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# Media Advisory

**To: Myrtle Beach Media**  
**From: Public Information Department**  
**Date: September 29, 2023**  
**Re: Meeting Schedule and Agendas**

1. Next week's [meeting schedule](#) is attached.
2. **Everyone's invited to the our National Night Out celebration at the Myrtle Beach Convention Center, at 5:30 p.m., Tuesday, October 3, and come hungry!** We'll gather in Exhibit Hall C, where competing neighborhoods will offer up their best "signature dish." The city will provide desserts for all to enjoy. You'll have a chance to meet city staff and officials and see our Police, Fire and Public Works equipment "up close and in person." It's free, and parking at the Convention Center is complimentary for this event.
3. **The Myrtle Beach Police Department hosts a wreath-laying ceremony in memory of the third anniversary of the death of PFC Jacob Hancher at 1:00 p.m., Tuesday, October 3.** PFC Jacob Hancher was killed in the line of duty October 3, 2020, in Myrtle Beach. The ceremony will be at the Police Memorial Fountain, Ted C. Collins Law Enforcement Center, 1101 North Oak Street.
4. **Have coffee and donuts with a Myrtle Beach Police officer from 10:00 to 11:00 a.m., Wednesday, October 4.** Join our police department members for "National Coffee with a Cop Day" at two Dunkin Donut locations: 3001 North Kings Highway and 3635 Walton Drive. This event gives you the opportunity to ask questions and get to know your local police officers while enjoying a cup of joe! Questions? Email Cpl. Chris Starling at [cstarling@cityofmyrtlebeach.com](mailto:cstarling@cityofmyrtlebeach.com).
5. **The Myrtle Beach Fire Department hosts Public Safety Day from 10:00 a.m. to 2:00 p.m., Saturday, October 7, at the Myrtle Beach Convention Center.** Join the Myrtle

Beach Fire Department and other fire and police departments from Horry and Georgetown Counties for a fun-filled day! Departments will have large vehicles and equipment on hand for families to see up close and to teach them how it's used. This free, family-friendly event also features food and music.

- 6. Join the Myrtle Beach Police Department and other area law enforcement agencies for the Second Annual Prayer Walk at 10:30 a.m., Saturday, October 7.** Led by Horry County Sheriff Phillip Thompson, participants will walk through The Market Common and pause at designated areas for prayer. Everyone is welcome, and no RSVP is necessary. Meet at the Warren S. Gall Police Annex, 3340 Mustang Street. You can learn more by visiting [www.faithandblue.org](http://www.faithandblue.org).
- 7. Mark your calendars for the next Beachside Chat on Sunday, October 8!** This entry in the series will explore the historical richness and stories of Oak Street Cemetery – and unveil the recent improvements. This Beachside Chat is also different because our Neighborhood Services Department is asking you to read the book, *The Secret of Gumbo Grove*, in advance. It was written by former Myrtle Beach resident Eleanora Tate, and she is returning to town to host this event. The Beachside Chat will meet first at 4:00 p.m. at Oak Street Cemetery, 700 21st Avenue North. Then, we'll walk to Charlie's Place, 1420 Carver Street. The whole evening is from 4:00 to 6:00 p.m.
- 8. The City of Myrtle Beach is updating the Economic Development Element of its Comprehensive Plan, and your input is needed!** Three public engagement meetings are set for next week, and you're welcome to attend one or all three. Your perspective is valuable as a resident, business owner or anyone else who cares deeply about the city's future economic growth and development. In addition to these in-person meetings, we offer an online survey, available during October, at <https://forms.office.com/g/XV850iHfAs>. Questions? Contact Cameron Armstrong in the Planning Department at 843-918-1075 or [carmstrong@cityofmyrtlebeach.com](mailto:carmstrong@cityofmyrtlebeach.com).

#### **Public Engagement Meetings for Economic Development Element**

- 4:00 to 6:00 p.m., Monday, October 16, Mary C. Canty Recreation Center, 971 Canal Street
  - 2:00 to 4:00 p.m., Wednesday, October 18, Pepper Geddings Recreation Center, 3205 North Oak Street
  - 2:00 to 4:00 p.m., Friday, October 20, General Robert H. Reed Recreation Center, 800 Gabreski Lane
- 9. Starting Tuesday, October 3, hours are changing at the Jake Abraham Solid Waste Transfer Station for our residential customers.** Myrtle Beach residents can now use the transfer station at 3221 Mr. Joe White Avenue from 3:00 to 6:00 p.m., Tuesday through Friday, and from 10:00 a.m. to 2:00 p.m. on Saturdays. You must provide proof of residency to use the transfer station by showing your current utility bill and driver's license or current parking decal. For more information about Solid Waste services, call 843-918-2160.

- 10. Cameron Park will be closed Monday, October 2, through Wednesday, October 4, for walkway repairs.** The park is scheduled to re-open Thursday, October 5. The parking lot will also be closed while construction is underway. Cameron Park is located at 2800 North Ocean Boulevard.
- 11. 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.
- 12. Myrtle Beach's Youth Sports football league is in action this fall, and that's the subject of our Photos of the Week.** Seven-and-eight-year-olds made their season debut last week at Ashley Booth Field. If “cute” and “football” can co-exist, then this is the place! The mini Tigers, Gamecocks and Chanticleers have practiced since August and were eager to show what they'd learned. Their skills are coming along, but the display of sportsmanship was most impressive. Thanks to all of the coaches, referees and volunteers who help these young athletes learn the game. To view these photos and more, see our [Photos of the Week Library](#) webpage.
- 13. Did you know...** That 5,700 people have signed up in the first year for our citywide alert system, MB Alerts: Powered by ReGroup? That translates to 16 percent of Myrtle Beach's population so far. However, you do not need to be a resident. The free system alerts subscribers to 12 different types of alerts – including, but not limited to hurricanes and tropical storms, public safety, public health, public works, road closures, severe weather and beach alerts. The customizable program sends alerts by text message, email, phone call or all three. MB Alerts is available in more than 80 languages, and users can also select “quiet times” in account preferences to not be disturbed during specific hours. The City of Myrtle Beach launched MB Alerts in September 2022 after qualifying for a Duke Energy Foundation grant. You can subscribe to MB Alerts: Powered by ReGroup today by visiting [https://embeds.regroucloud.com/orgs/cityofmyrtlebeach/signup\\_embed](https://embeds.regroucloud.com/orgs/cityofmyrtlebeach/signup_embed).

**For more information, contact:**

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

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

**CITY OF MYRTLE BEACH  
MEETING SCHEDULE  
October 2-8, 2023**

**MONDAY, OCTOBER 2**

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

**TUESDAY, OCTOBER 3**

- **9:00 a.m.** – Monthly City Council Workshop, Council Chamber, Ted C. Collins Law Enforcement Center, 1101 North Oak Street
- **1:00 p.m.** – PFC Jacob Hancher Wreath-Laying Ceremony, Police Memorial Fountain, 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
- **2:00 p.m.** – Seniors Advisory Committee, Second Floor Conference Room, City Hall, 937 Broadway Street
- **5:00 to 7:30 p.m.** – Myrtle Beach’s 40th Anniversary National Night Out Celebration, Myrtle Beach Convention Center, 2101 North Oak Street

**WEDNESDAY, OCTOBER 4**

- **8:00 a.m.** – Technology Advisory Group, HTC Aspire Hub, 509 Ninth Avenue North
- **10:00 a.m.** – “Coffee with a Cop,” Dunkin Donuts, 3001 North Kings Highway or 3635 Walton Drive

**THURSDAY, OCTOBER 5**

- **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, OCTOBER 6**

- No Meetings Scheduled

**SATURDAY, OCTOBER 7**

- **10:00 a.m. to 2:00 p.m.** – Public Safety Day, Myrtle Beach Convention Center, 2101 North Oak Street

- **10:30 a.m.** – Second Annual Prayer Walk, Warren S. Gall Police Annex, 3340 Mustang Street

**SUNDAY, OCTOBER 8**

- **4:00 to 6:00 p.m.** – Beachside Chat, Oak Street Cemetery (unveiling), 700 21st Avenue North, and Charlie's Place, 1420 Carver Street

**MONTHLY CITY COUNCIL WORKSHOP**  
**9:00 A.M., TUESDAY, OCTOBER 3, 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 the Meeting Purpose**

1. Bicycle and Pedestrian Committee Update – Tom Russo
2. Workforce Housing Update – Meagan Michal

**B. Executive Session\***

**C. Adjournment**

*\***NOTE:** South Carolina law requires that Council's business be 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. The Committee can take no votes or take action in Executive Session. The Committee 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, October 3, 2023  
Large Conference Room, City Services  
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 Minutes of September 19, 2023

**C. Executive Session**

**D. Matters of Business**

1. **STN 23-13 Seaseeker Way**: A request by Tangent Development, LLC to name a new internal drive near 23<sup>rd</sup> Ave S & Rosemary St on PIN# 44315040186 in Seabreeze II serving 15 residential houses "Seaseeker Way." **\*Public Hearing\***
2. **Z 23-06 1302 Hwy 15**: A request by SOS Healthcare, Inc to rezone ~1.0 acres (PIN 44302040066) from R7 (Single Family) to RMM (Multifamily) to preserve and adapt the existing church building to fit the needs of SOS. **\*Public Hearing\***
3. **Z 23-01 23rd Ave N PUD**: Request by Boardwalk Motel, LLC (Jeff King, King/Cunningham Attorneys at Law, Representative) to rezone 3 parcels totaling ~ 1.3 acres located along N Ocean Blvd south of 23rd Ave N (PIN 42414010136, 42415020212, 42415020213) from 21st Ave N PUD to new 23rd Ave N PUD, and 3 parcels totaling ~2.08 acres located along Withers Drive and 23rd Avenue North (PIN 42415020001, 42415020009, 42415020010) from MU-H (Mixed Use High Density) to new 23rd Ave N PUD. **\*Applicant Has Requested A Continuance\***

**E. Presentation of New Applications**

**F. Communications from the Planning Commission**

**G. Communications from City Staff**

1. Myrtle Beach Next: Input Sessions

**H. Meeting Adjournment**

**City of Myrtle Beach  
Seniors Advisory Committee  
2:00 p.m., Tuesday, October 3, 2023  
Second Floor Conference Room, City Hall  
937 Broadway Street, Myrtle Beach, SC 29577**

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**A. Call to Order**

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

**C. New Business:**

1. Senior Survey Draft and Discussion
2. Next "Through the Lens of Time" History Series 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, October 4, 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. Feedback from Research to Date**
- D. Possible Opportunities to Explore**
- E. Next Major Milestone of Strategic Plan/Action Items to Accomplish**
- F. Executive Session**
- G. Next Meeting Date**
- H. Adjourn**

**City of Myrtle Beach  
Cultural Resources Committee  
9:00 a.m., Thursday, October 5, 2023  
First Floor Conference Room, City Hall  
937 Broadway Street, Myrtle Beach, SC 29577**

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- A. Call to Order** – Chairman Sherfesee
- B. Approval of Meeting Minutes, September 07, 2023**
- C. Discussion Items**
  - 1. Poet Laureate update: Tommy and Bettye
  - 2. Mural RFP update
- D. New Business**
- E. Public Comments**
- F. Next Meeting Date**
- G. Adjourn**

**City of Myrtle Beach  
Community Appearance Board  
1:30 p.m., Thursday, October 5, 2023  
Conference Room, City Services Building  
921 North Oak Street, Myrtle Beach, SC 29577**

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**A. Roll Call**

**B. Executive Session:** The board may take action on items discussed during Executive Session, once the Executive Session ends and the Public Session resumes. The Board is seeking council from the City Attorney's office in regards to sign content.

**C. Approval of Minutes:** September 21, 2023 Meeting

**D. Old Business:**

**E. New Business:**

**Sign Permit Applications**

1. **Casago – 516-518 Broadway Street:** Requests approval of (1) 8'11" w x 2'6" h x 3" deep aluminum cabinet that will be paint matched to the building and have a ¼" thick PVC top cap to fill in the roofline on the front building façade. The cabinet will have internally lit push-through acrylic letters sign area. (Fastsigns)
2. **Sasha's Temp Service – 1103 3<sup>rd</sup> Avenue South:** Requests approval of (1) 5'10" w x 3'4" h non-illuminated sign face attached to the existing monument sign base. The sign will consist of a metal back panel, vinyl graphics and ½" thick PVC letters. (Fastsigns)
3. **Palms by the Beach – 1900 South Ocean Boulevard:** Requests approval of (1) new 12' tall freestanding sign with a 6' w x 5' h cabinet with internally lit channel letters and a landscaping bed around the new sign. (Coastal Signs)
4. **Dirty Myrtle Wing Company – 2297 South Kings Highway:** Requests approval of (1) 11' w x 4' h internally lit sign consisting of channel letters and cloud logo mounted to the building. (Coastal Signs)
5. **Fratelli's Pizza – 1600 Farrow Parkway Unit B4:** Requests approval of (1) 12'8" w x 18" h 1.5" thick HDU sign with ½" thick lettering attached to the building. (Coastal Signs)
6. **Walgreens – 3701 North Kings Highway:** Requests approval of (1) 8'6" w x 2'6" acrylic sign face with flat vinyl graphics in the existing monument sign and to replace the existing manual changeable copy board with a new one of the same appearance. (Skyline Signs)
7. **Prime Pet – 951 Mr. Joe White Avenue:** Requests approval of (1) 16' w x 3' h internally lit channel letters and (1) 4' w x 4' h internally lit logo mounted to the building. (Signworks)

8. **Noble Flight Simulations – 1610 Dividend Loop:** Requests approval of (1) 7'7" w x 3' h non-illuminated sign consisting of an aluminum panel and 1" thick PVC letters and vinyl graphic logo. (ASL Signs)
9. **Hometown Veterinary – 970 Wood Duck Drive:** Requests approval of (1) 27'9" w x 2'2" h internally lit channel letters mounted to the building. (ASL Signs)
10. **Mako's Express Car Wash – 3890 South Kings Highway:** Requests approval of (1) 9' w x 19' h multi-tenant freestanding pole sign which includes flat vinyl graphic sign faces and a CEVMS LED board, (1) 12'5" w x 5'10" h internally lit cloud sign, (1) 13'5" w x 15" h and (1) 10'3" w x 15" internally lit channel letters mounted to the building. (Signs Unlimited)
11. **Imperfecto Cantina – 950 Cipriana Drive Unit B8:** Requests approval of (1) 25" h x 39" w projection sign with neon lettering, (1) 43" round halo lit channel letter logo, (1) 3'1" h x 7'2" w halo lit channel letters mounted to the building and (1) 20" round cut vinyl graphics applied to the door. (Rite Lite Signs)
12. **CRG Homes – 849 82<sup>nd</sup> Parkway:** Requests approval of (1) 11'6" w x 4'2" h non-illuminated 1" thick PVC letters and logo mounted to the building. (Image 360)

#### **Combination Permit Applications**

1. **Mystic Sea – 2105 South Ocean Boulevard:** Requests approval of adding (26) down lights to the fence columns in place of the existing globe lights. (Owner)
2. **Coastal Engravers – 526 Broadway Street:** Requests a conceptual/final review for a new paint scheme on the existing building façade and (1) 8' w x 2'5" h non-illuminated HDU sign. (Owner)
3. **Sugar Life at Cane Patch – 6921 North Kings Highway:** Requests a final review for alterations to the previously approved site and landscaping plan for a new retail store. In addition, requests approval for (1) 12' w x 12'6" h freestanding with consisting of channel letters, logo and CEVMS LED message board and (1) 13'9" w x 5'6" h internally lit channel letters and logo mounted to the building. (ASL Signs)

#### **Building Permit Applications**

1. **Wildwood Trail Apartments – 6612 Wildwood Trail Units 1-5:** Requests a final review for alterations to the previously approved building and sitework plans for a new 3-story 5-unit apartment building. (Miller Design Services)
2. **Gateway Galleria – 700 North Ocean Boulevard:** Requests a final review for alterations to the previously approved building plan for a 4-story mixed-use building. (Miller Design Services)
3. **Coffee & Cream Cabana – 8012 North Kings Highway:** Requests a conceptual/final review for awning structures for the drive-up menu, drive-up window, and pick-up window. (Miller Design Services)

4. **38<sup>th</sup> Place – 513 38<sup>th</sup> Avenue North:** Requests a conceptual/final review for replacement siding on the street-front elevation of the existing apartment building. (Palmetto Siding Solutions, Inc.)
5. **Amia Properties – 711 Seaboard Street Units A & B:** Requests a conceptual/final review for a new paint scheme on the existing façade for both buildings. (Owner)
6. **DeCandio Residence – 8822 North Ocean Boulevard:** Requests a conceptual/final review for building alterations to an existing home. (Industrial Plant Construction Services)
7. **Dos Carnales – 403 Broadway Street:** Request a conceptual/final review for building alterations to the existing front façade. (Industrial Plant Construction Services)
8. **Shoreline Parking (FPA Properties, LLC) – 1101 Withers Drive:** Requests a conceptual/final review for a 33-space asphalt parking lot with landscaping plan. (Owner)
9. **Donato Residence – 8806 North Ocean Boulevard:** Requests a conceptual/final review for building alterations to an existing home. (Owner)
10. **Smith Residence – 305 1<sup>st</sup> Avenue South:** Requests a conceptual/final review for a new 2-story single-family home and revisions to existing landscaping plan and parking. (Ayres & Associates Architects, Inc.)
11. **Ocean Breeze Condos (aka Pace View I) – 2010 South Ocean Boulevard:** Requests a conceptual/final review for a new parking lot and landscaping plan in correlation with a change of use for the property. (ROWE Professional Services Company)
12. **Southern Breeze – 1901 South Ocean Boulevard:** Requests a conceptual/final review for a new paint scheme on the existing building facade. (Phoenix Construction Services)
13. **Summer Wind Inn & Suites – 1903 South Ocean Boulevard:** Requests a conceptual/final review for a new paint scheme on the existing building facade. (Phoenix Construction Services)
14. **Marriott Oceanwatch Villas at Grande Dunes – 8500 Costa Verde Drive:** Requests a conceptual/final review for building alterations to provide a new exterior entry for the existing lobby and sales center. (Coleman Partners Architects, LLC)
15. **Sheraton Broadway Plantation Resort – 3301 Robert M. Grissom Parkway:** Requests a conceptual/final review for a new modular building to house associates, parking, and landscaping plan. (Coleman Partners Architects, LLC)
16. **MYR T-Hangar – 1250 Airdrome Avenue:** Requests a conceptual/final review for a new 10-unit T-hangar that will match existing buildings. (Myrtle Beach Airport)
17. **Harbor Freight Tools – 1900 Highway 501:** Requests a conceptual review for a new 16,000 square foot retail building, parking lot, landscaping plan, and dumpster enclosure. (Henbell Properties, LLC)

- E. Public Comment**
- F. Non-Agenda Items from Staff**
- G. Non-Agenda Items from Board Members**
- H. Adjournment**