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Media Advisory

To: Myrtle Beach Media
From: Kaycey Hall Vrettos
Date: July 14, 2023
Re: Meeting Schedule and Agendas

1. Next week's [meeting schedule](#) is attached.
2. **Myrtle Beach's municipal election is set for Tuesday, November 7, 7:00 a.m. to 7:00 p.m.** Registered voters will select three councilmembers to serve four-year terms, 2024-2028. City elections are non-partisan and representatives serve all city residents (no Council districts). After the polls close at 7:00 p.m., the Myrtle Beach Election Commission will count ballots and provide unofficial results at the Ted C. Collins Law Enforcement Center, 1101 North Oak Street. All are welcome to attend. Then, Election Commissioners will certify results at a public meeting on Thursday, November 9. The number of votes required to win is determined by dividing the total number of votes cast by the number of seats available (three), and then dividing the result by two – plus one. If needed, a run-off election will take place two weeks after Election Day on Tuesday, November 21, 7:00 a.m. to 7:00 p.m. To learn more, see our [Municipal Elections & Polling Places](#) webpage.
3. **The Myrtle Beach City Council candidate filing period opens at noon on Thursday, August 24, and closes at noon on Friday, September 8.** Prospective candidates must file a Statement of Candidacy (no fee) with City Clerk Jennifer Adkins at City Hall, 937 Broadway Street. The South Carolina Ethics Commission also requires a statement of economic interest and a campaign disclosure form. For additional details, call 843-918-1004 or send an email to jadkins@cityofmyrtlebeach.com.
4. **To cast a ballot, Myrtle Beach citizens must register to vote.** Download the [South Carolina Election Commission's Voter Access Brochure](#) to learn more about registration, curbside voting, absentee ballots, options for voters with disabilities, and ballot marking

devices. For a step-by-step guide to register, visit <https://vote.gov/register/sc/>. Questions? Call 843-915-5440, send an email to hcg.votersregistration@horrycountysc.gov, or visit the Horry County Voter Registration Office, 1515 Fourth Avenue, in Conway.

5. **As a reminder, temporary political signs are allowed on private property within 45 days of Election Day in Myrtle Beach.** However, such signs are not allowed on public property, rights-of-way or utility poles. Political signage must be no larger than four feet wide and four feet tall. Note that City of Myrtle Beach staff will remove illegally-placed signs from public property. All political signage must be removed within five days of the election.
6. **Myrtle Beach's eMYRge hosts a free "C-Suite Startup Superstars" panel discussion on Tuesday, July 18, 5:30 to 7:30 p.m.** Register today! The 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, three 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>.
7. **Give the gift of life at the City of Myrtle Beach's American Red Cross Blood Drive on Wednesday, July 19, 8:00 a.m. to 12:00 p.m.** This event takes place at the John T. Rhodes Myrtle Beach Sports Center, 2115 Sports Center Way. To schedule an appointment, see <https://www.redcrossblood.org> and use sponsor code "CITYMB."
8. **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.
9. **A group of Myrtle Beach middle schoolers recently enjoyed the surf and sandy turf at Beach Camp, and that's the subject of our Photos of the Week.** Last month, twenty beach-loving tweens and young teens learned how to surf and made lasting memories alongside City of Myrtle Beach staff. Recreation Leader Aaron Frobase served as surf instructor and the "big kid in charge." Members of the Myrtle Beach Fire Department's Ocean Rescue Division were on hand to answer questions and cover beach and water safety topics with the young swimmers. Back on dry land, campers built large sandcastles with new friends. A good time was had by all! This annual camp is part of the Parks, Recreation and Sports Tourism Department's popular summer camp series. To view these photos and more, visit our [Photos of the Week Library](#) webpage.
10. **Did you know...** That the City of Myrtle Beach issued 7,751 building permits during Fiscal Year 2022-23, with a total construction value of \$426,013,733? That's 1,267 fewer permits and \$139 million less in total value when compared to the previous year, a sign that construction has cooled some, post-COVID. Ending June 30, the Fiscal Year 2022-23 totals include \$239,316,689 in residential construction and \$186,697,044 in commercial construction. These numbers reflect 517 new single-family residences, 10 new multifamily

buildings, 24 new commercial buildings, 264 roof permits, 207 fence permits, 104 new swimming pools, 24 demolitions and eight mobile homes, all within Myrtle Beach city limits.

For more information, contact:

Mark Kruea, Public Information Officer, City of Myrtle Beach
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<https://myrtlebeachpointofview.wordpress.com/>

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

**CITY OF MYRTLE BEACH
MEETING SCHEDULE
July 17-23, 2023**

MONDAY, JULY 17

- **8:30 a.m.** – Department Directors’ Meeting, Conference Room, City Services Building, 921 North Oak Street
- **3:00 p.m.** – Charlie’s Place Advisory Committee, Charlie’s Place, 1420 Carver Street
- **6:00 p.m.** – Booker T. Washington Neighborhood Watch, Ballroom, Mary C. Canty Recreation Center, 971 Canal Street
- **6:00 p.m.** – Carrie Mae Johnson Neighborhood Watch, Ballroom, Mary C. Canty Recreation Center, 971 Canal Street
- **6:00 p.m.** – Harlem Neighborhood Watch, Ballroom, Mary C. Canty Recreation Center, 971 Canal Street
- **6:00 p.m.** – Palmetto Greens Neighborhood Watch, 2900 Mashie Drive

TUESDAY, JULY 18

- **9:00 a.m.** – Monthly City Council Workshop, Council Chamber, Ted C. Collins Law Enforcement Center, 1101 North Oak Street
- **1:30 p.m.** – Planning Commission, Conference Room, City Services Building, 921 North Oak Street

WEDNESDAY, JULY 19

- **8:00 a.m. to 12:00 p.m.** – City of Myrtle Beach hosts American Red Cross Blood Drive, John T. Rhodes Myrtle Beach Sports Center, 2115 Sports Center Way
- **2:00 p.m.** – Beach Advisory Committee, First 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.** – Sweetgrass North 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.** – 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, JULY 20

- **1:30 p.m.** – Community Appearance Board, Conference Room, City Services Building, 921 North Oak Street
- **1:30 p.m.** – Grande Dunes Neighborhood Watch, Check-In at Concierge Desk, Portside at Grande Dunes, 901 Portside Drive
- **1:30 p.m.** – Northwood Neighborhood Watch, Check-In at Concierge Desk, Portside at Grande Dunes, 901 Portside Drive
- **4:30 p.m.** – Human Rights Commission, First Floor Conference Room, City Hall, 937 Broadway Street

FRIDAY, JULY 21

- No Meetings Scheduled

SATURDAY, JULY 22

- No Meetings Scheduled

SUNDAY, JULY 23

- No Meetings Scheduled

**City of Myrtle Beach
Charlie's Place Advisory Committee
3:00 p.m., Monday, July 17, 2023
Charlie's Place
1420 Carver Street, Myrtle Beach, SC 29577**

ANYONE WHO REQUIRES AN AUXILIARY AID OR SERVICE FOR EFFECTIVE COMMUNICATION OR PARTICIPATION SHOULD CONTACT 843-918-1061 AS SOON AS POSSIBLE, BUT NO LATER THAN 48 HOURS BEFORE THE SCHEDULED EVENT.

A. Call to Order

B. Approval of Minutes

C. Discussion and Updates:

1. The Market – Review of July Event
2. Future Dates for The Market – August 19 and September 16
3. Charlie's Place Rental Incubator Units – Two on Wait List
4. Facility Rentals – Evans/Thomas Family Reunion (July 2) and Mary Riley (July 21)
5. Security
6. Tours

D. Announcements: Juneteenth Thank You

E. Comments/Questions

F. Adjourn

MONTHLY CITY COUNCIL WORKSHOP
9:00 A.M., TUESDAY, JULY 18, 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. Report and Discussion – City Council and Community Appearance Board

C. Executive Session*

D. 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
Planning Commission
1:30 p.m., Tuesday, July 18, 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 MEETING.

A. Call Meeting to Order

B. Matters of Order: Approval of June 20, 2023 Meeting Minutes

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. Matters of Business:

1. **STN 23-09 Golf Tract 20:** Request from GDMB Golf Lot Co., LLC (Cameron Parker, Representative, Development Resource Group), to name 10 new streets located off of Grand Dunes Boulevard as, "Biella Court, Emporda Place, Villaitana Court, Catalunya Court, Montecastillo Place, Circolo Avenue, Acquasanta Way, Verdura Way, Alcaidesa Court and Cabopino Place." ***Public Hearing***
2. **RESOLUTION 23-01 Hirsch Street Name:** Resolution to name a future downtown street in honor of former Mayor Robert Hirsch when the opportunity arises.

E. Presentation of New Applications:

1. **PRE-FIN 22-08 12th Avenue South:** Request by Mark Donevant, Earthworks Group, to revise a previously approved subdivision to subdivide approximately 3.30 acres zoned RMM (Multifamily Medium Density) along 12th Avenue South at its intersection with South Oak Street into 18 single family lots, replace the existing dead-end street with a cul-de-sac, and create an additional lot to accommodate a pump station, with both conveyed to the City of Myrtle Beach (TMS #181-13-21-083 and #181-13-21-042).
2. **TEXT 23-09 Seaside Farms PUD:** Request by Robert S. Guyton to create a new Planned Unit Development, known as "Seaside Farms," featuring both multi-family and rental units, along with one or more commercial outparcels.
3. **ANEX 23-05 Seaside Farms PUD:** Request by Robert S. Guyton to annex approximately 17.84 acres along Pine Island Road (PIN #425-00-00-0313) into the City of Myrtle Beach and rezone the property from Horry County HC (Highway Commercial) to PUD (Seaside Farms Planned Unit Development).
4. **TEXT 23-08 17th Avenue North PUD:** Request by Robert S. Guyton to amend the 17th Avenue North PUD to: accommodate additional amenity elements on the oceanfront; modify a building set-back on the oceanfront; and, revise second row signage to direct parking to second row to avoid congestion in the Ocean Boulevard right-of-way.

5. **ENCR 23-02 17th Avenue North PUD:** Request by Robert S. Guyton to encroach approximately 1200 sq. ft. above the Ocean Boulevard right-of-way, between 17th and 18th Avenues North, to construct an elevated pedestrian walkway connecting oceanfront amenities and food service with second row guest rooms and parking.
6. **Z 23-01 23rd Avenue North PUD:** Request by Boardwalk Motel, LLC (Jeff King, Representative, King/Cunningham Attorneys at Law) to rezone three parcels totaling approximately 1.3 acres along North Ocean Boulevard, south of 23rd Avenue North (PIN #424-14-01-0136, #424-15-02-0212 and #424-15-02-0213), from 21st Avenue North PUD to new 23rd Avenue North PUD, and three parcels totaling approximately 2.08 acres along Withers Drive and 23rd Avenue North (PIN #424-15-02-0001, #424-15-02-0009 and #424-15-02-0010), from MU-H (Mixed Use High Density) to new 23rd Avenue North PUD. (*Continued 05/02/23*)

F. Communications from the Planning Commission

G. Communications from City Staff: Myrtle Beach Next

H. Meeting Adjournment

**City of Myrtle Beach
Beach Advisory Committee
2:00 p.m., Wednesday, July 19, 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 843-918-1008 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 Franchise
5. Parasail Jet Ski Update/Operator Report
6. Water Quality/Stormwater Update
7. Special Events Report

E. Discussion Items:

1. Lifeguard of the Week
2. Beach Wheelchair Program
3. Lifeguard Appreciation Event
4. Non-Agenda Items from the Public

F. Comments from the Public

G. Executive Session: The board may take action on items discussed in Executive Session when the Public Session resumes.

H. Adjourn

**City of Myrtle Beach
Community Appearance Board
1:30 p.m., Thursday, July 20, 2023
Conference Room, City Services Building
921 North Oak Street, Myrtle Beach, SC 29577**

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A. Roll Call

B. Approval of Minutes: July 6, 2023 Meeting

C. Old Business

D. New Business:

Sign Permit Applications

1. **Breeza – 7600 North Kings Highway:** Requests approval of adding (1) set of 33”h x 8’w internally lit channel letters to the existing 14’ tall freestanding sign and (1) set of 4’h x 12’w internally lit channel letters to the front of the building. (Signworks)
2. **Deluxe Art Home Improvement – 790 Commerce Place:** Requests approval of (1) sign area with a total size of 4’h x 12’w consisting of internally lit channel letters and (1) 5’h x 4’w internally lit cloud sign mounted beside the channel letters on the building’s front façade and (1) sign area with a total size of 4’h x 12’w consisting of internally lit channel letters and (1) 5’h x 4’w internally lit cloud sign mounted on top the channel letters on the side façade. (Coastal Signs)
3. **Vinny Almeida Photography – 508 Eighth Avenue North, Unit A:** Requests approval of (1) 3’2”h x 9’9”w stainless steel sign with gold light strips applied to the sign for illumination. (Owner)
4. **Vector Security – 625 Robert M. Grissom Parkway:** Requests approval of (1) 6’h x 7’11”w sign area consisting of 13” and 11.25” tall internally lit channel letters mounted on a raceway and a 47.5”h x 45.5”w channel logo mounted to the building and (2) 22”h x 20”w vinyl graphics applied to the storefront doors. (A1 Signs and Graphics)
5. **Lucid Coast Candle Company – 512 Ninth Avenue North:** Requests approval of (1) 3’4”h x 6’8”w aluminum sign panel with flat vinyl background graphics and ½” dimensional lettering attached to the building. (Seaboard Signs)
6. **Punta Cana Bar & Grill – 633 Robert M. Grissom Parkway:** Requests approval of (1) 5’5”h x 9’1”w internally lit building mounted sign consisting of channel letters & logos mounted directly to the building and (2) 13”h x 22”w vinyl graphics logos applied to the storefront doors. (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 including the installation of a new storefront entrance door on the side of the building and site plan alterations. 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. **Caliber Collision – 1560 Highway 501:** Requests a conceptual/final review for the exterior painting of the building. In addition, requests approval of (1) 2’h x 15’10”w internally lit channel letters, (1) 3’5”w x 26’5”h internally lit channel letters and (1) 2’9”h x 21’1”w internally lit channel letters mounted to the building facades that face the street frontages. (ASL Signs) *Withdrawn by Staff*
3. **Volpe Enterprises Third Avenue Parking – 307 Fourth Avenue South:** Requests conceptual/final approval of (2) parking lot payment kiosks and (4) 6’h x 4’w aluminum signs with flat graphics mounted to 4”x4” wooden posts. (Image 360)
4. **Zips Car Wash – 8010 North Kings Highway:** Requests approval of modifications to the previously approved exterior lighting package to include modifications to (8) exterior building mounted lights. (D3G Architects, LLC)
5. **Pacific Beach Shack – 2803 North Kings Highway:** Requests approval of (2) 20’ tall pole mounted lights and (37) exterior mounted recessed can lights. (D3G Architects, LLC)
6. **ReFuel – 1051 Green Teal Drive:** Requests approval of (3) sets of 4’h x 8’7.5”w internally lit cloud signs with a flat acrylic sign face that has embossed lettering and (1) 8’h x 10’w monument sign with a 5’h x 10’w sign cabinet consisting of the fuel and store branding and two digital fuel pricing signs. In addition, the applicant is requesting approval of (5) 25’ tall pole mounted lights and (24) under canopy mounted lights on the exterior of the property. (Palmetto State Sign Installation / W.E.C., LLC)
7. **World War II Memorial at Warbird Park – 150 Farrow Parkway:** Requests a final review for a 25’ x 48’ memorial plaza consisting of decorative etched black granite memorial walls, veneer columns, bronze plaques, decorative lighting and landscaping. (City of Myrtle Beach)

Building Permit Applications

1. **Emmens Damiano Motors – 1459 US-501 South:** Requests a conceptual/final review for revisions to previously approved landscaping plan. (Miller Design Services)
2. **DinoLand Café – 1012 South Kings Highway:** Requests a conceptual/final review for installation of a 10’ x 12’ shed on a concrete platform to be located on the left side of the property. (Owner)
3. **Lauri Maruca – 7300 Porcher Drive, Unit 9:** Requests a conceptual/final review to remove existing siding and install hardie lap siding. (Owner)
4. **Ocean 5 Hotel – 411 North Ocean Boulevard:** Requests a conceptual/final review for a roof over an existing patio. (Owner)

5. **Voyager Motel – 2904 North Kings Highway:** Requests a conceptual/final review for the exterior painting of the building. (J&G Paint)
6. **Emmens Preserve Courtyard Townhomes – Coventry Boulevard and Culbertson Avenue:** Requests a conceptual/final review for a new exterior paint palette. (Emmens Preserve Courtyard Homes HOA)
7. **Mako Car Wash (formerly known as Magnolia Car Wash) – 3850 South Kings Highway:** Requests a conceptual/final review for a new single bay automatic car wash building with new parking, driveways, landscaping, dumpster enclosure, pay kiosk, exterior vacuums and parking canopy. (ADC Engineering)
8. **Brady Residence – 8824 North Ocean Boulevard:** Requests a conceptual/final review for a 16,834 gross square foot home, concrete driveway, landscaping, and a 48” tall black aluminum fence with stone columns. (Right Coast Builders, LLC)
9. **Myrtle Beach Theatre – 807, 809 and 811 Main Street:** Requests a conceptual review for Level Three alterations to rehabilitate three contiguous existing buildings each with a rear expansion. The three buildings will be combined into one performing arts theatre with function and support spaces distributed throughout the three buildings. (LS3P)

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
Human Rights Commission
4:30 p.m., Thursday, July 20, 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 843-918-1113 AS SOON AS POSSIBLE, BUT NO LATER THAN 48 HOURS BEFORE THE SCHEDULED EVENT.

- A. Call to Order:** Chair Adam Hayes
- B. Roll Call**
- C. Approval of Minutes:** June 15, 2023 Meeting
- D. Continued Business:**
 - 1. Hate Intimidation Ordinance
 - 2. Public Accommodations Ordinance
 - 3. ADA Brainstorm
- E. New Business:**
 - 1. MBPD Outreach Community Partnership (formerly known as the Safe Place Program)
- F. Non-Agenda Items from Board Members**
- G. Non-Agenda Items from City Staff**
- H. Public Comment**
- I. Executive Session:** The board may take action on items discussed during Executive Session, once the Executive Session ends and the Public Session resumes.
- J. Adjournment**