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# Media Advisory

**To:** Myrtle Beach Media  
**From:** Kaycey Hall Vrettos  
**Date:** June 30, 2023  
**Re:** Meeting Schedule and Agendas

1. Next week's [meeting schedule](#) is attached.
2. **Myrtle Beach's Cultural Resources Committee is seeking applicants for the city's new Poet Laureate!** Appointed by Council, this two-year position will be the poetic voice of Myrtle Beach, working to promote cultural heritage, literacy and creative writing among residents of all ages. Duties will include appearances at civic events, schools, community centers and libraries. See <https://www.cityofmyrtlebeach.com/poetlaureate.pdf> for a full list of requirements, term information, submission directions and an application. Questions? Contact Brian Schmitt at [bschmitt@cityofmyrtlebeach.com](mailto:bschmitt@cityofmyrtlebeach.com).
3. **As a reminder, City of Myrtle Beach offices and facilities will be closed Tuesday, July 4, to observe the Independence Day holiday.** However, solid waste and recycling will be collected on the regular Monday-through-Thursday schedule.
4. **Myrtle Beach Downtown Alliance hosts a special fireworks show for Independence Day on Tuesday, July 4, at 9:00 p.m.** Fireworks will be launched from Second Avenue Pier, and the show will be viewable along the city's beachfront and Ocean Boulevard. *(Note: Residents and visitors with sound sensitivities, Autism Spectrum Disorder or PTSD, please plan ahead to wear noise-cancelling headphones at 9:00 p.m. or avoid the beachfront area. Don't forget to prepare for pets with anxiety, too!)*
5. **Looking ahead, Savannah's Playground will be closed Tuesday and Wednesday, July 11-12, for maintenance.** The park, 1010 Crabtree Lane, will reopen and welcome guests at 8:00 a.m., Thursday, July 13.

- 6. Online vendor registration for the popular South Carolina's Largest Garage Sale opens at 8:00 a.m., Tuesday, July 11.** The garage sale is 7:00 a.m. to 2:00 p.m., Saturday, September 9, at the Myrtle Beach Convention Center, 2101 North Oak Street. For details and to register, visit the [SC's Largest Garage Sale](#) webpage.
- 7. Myrtle Beach's eMYRge hosts a "C-Suite Startup Superstars" panel discussion on Tuesday, July 18, 5:30 to 7:30 p.m.** This free event takes place at the HTC Aspire Hub, 509 Ninth Avenue North. Special guests include Rob Cheng, Joe Clarke and Daniel O'Sullivan. Moderated by eMYRge Executive Director Barb Royal, these experienced startup experts with C-level positions in multi-million dollar companies will offer industry insights, advice and tips on how to become standout leaders in business and beyond. A networking session is set for 5:30 to 6:00 p.m., with the panel discussion from 6:00 to 7:00 p.m. A question-and-answer session will follow, 7:00 to 7:30 p.m. Space is limited! For panelist bios and to register, see <https://bit.ly/eMYRgeEvents>.
- 8. Would you like to serve on a volunteer board for the City of Myrtle Beach?** Council appoints volunteers to serve on city committees. Every applicant is subject to a background check. Visit the [Volunteer Board Application](#) webpage to learn more and apply. Questions? Send an email to City Clerk Jennifer Adkins at [jadkins@cityofmyrtlebeach.com](mailto:jadkins@cityofmyrtlebeach.com). The following boards have upcoming reappointments or vacancies:
  - Accommodations Tax Advisory Committee (1 Hospitality Industry Seat)
  - Bicycle and Pedestrian Committee (3 Seats)
  - Myrtle Beach Convention Center Hotel Board of Directors (3 Seats)
  - Standard Code Board of Adjustments and Appeals (1 Licensed Contractor Seat)
  - Technology Advisory Group (4 Seats)
- 9. The July 2023 issue of Myrtle Beach's Progress Report newsletter is now available online.** This [quarterly publication](#) is produced by the Public Information Department.
- 10. A comprehensive list of city-related activities, events, festivals and recreation programs is available online.** The [Events](#) webpage, a downloadable PDF file, is updated weekly.
- 11. New Myrtle Beach firefighters experienced hands-on training as members of Recruit Class 36, and that's the subject of our Photos of the Week.** These photos show recruits as they participated in F.L.A.G. (Flammable Liquids and Gas) and auto extrication exercises at Station No. 3, 2108 South Kings Highway. The F.L.A.G. drills included live-burn scenarios, with a focus on team coordination to put out flames. Every firefighter recruit completes more than a dozen courses required for certification. Recruit Class 36 graduated today, Friday, June 30, after 24 weeks of in-class and hands-on learning. Congratulations, all, and welcome to the City of Myrtle Beach team! To view these photos and more, visit our [Photos of the Week Library](#) webpage.
- 12. Did you know...** That country music's Alabama played for tips as The Bowery's house band in the 1970s in downtown Myrtle Beach? In 1969, cousins Jeff Cook, Teddy Gentry, and Randy Owen formed a new band, called "Young Country." By 1972, the group expanded to include friend and drummer Bennett Vartanian. When the band relocated from Fort Payne, Alabama, to Myrtle Beach in 1973, they played six nights-a-week for tips as The Bowery's

house band. With a new name, “Alabama,” drummer Mark Herndon joined the band. They stayed in Myrtle Beach for seven summers and, in April 1980, the group signed with industry giant RCA. The “My Home’s in Alabama” anthem was Alabama’s first single. Alabama’s second song, “Tennessee River,” was dropped in May 1980 and topped the charts, kicking off a 21-consecutive string of number-one hits. Alabama quickly became a prominent force in the industry. Accomplishments include: a total of 42 number-one singles; 21 gold, platinum, and multi-platinum albums; more than 73 million records sold; and, more than 150 industry awards to include eight Country Music “Entertainer of the Year” honors, two Grammys, and two People’s Choice Awards. Alabama was named “Artist of the Decade” by the Academy of Country Music and “Country Group of the Century” by the Recording Industry Association. Fittingly, the group was inducted into the Country Music Hall of Fame and has a star alongside the world’s most famous entertainers on Hollywood’s Walk of Fame. Even country music novices will recognize at least one of these Alabama hits: “Song of the South,” “Born Country,” “I’m in a Hurry,” “Mountain Music,” “Dixieland Delight,” “Angels Among Us,” “High Cotton,” “Roll On 18 Wheeler,” “Love in the First Degree,” “Feels So Right,” “If You’re Gonna Play in Texas,” “The Closer You Get,” and “Christmas in Dixie.” To honor their time in Myrtle Beach, Alabama released “Dancin’, Shaggin’ on the Boulevard” as a tribute to the Grand Strand in 1997. The hit song’s [music video](#) shows footage of Myrtle Beach, with lyrical references to Magic Attic, Peaches Corner, the Sun Fun Festival, and more.

**For more information, contact:**

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

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

**CITY OF MYRTLE BEACH  
MEETING SCHEDULE  
July 3-9, 2023**

**MONDAY, JULY 3**

- **6:00 p.m.** – South Beach Neighborhood Watch, First Floor Meeting Room, Regency Towers, 2511 South Ocean Boulevard

**TUESDAY, JULY 4**

- **Independence Day Holiday Observed** – All City of Myrtle Beach Offices and Facilities Closed, Solid Waste and Recycling Collected on Regular Schedule
- **9:00 p.m.** – Myrtle Beach Downtown Alliance hosts Independence Day Fireworks Show, Second Avenue Pier, Viewable Along Beachfront

**WEDNESDAY, JULY 5**

- **6:00 p.m.** – Withers Swash Neighborhood Watch, Myrtle Beach Train Depot, 851 Broadway 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

**THURSDAY, JULY 6**

- **9:00 a.m.** – Cultural Resources Committee, First Floor Conference Room, City Hall, 937 Broadway Street
- **1:30 p.m.** – Community Appearance Board, Conference Room, City Services Building, 921 North Oak Street

**FRIDAY, JULY 7**

- No Meetings Scheduled

**SATURDAY, JULY 8**

- No Meetings Scheduled

**SUNDAY, JULY 9**

- No Meetings Scheduled

**City of Myrtle Beach  
Cultural Resources Committee  
9:00 a.m., Thursday, July 6, 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 Minutes**

**C. Discussion Items:**

1. Poet Laureate Next Steps
2. Mural 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, July 6, 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:** June 15, 2023

**C. Old Business**

**D. New Business:**

**Sign Permit Applications**

1. **Griffin Eye Center – 900 Medical Circle:** Requests approval of (1) 1'10"h x 26'7"w non-lit aluminum letters and logo mounted to the building. (Tyson Sign Company)
2. **Grand Strand Medical Center HR Building – 904 Medical Circle:** Requests approval of (1) new 6'h x 6'2"w non-lit monument sign with flat vinyl graphics. (Tyson Sign Company)
3. **Lotus Multi-tenant Center – 1370 and 1390 Farrow Parkway:** Requests approval of (1) 7'h x 10'w externally lit multi-tenant monument sign. (Signworks)
4. **Prime Bar & Grill (formally known as Prime Chicken) – 1803 North Kings Highway:** Requests approval of (1) 14'h x 7'w internally lit freestanding sign with a 3'h x 6'w CEVMS and (1) 7'h x 6'w internally lit building mounted sign. (Signworks)
5. **Mura Restaurant – 1390 Farrow Parkway, Units 3A-B:** Requests approval of (1) 3'h x 7'6"w internally lit channel letters mounted to an acrylic panel on the building and (1) 2'h x 1'w internally lit acrylic blade sign mounted at the entrance door. (ASL Signs)
6. **Lekker Eats – 3751 Robert M. Grissom Parkway:** Requests approval of (1) 27"h x 10'8"w non-lit building mounted signs constructed of channel letters and a PVC border. (Skyline Signs)
7. **Circle K – 3305 North Kings Highway:** Requests approval of re-facing the existing freestanding sign with a new acrylic panned face and two fuel pricing sign areas. (E&E Signs)
8. **Polynesian Oceanfront Hotel – 1001 South Ocean Boulevard:** Requests approval of re-facing the 5'10"h x 11'9"w cabinet on the existing 21'2"h freestanding sign. (E&E Signs)
9. **Solid Rock Church/Faith First Academy – 803 Howard Avenue:** Requests approval of (1) 5'h x 3'4"w non-lit building mounted sign consisting of acrylic letters and logo. (E&E Signs)

10. **A & B Tobacco and Vape – 1258 Third Avenue South:** Requests approval of (1) 3'h x 14'w internally lit channel letters mounted to the building. (Coastal Signs)
11. **Total By Wireless – 303 Broadway Street:** Requests approval of (1) 4'h x 4'w projection sign mounted to the building with a minimum of 9' clearance. (Coastal Signs)
12. **Palms By The Beach – 1900 South Ocean Boulevard:** Requests approval of re-facing the 3'h x 8'w sign cabinet on the existing 16'h freestanding sign with internally lit channel letters. (Coastal Signs)
13. **Jax Wax – 1411 17th Avenue South:** Requests approval of (1) 3'h x 10'w non-lit building mounted sign with acrylic letters mounted on an aluminum panel. (Image 360)
14. **Lucid Coast Candle Company – 512 Ninth Avenue North:** Requests approval of (1) 4'h x 8'w plywood sign with flat vinyl graphics attached to the building. (Owner)
15. **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)
16. **Edward Jones – 399 Seaboard Street:** Requests approval of (3) window graphics of various sizes applied to the storefront windows and doors. (Seaboard Signs)
17. **Punta Cana Bar & Grill – 633 Robert M. Grissom Parkway:** Requests approval of (1) 6'h x 10'w internally lit building mounted sign consisting of channel letters & logo mounted on an aluminum panel and (3) vinyl graphics applied to the storefront doors of various sizes. (Seaboard Signs)

### **Combination Permit Applications**

1. **Farrow Exchange/Myrtle Wheels E Bikes – 3530 North Gate Drive:** Requests a conceptual/final review for exterior building façade alterations including the installation of a new storefront entrance door. In addition, applicant is requesting approval of (1) 16.5"h x 17'11"w internally lit channel letters mounted to the building. (Seaboard Signs/Graham Leigh Architecture)
2. **Key West Village at Broadway at the Beach – 1169-1183 Celebrity Circle:** Requests a conceptual/final review for different building colors than what was originally approved for the project. In addition, the applicant is requesting (35) 25' tall pole mounted lights that will be installed at the Popstroke location inside of the Key West Village. (Broadway at the Beach, Inc./Seaboard Signs)
3. **Taco Bell – 1307 North Kings Highway:** Requests a conceptual/final review for the painting of the existing building to the new Taco Bell corporate brand colors. In addition to the alterations on the building, the applicant also requests approval of (1) 3'6"h x 3'10"w Taco Bell Logo and (1) 14"h x 8'6"w "Taco Bell" channel lettering mounted to the building and the re-facing of the existing 6'9"h x 4'6"w cabinet on the existing monument sign. (Taylor Architecture)

4. **Sam's Club – 1946 Mr. Joe White Avenue:** Requests a conceptual/final review for the painting of the existing building façade, painting of the gas canopy, revisions to the existing landscaping plan and a new 6' tall white vinyl fence around the loading docks for the store. In addition, the applicant requests approval of (1) 2'6"H x 19'5"w internally lit "Sam's Club" and logo channel letters mounted on the front of the building, (1) 10'h x 6'4"w "Sam's Club" and logo channel letters mounted on the side of the building, (1) 1'5"h x 6'5"w non-lit "Pharmacy" plastic letters, (1) 1'h x 10'5"w non-lit "Tire Installation" directional sign mounted to the building, (1) 1'h x 10'7"w internally lit "Sam's Club" and logo mounted to the fuel canopy and (2) 10'h x 13'w flex faces in the existing 26'h freestanding signs. (Owner)

### **Building Permit Applications**

1. **Emmens Preserve Townhomes – Culbertson Avenue:** Requests a conceptual/final review for an amendment to the approved color palette of the townhomes. (Emmens Preserve HOA)
2. **Sparks Residence – 8926 North Ocean Boulevard:** Requests a conceptual/final review of a new 54" tall white aluminum fence around the pool. (East Coast Fence)
3. **Whitt Residence – 6304 North Ocean Boulevard:** Requests a conceptual/final review for alterations to the oceanfront home that will have it match the new detached garage that was approved at the August 19, 2021 CAB meeting. (Owner)
4. **5 de Mayo – 603 South Kings Highway:** Requests a conceptual/final review of the painting of the existing restaurant building. (Owner)
5. **The Salty Butcher – 7901 North Kings Highway:** Requests a conceptual/final review of the addition of a walk-in freezer on the rear of the building. (Owner)
6. **Verizon Antennas at Aqua Beach Inn – 1301 Withers Drive:** Requests a conceptual/final review for alterations to the existing Verizon Wireless antenna array on the top of the building. (Tower Engineering Professionals)
7. **Verizon Antennas at Sun N Sand Resort – 2701 South Ocean Boulevard:** Requests a conceptual/final review for alterations to the existing Verizon Wireless antenna array on the top of the building. (Tower Engineering Professionals)
8. **Goowear Clothing and Apparel – 519 Broadway Street:** Requests a conceptual/final review of building façade alterations to include the changing of the paint color for the trim and the addition of a new black awning over the storefront entrance. (Gooteam/Beach One Realty)
9. **Treasure Hunt Binz – 1000 South Kings Highway:** Requests a conceptual/final review for revisions to the existing landscaping plan. (Houck Contracting, LLC)
10. **Boardwalk Parking – 1009 Chester Street:** Requests a conceptual/final review for a new payment kiosk and gated access control to an existing paid parking lot. (Owner)
11. **Hilton Dual Brand Hotel, Second and Third Row Parking (Horry County PIN #445-08-02-0047 and #445-08-01-0006):** Requests a conceptual/final review of the second and third row parking lots and landscaping that will service the new dual brand Hilton hotel on the oceanfront lot. (DRG)



12. **Palm Ridge – 310 73rd Avenue North:** Requests a conceptual/final review for the painting of the building. (Ally Management, Inc.)
13. **Serenity at 65th – 701 65th Avenue North:** Requests a conceptual/final review for the installation of a parking lot security gate on the secondary entrance that connects to 64th Avenue North. (Progress Carolina, LLC)
14. **Grande Dunes Marina Tract (Horry County PIN #421-02-02-0002):** Requests a conceptual/final review of a residential paired villa neighborhood and a Grande Dunes style wall and landscaping along Highway 17 Bypass. (Pulte Home Company)
15. **Moe's BBQ – 6108 North Kings Highway:** Requests a conceptual review of alterations to an existing restaurant building. (D3G Architects, LLC)
16. **Imperfecto Cantina – 950 Cipriana Drive, Unit B8:** Requests a conceptual review of building façade alterations to an existing restaurant unit in the shopping center. (Miller Design Services)
17. **Laurel Oaks Apartments – Corner of Highway 15 and 17th Avenue South:**  
Requests a conceptual review of a multi-family apartment project that includes five three-story buildings, a clubhouse, pool, playground and walking path amenities. (LDG Development)

**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**