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Media Advisory

To: Myrtle Beach Media
From: Kaycey Hall Vrettos
Date: July 28, 2023
Re: Meeting Schedule and Agendas

1. Next week's [meeting schedule](#) is attached.
2. **South Carolina's Tax Free Weekend is August 4-6 and Myrtle Beach is a great place to shop!** Tax Free Weekend begins at 12:01 a.m., Friday, August 4, and ends at midnight, Sunday, August 6. During the period, no sales tax is charged on qualifying items, such as clothing, shoes, school supplies, book bags, computers, printers, bedspreads and linens. Not every purchase is eligible, but many are, which makes for great back-to-school shopping. For information, see <https://dor.sc.gov/taxfreeweekend>. South Carolina's sales tax, as well as any applicable local sales tax (for example, the schools' Capital Improvements Tax and the city's one percent Tourism Development Fee), will not be charged on qualifying items.
3. **Join members of the Myrtle Beach Police Department and Federal Bureau of Investigation for a joint recruitment event on Saturday, August 5, 10:00 a.m. to 2:00 p.m., at the Warren S. Gall Police Annex, 3340 Mustang Avenue.** This unique opportunity gives aspiring police officers and FBI agents a chance to meet active officers and agents, ask questions and explore law enforcement career paths. The free event is open to the public; no registration is required. The FBI looks to agencies like the Myrtle Beach Police Department to fill agent positions with skilled law enforcement officers. To learn more about a career with the Myrtle Beach Police Department, visit <https://bit.ly/JoinMBPD>.
4. **Registration is underway for the 13th Annual Myrtle Beach Kids Triathlon, set for 8:00 a.m., Saturday, August 19, at Pepper Geddings Recreation Center, 3205 North Oak Street.** The triathlon is for kids, ages eight and up, and events include swimming, biking and running. To participate, a bicycle without training wheels is required, along with a helmet.

And, kids must be able to swim the full length of the pool unassisted. Race fees are \$15 for city residents and \$30 for non-city residents. Participants receive a t-shirt, bag, swim cap and medal. For information and to register, see <https://bit.ly/PRSTRegistration>.

5. **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.
6. **A contractor is planting 150,000 seagrass springs along the length of Myrtle Beach, and that's the subject of our Photos of the Week.** Workers drill a hole in the sand, drop in some fertilizer, plop in a seagrass spring, tamp it down and add water – 150,000 times. The city first installed 10 miles of new sand fencing, now followed by the seagrass plantings, to trap windblown sand and build new dunes. Hurricane Ian flattened many of the dunes last fall. The new fencing and grass will help retain and collect sand along the shore until Myrtle Beach receives a full beach renourishment from the U.S. Army Corps of Engineers sometime next year. The seagrass planting is expected to take about two weeks. Remember... It is illegal to damage the sand dunes, sand fencing or seagrass, with fines of up to \$500 and/or 30 days in jail. To view these photos and more, visit our [Photos of the Week Library](#) webpage.
7. **Did you know...** That the Rivoli Theatre on Chester Street in Myrtle Beach hosted the 1967 world premiere of “Don’t Make Waves” starring Tony Curtis, Claudia Cardinale, Terry Moore, David Draper and Sharon Tate? It opened as Myrtle Beach’s newest movie house on January 19, 1958. The Rivoli cost \$400,000 to build and offered 1,078 seats in rare, air-conditioned comfort. The abstract male and female figures which stood outside the Rivoli in its heyday were created by sculptor Gerard Tempest, the father of abstract spiritualism. The Rivoli operated as a movie theatre until the early 1980s. The city purchased the building in 1999 and subsequently leased it to Ground Zero. Today, Ground Zero has converted the former movie theatre into a youth center. Other early Myrtle Beach movie houses included the Gloria, the Broadway, the Cinema and the Camelot.

For more information, contact:

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**CITY OF MYRTLE BEACH
MEETING SCHEDULE
July 31-August 6, 2023**

MONDAY, JULY 31

- No Meetings Scheduled

TUESDAY, AUGUST 1

- **1:30 p.m.** – Planning Commission, Conference Room, City Services Building, 921 North Oak Street
- **2:00 p.m.** – Seniors Advisory Committee, Second Floor Conference Room, City Hall, 937 Broadway Street
- **6:30 p.m.** – The Avenues Neighborhood Watch, First Presbyterian Church of Myrtle Beach, 3810 Robert Grissom Parkway (Park and Enter on North Side of Church)
- **6:30 p.m.** – Carolina Ridge Neighborhood Watch, First Presbyterian Church of Myrtle Beach, 3810 Robert Grissom Parkway (Park and Enter on North Side of Church)
- **6:30 p.m.** – The Golden Mile Neighborhood Watch, First Presbyterian Church of Myrtle Beach, 3810 Robert Grissom Parkway (Park and Enter on North Side of Church)
- **6:30 p.m.** – Old Pine Lakes Neighborhood Watch, First Presbyterian Church of Myrtle Beach, 3810 Robert Grissom Parkway (Park and Enter on North Side of Church)
- **6:30 p.m.** – Pine Lakes Estates Neighborhood Watch, First Presbyterian Church of Myrtle Beach, 3810 Robert Grissom Parkway (Park and Enter on North Side of Church)
- **6:30 p.m.** – Pine Lakes Neighborhood Watch, First Presbyterian Church of Myrtle Beach, 3810 Robert Grissom Parkway (Park and Enter on North Side of Church)

WEDNESDAY, AUGUST 2

- **8:00 a.m.** – Technology Advisory Group, HTC Aspire Hub, 509 Ninth Avenue North
- **3:00 p.m.** – Sandygate Village Neighborhood Watch, Main Office, 1011 Osceola 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
- **6:00 p.m.** – Withers Swash Neighborhood Watch, Myrtle Beach Train Depot, 851 Broadway Street

THURSDAY, AUGUST 3

- **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, AUGUST 4

- No Meetings Scheduled

SATURDAY, AUGUST 5

- **10:00 a.m. to 2:00 p.m.** – Joint Recruitment Event with MBPD and FBI, Warren S. Gall Police Annex, 3340 Mustang Avenue

SUNDAY, AUGUST 6

- No Meetings Scheduled

**City of Myrtle Beach
Planning Commission
1:30 p.m., Tuesday, August 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 MEETING.

A. Call Meeting to Order

B. Matters of Order: Approval of July 18, 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. **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, near its intersection with South Oak Street, into 17 residential lots with 1 pump station lot, and to replace the existing dead-end street with a cul-de-sac. (PIN #443-11-04-0007 and #443-10-03-0001)
2. **TEXT 23-09 Seaside Farms PUD:** Request by Robert S. Guyton to create a new Planned Unit Development, to be known as "Seaside Farms," with both multi-family and for-rent units, together with one or more commercial outparcels. *****Public Hearing*****
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). *****Public Hearing*****
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 setback on the oceanfront, and revise the signage for second row to direct parking to second row and avoid congestion in the Ocean Boulevard right-of-way. *****Public Hearing*****
5. **ENCR 23-02 17th Avenue North PUD:** Request by Robert S. Guyton to encroach approximately 1200 sq. ft. above Ocean Boulevard right-of-way between 17th Avenue North and 18th Avenue North in order to construct an elevated pedestrian walkway connecting oceanfront amenities and food service with second row guest rooms and parking. *****Public Hearing*****
6. **Z 23-01 23rd Avenue North PUD – APPLICANT HAS REQUESTED CONTINUANCE:** Request by Boardwalk Motel, LLC (Jeff King, King/Cunningham Attorneys at Law, Representative) to rezone 3 parcels totaling approximately 1.3 acres located 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 3 parcels totaling approximately 2.08 acres located 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. *****Public Hearing*****

E. Presentation of New Applications

F. Communications from the Planning Commission

G. Communications from City Staff

H. Meeting Adjournment

**City of Myrtle Beach
Seniors Advisory Committee
2:00 p.m., Tuesday, August 1, 2023
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. Call to Order

B. Approval/Correction of the Minutes

C. New Business:

1. Senior Survey Draft and Discussion
2. "Through the Lens of Time" History Series – New Speaker List
3. Other Project Ideas – Community Feedback, Senior Resources, etc.
4. City Updates
5. Upcoming Meeting Times and Locations

D. Old Business

E. Comments from the Public

F. Adjourn

**City of Myrtle Beach
Technology Advisory Group
8:00 a.m., Wednesday, August 2, 2023
HTC Aspire Hub
509 Ninth Avenue North, Myrtle Beach SC 29577**

ANYONE WHO REQUIRES AN AUXILLARY AND 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**
- B. Approval of Minutes**
- C. Election of Chair**
- D. Review of Strategic Plan**
- E. Feedback from Research to Date**
- F. Possible Opportunities to Explore**
- G. Next Major Milestone of Strategic Plan and Action Items to Accomplish**
- H. Executive Session:** The board may take action on items discussed in Executive Session when the Public Session resumes.
- I. Next Meeting Date**
- J. Adjourn**

**City of Myrtle Beach
Cultural Resources Committee
9:00 a.m., Thursday, August 3, 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 Selection Panel Next Steps
2. Mural RFP Next Steps

D. New Business:

1. Ideas for Myrtle Beach's Rivoli Theatre Sculptures

E. Public Comments

F. Next Meeting Date

G. Adjourn

**City of Myrtle Beach
Community Appearance Board
1:30 p.m., Thursday, August 3, 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: July 20, 2023 Meeting

C. Old Business

D. New Business:

Sign Permit Applications

1. **Grand Strand Medical Center Human Resources – 904 Medical Circle:** Requests approval of (1) 5'w x 8'h non-illuminated monument sign to match the style of the other GSMC signs and (1) 4'7"w x 2'h non-illuminated sign face on the building. (Tyson Signs)
2. **The Escape Game – 1138 Celebrity Circle, Suite 323:** Requests approval of (1) 9'8" x 3'11"h internally lit channel letters mounted to the building façade that faces the parking lot. (Tyson Signs)
3. **Palms By The Beach – 1900 South Ocean Boulevard:** Requests approval of (1) 8'w x 4'h acrylic sign face with ½" raised acrylic letters in the existing 17'6" tall pole sign. (Coastal Signs)
4. **Spirit Halloween – 2400 Coastal Grand Circle:** Requests approval of (1) 30'w x 4'h non-illuminated channel letters mounted to the building. The store is a seasonal store and the signage will be removed by November 10, 2023. (Owner)

Combination Permit Applications

1. **Caliber Collision – 1560 Highway 501:** Requests a conceptual/final review for painting of the existing building. In addition, the applicant 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/Owner)
2. **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/Owner)

Building Permit Applications

1. **Cottages at Cane Patch – 71st Avenue North/US Highway 17 (PIN #395-00-00-0030):** Requests a conceptual/final review for a 305-unit horizontal apartment complex, landscaping, parking, and fencing. (DRG-Development Resource Group, LLC)
2. **Starbucks – 1301 North Kings Highway:** Requests a conceptual/final review for revisions to an already approved plan for a new 1,136 square foot single stack drive-thru and walk-up only coffee shop to be built in place of the existing building on the property. (Guyton Law Firm)
3. **Warbird Park – 150 Farrow Parkway:** Requests a conceptual/final review for parking, landscaping, and storm drain. (Owner)
4. **Palmetto Academy – 3021 Fred Nash Boulevard:** Requests a conceptual/final review for a 4' tall black vinyl-coated chain-link fence. (Mr. Fence It)
5. **Ocean Villas at 67th – 67th Avenue North:** Requests a conceptual/final review for the installation (2) drive gates to replace the swing gates. (The Earthworks Group)
6. **Beach Properties IV, LLC – 1887 Highway 501:** Requests a conceptual/final review for a 6' tall black-coated chain-link fence with black privacy slats. (Goode Fence)
7. **The Voyager Motel – 2904 North Kings Highway:** Requests a conceptual/final review for a 6' tall white vinyl privacy fence. (Owner)
8. **Family Kingdom – 300 South Ocean Boulevard:** Requests a conceptual/final review for a parking lot, landscape plan, and (2) shade sails. (DDC Engineers)
9. **Equity Investments Realty – 1704 North Oak Street:** Requests a conceptual/final review to paint the exterior brick for a whitewash effect. (Owner)
10. **Dayton House Maintenance Building – 401 25th Avenue North:** Requests a conceptual/final review for the repainting of the building exterior. (Owner)
11. **Dayton House Rose Room Restaurant – 402 24th Avenue North:** Requests a conceptual/final review for the painting of the building exterior. (Owner)
12. **Vista Del Mar – 126 and 130 Vista Del Mar Lane:** Requests a conceptual/final review for the painting of the building exterior. (Ponderosa Management, LLC)
13. **Market View at Market Common Townhomes, Buildings #3, #4 and #5 – Howard Avenue and Sharpe Lane:** Requests a conceptual/final review for (2) 4-unit townhome Buildings #3 and #4 facing Howard Avenue and (1) 4-unit townhome Building #5 facing Sharpe Lane and approval of landscape plan.
14. **Lotus at Market Common, Buildings #1 and #2 – 1370 and 1390 Farrow Parkway:** Requests a conceptual/final review for façade revisions to previously approved plan. (Miller Design Services)
15. **Sugar Life – 6921 North Kings Highway:** Requests a conceptual/final review for site and landscape revisions to previously approved 5,400 square foot retail store. (Miller Design Services)

16. **Cane Patch Restaurant – 6901 North Kings Highway:** Requests a conceptual/final review for site and landscape revisions to a previously approved 7,500 square foot restaurant. (Miller Design Services)
17. **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)
18. **Hook and Barrel – 8014 North Kings Highway:** Requests a conceptual/final review for an outdoor dining pavilion. (Quality Awnings)
19. **The Grove – off Pine Island Road (TMS #180-12-02-086, #180-12-02-087 and #180-12-02-103):** Requests a conceptual/final review for a 52 single-family lots with parking, landscaping, refuse screening, and 72” tall white vinyl privacy fence. (Industrial Plant Construction 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