6' w router cut aluminum sign to go in the multi-tenant freestanding sign and (1) 16.5" h x 17'11" w internally lit channel letters mounted to the building. (Seaboard Signs)
11. **Sheraton Vacation Club – 3301 Robert M. Grissom Parkway:** Requests approval of (1) new 5'6" w x 10' h internally lit monument sign with push-through acrylic letters. The overall height of the sign with the existing landscaping base will be around 12.5' from grade. (Seaboard Signs)
12. **Luxury Auto Spa – 3301 Robert M. Grissom Parkway:** Requests approval of (1) 14" h x 17'1" w vinyl graphics and (1) 30" h x 12'9" w vinyl graphics applied to the existing awnings. The existing awnings will be repainted and new vinyl applied where the original vinyl was applied. (Seaboard Signs)
13. **Mr. Fry – 224 Seventh Avenue South:** Requests approval of (8) 10.5" h x 30" w vinyl graphics applied to the front and rear windows and doors of the restaurant unit. (Design the Sign)
14. **Tienda Milagro – 1500 Highway 501:** Requests approval of (1) new 3' h x 6' w internally lit box sign with a flat acrylic sign face. (ED Signs of Myrtle Beach)

#### **Combination Permit Applications**

1. **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 (2) existing signs. (Taylor Architecture)
2. **ReFuel – 1051 Green Teal Drive:** Requests approval of (4) 5' h x 10'9" w sign cabinets with acrylic faces that have a mix of embossed and flat lettering applied to each façade of the building and (1) 5' h x 10' w cabinet on an 8' h monument sign which includes the changeable fuel pricing sign area. In addition, the applicant is requesting approval of (5) pole mounted parking lot lights and (24) exterior building mounted lights. (Palmetto State Sign / W.E.C. LLC)
3. **The Landing at Coventry, PIN #447-00-00-0007 (also known as Coventry Marketplace Apartments):** Requests a conceptual/final review for (1) 4-story multi-family residential with attached leasing center for a total of 125 units, (13) 2-story multi-family residential with tuck-under garages for a total of 130 units, 6,115 square foot clubhouse, maintenance/carwash, dumpster/compactor enclosure, parking, and landscaping. In addition, requests approval of (42) Santee Cooper pole mounted parking lot lights. (Thomas & Hutton)

#### **Building Permit Applications**

1. **Hilton Dual Brand – 2801 and 2805 South Ocean Boulevard:** Requests a final review for a 12-story hotel 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 with new

landscaping, dumpster enclosure, and 5' tall aluminum picket pool-fence. In addition, requests approval of (2) 25' OAH pole mounted lights and (15) building mounted lights. (ODA Architecture)

2. **Waypoint Residential (Mason Myrtle Beach Apartments) – Off Wild Iris Drive/West of Robert M. Grissom Parkway (PIN# 421-00-00-0015 and 420-04-03-0002):** Request a conceptual/final review for revisions to a previously approved 360 unit apartment complex comprised of (9) apartment buildings, (6) garage buildings, parking, landscaping, and dumpster screening. Amenities include a pool, pickle ball court, fencing, and Clubhouse/Amenity Center. (DRG-Development Resource Group)
3. **Forest Dunes Plaza – 5900 North Kings Highway:** Requests a conceptual/final review to remove existing wood fence and replace it with a 6' tall vinyl privacy fence in classic clay color. (Owner)
4. **Chamber of Commerce – 1200 North Oak Street:** Requests a conceptual/final review to add (2) EV charging stations. (APPCO Power Solutions)
5. **The Willows – 7075 Cuddy Lane:** Requests a conceptual/final review to add (3) EV charging stations. (Melton Electric Company, Inc.)
6. **AVIS – 1090 Radar Road:** Requests a conceptual/final review to add (10) EV charging stations. (APEX Energy Tek)
7. **Verizon Antennas at Aqua Beach Inn – 1301 Withers Drive:** Requests a conceptual/final review for removing and adding antennas, RRU's, and similar equipment to an existing wireless telecommunication facility. (Tower Engineering Professionals)
8. **Verizon Antennas at Sun N Sand Resort – 2701 South Ocean Boulevard:** Requests a conceptual/final review for adding antennas, OVP box, and hybrid fiber. (Tower Engineering Professionals)
9. **Verizon Antennas at HTC – 3338 Huger Street:** Requests a conceptual/final review for adding and replacing antennas, replacing RRU's, adding an OVP box, and swapping coax for hybrid cable. (Tower Engineering Professionals)
10. **5 de Mayo Mexican – 603 South Kings Highway:** Requests a conceptual/final review to paint roof mansard and stain stone bottom water table. (Owner)
11. **Red Roof Inn – 2801 South Kings Highway:** Requests a conceptual/final review to repaint the building exterior. (Renovia)
12. **Sun Century Apartments – 3500 North Oak Street:** Requests a conceptual/final review to paint the building exterior, add pavers, 4' and 6' tall white vinyl fence, and landscaping. (Owner)
13. **South Shore – 201 Bryson Court, Unit 2, and 202 Bryson Court, Unit 4:** Requests a conceptual/final review for revisions to color and material palette. (Tangent Development)



14. **South Myrtle HPR – Lot 9, Myrtle Street/Collins Street (PIN #443-05-01-0038):** Requests a conceptual/final review for (4) single-family residences, driveways, and landscaping. (Kinfolk Investments, LLC)

15. **Happy Holiday Motel I – 507 North Ocean Boulevard:** Requests a conceptual/final review for exterior renovations. (Ballard Architects)

16. **Happy Holiday Motel II – 509 North Ocean Boulevard:** Requests a conceptual/final review for exterior renovations. (Ballard Architects)

**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**