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# Media Advisory

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**To:** Myrtle Beach Media  
**From:** Kaycey Hall Vrettos  
**Date:** November 11, 2022  
**Re:** Meeting Schedule and Agendas

1. Next week's [meeting schedule](#) is attached.
2. **Beginning Monday, November 14, Myrtle Beach Boardwalk pedestrians can anticipate a promenade closure from Pier 14 to the Emergency Beach Access located between 14th and 15th Avenues North.** Work is anticipated to end Saturday, November 19, weather permitting. The closure will allow for city crews to fix issues uncovered during the re-decking process. All pedestrians will continue to have easy access to the beach and hotels.
3. **Myrtle Beach's Winter Wonderland at The Beach opens Thursday, November 17!** The second annual event features a true "Christmas at the Beach" feel, with Santa Claus, make-your-own snow angels, holiday-themed inflatables, live performances, carolers, movie nights at Nance Plaza, library entertainment, a holiday market and more. The free light display will welcome Myrtle Beach Boardwalk pedestrians daily, November 17-December 23, 6:00 to 9:00 p.m., from Plyler Park to Second Avenue Pier (between 10th and Second Avenues North). For a full schedule, visit <https://www.winterwonderlandatthebeach.com/>.
4. **The Market Common's annual Tree Lighting Ceremony is set for Saturday, November 19, 6:00 to 8:00 p.m.** This free, fun, family-friendly event takes place at the Grand 14 at The Market Common, 4002 DeVille Street. Attendees enjoy selfies with Santa and Mrs. Claus, complimentary carriage rides from 5:00 to 8:00 p.m. (pick-up in front of Dolce Lusso Salon & Day Spa), face painting, holiday activities provided by EdVenture Children's Museum, inflatable games provided by Big Air Trampoline Park and various vendors. The evening also includes live performances by Long Bay Symphony, 100 Grand Band, Coastal Dance

Centre and Coastal Youth Ballet Theatre. See <https://www.marketcommonmb.com/events/> for details.

5. **A comprehensive list of city-related activities, recreation programs, festivals and events is available on the city's website.** The [Events](#) webpage is updated weekly.
6. **Hundreds of dogs and their humans had a doggone good time during Pooch-a-mania last Sunday in Myrtle Beach's Grand Park, and that's the subject of our Photos of the Week.** The annual pooch-centered event featured dog photos, an agility course, vendors, live music, ice cream, bouncy houses and more! Dick's Broadcasting hosts dogs and humans alike every year. Pooch-A-Mania also serves as an adoption event for Grand Strand animal rescues. To view these photos and more, see our [Photos of the Week Library](#) webpage.
7. **Did you know...** That the Mark Schild Scholarship Fund is named in memory of a longtime City of Myrtle Beach employee? Mark Schild worked as a recreation athletic supervisor for more than 20 years and was well known as the city's jokester. Schild had the rare ability to make anyone laugh and his personal motto was, "It is all about the children." Tragically, Mark passed away in March 2006. To commemorate his legacy, Carey Schild, Mark's wife, and City of Myrtle Beach team members created the Mark Schild Fund. All of the fund's proceeds are used to offset recreation program costs for Myrtle Beach's youth in need because "it is all about the children." For more information or to make a contribution, visit the City of Myrtle Beach's recreation centers. Or, contact Recreation Manager Tony Payne at [tpayne@cityofmyrtlebeach.com](mailto:tpayne@cityofmyrtlebeach.com).

**For more information, contact:**

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**CITY OF MYRTLE BEACH  
MEETING SCHEDULE  
November 14-20, 2022**

**MONDAY, NOVEMBER 14**

- No Meetings Scheduled

**TUESDAY, NOVEMBER 15**

- **1:30 p.m.** – Planning Commission, Conference Room, City Services Building, 921 North Oak Street
- **6:00 p.m.** – Seaside South Neighborhood Watch, Sixth Floor Banquet Room, Coral Beach Resort, 1105 South Ocean Boulevard
- **6:00 p.m.** – Sterling Village Neighborhood Watch, Sixth Floor Banquet Room, Coral Beach Resort, 1105 South Ocean Boulevard

**WEDNESDAY, NOVEMBER 16**

- **9:00 a.m. to 3:00 p.m.** – Myrtle’s Market, 605 Mr. Joe White Avenue
- **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.** – 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.** – Sweetgrass North 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, NOVEMBER 17**

- **1:30 p.m.** – Community Appearance Board, Conference Room, City Services Building, 921 North Oak Street
- **1:30 p.m.** – Grande Dunes Neighborhood Watch, Concierge Check-In Desk, Portside at Grande Dunes, 901 Portside Drive
- **2:00 p.m.** – Military Appreciation Committee, Second Floor Conference Room, City Hall, 937 Broadway Street
- **5:00 p.m.** – Human Rights Commission, First Floor Conference Room, City Hall, 937 Broadway Street
- **6:00 to 9:00 p.m.** – Opening Night: Free “Winter Wonderland at the The Beach” Oceanfront Light Display, Along Myrtle Beach Boardwalk, Plyler Park to Second Avenue Pier

#### **FRIDAY, NOVEMBER 18**

- No Meetings Scheduled

#### **SATURDAY, NOVEMBER 19**

- No Meetings Scheduled

#### **SUNDAY, NOVEMBER 20**

- No Meetings Scheduled

**City of Myrtle Beach  
Planning Commission  
1:30 p.m., Tuesday, November 15, 2022  
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:**

1. Approval of Minutes – November 1, 2022 Meeting
2. Amendment of 2022 Myrtle Beach Planning Commission Calendar moving December 20, 2022, meeting to January 3, 2023.
3. Approval of 2023 Myrtle Beach Planning Commission Calendar

**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**

**E. Presentations of New Applications:**

1. **STN 22-08 Oak Haven:** Request by Wall Engineering, LLC (Amanda Elliott, representative), to name two new private drives off of 27th Avenue North and Oak Street “Marlin Drive” and “Riptide Drive” in order to have addresses assigned for 23 new residential units.
2. **TEXT 22-18 Religious Establishments:** Request by Daniel Baker to add Religious Establishments as a conditional use in the LM (Light Manufacturing) zoning district in order to upgrade the existing building and property at 3348 Huger Street.
3. **Z 22-04 First Presbyterian Church:** Request by First Presbyterian Church (Robert Lewis of Rogers Lewis, agent) to rezone approximately 1.5 acres at 1300 North Kings Highway (PIN #424-16-03-0012) from HC2 (Highway Commercial) to A (Amusement), and approximately 0.32 acres across Chester Street (PIN #444-01-02-0048) from MUH (Mixed Use – High Density) to A (Amusement) in order to allow anticipated uses.
4. **TEXT 22-19 ITAP Parking:** Request by Chip Scaglione (DC Blox, Inc.) to amend Sec. 701 Parking and Sec. 13.2 Public Improvements of the ITAP PUD (Planned Unit Development) to add minimum parking requirements for data centers and to remove an unconstructed road from the plan.

**F. Communications from Planning Commission**

**G. Communications from City Staff:**

1. Comprehensive Plan Update – Economic Development Element

## **H. Meeting Adjournment**

**City of Myrtle Beach  
Beach Advisory Committee  
2:00 p.m., Wednesday, November 16, 2022  
First Floor Conference Room, City Hall  
937 Broadway Street, Myrtle Beach, SC 29577**

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**A. Call to Order**

**B. Welcome and Recognize Guests**

**C. Approval of Minutes**

**D. Hurricane Damage/Rebuild Plans**

**E. Beach Coordinator Update**

**F. 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

**G. Discussion Items**

1. Amendment – Consideration of amendment to allow 80 square foot wind driven shading devices in non-commercial (residential) areas

**H. Comments from the Public**

**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. Adjourn**

**City of Myrtle Beach  
Community Appearance Board  
1:30 p.m., Thursday, November 17, 2022  
Conference Room, City Services Building  
921 North Oak Street, Myrtle Beach, SC 29577**

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**A. Roll Call**

**B. Approval of Minutes:** November 3, 2022 Meeting

**C. Old Business**

**D. New Business:** 2023 Submittal/Meeting Schedule

**Sign Permit Applications**

1. **Smoke Life Smoke & Vape – 601 South Kings Highway:** Requests approval of (1) 2'1" h x 14'8" w internally lit building mounted sign with channel lettering and (1) 6' h x 10' w internally lit pan faced free standing sign. (Graphic & Art Studio)
2. **Big Fish Rentals – 7223 North Kings Highway:** Requests approval of (1) 1'5" h x 10'11.5" w externally lit tenant panel onto existing monument sign. (Seaboard Signs)
3. **Supercuts – 940 Wood Duck Drive, Suite 106:** Requests approval of (1) 2' h x 10' w internally lit building mounted sign with channel letters on raceway. (YESCO Myrtle Beach)
4. **The Sandbar Hotel – 1804 and 1809 South Ocean Boulevard:** Requests approval of (1) 5' h x 8' w internally lit embossed pan face freestanding sign and (1) 2'10" h x 8'6" w internally lit embossed pan face freestanding sign. (YESCO Myrtle Beach)
5. **Hard Rock Café – 1318 Celebrity Circle:** Requests approval to paint (1) existing freestanding sign to new HRC global colors. (YESCO Myrtle Beach)
6. **Atlantic Ice Cream – 2608 South Ocean Boulevard:** Requests approval of (1) 3' h x 6' w internally lit freestanding sign with flat face and graphics. (YESCO Myrtle Beach)
7. **Prime Chicken – 1803 North Kings Highway:** Requests approval of (1) internally lit 14' h x 7' w freestanding sign with channel lettering and (1) 6' h x 7' w internally lit building mounted sign with channel lettering. (Signworks)
8. **White Ash Cigar – 7708 North Kings Highway:** Requests approval of (1) 2' h x 8'4" w internally lit building mounted sign with channel lettering and cabinet on raceway. (Fastsigns)
9. **Jacob the Jeweler – 981B Hackler Street:** Requests approval of (1) 2' h x 2' w non-illuminated 2" thick sandblasted HDU building mounted sign. (Fastsigns)



10. **Friendship Baptist Church – 608 Sixth Avenue South:** Requests approval of (1) 3'8" h x 6'6" w non-illuminated metal board with vinyl freestanding sign. (Owner)
11. **Dinoland Café – 1012 South Kings Highway:** Requests approval to add (1) 3'2" h x 6'4" w digital changeable copy message board to existing freestanding sign. (Owner)
12. **First Call Garage Door – 1784 Highway 501:** Requests approval of (1) 4' h x 18' w internally lit building mounted sign with channel lettering. (Su Signs, Inc.)
13. **Equity Investments Realty, LLC – 1704 Oak Street:** Requests approval of (1) 4' h x 5' w non-illuminated monument sign. (Su Signs, Inc.)
14. **Deluxe Home Improvement – 790 Commerce Place:** Requests approval of (1) 4' h x 18' w internally lit building mounted sign with channel lettering. (Su Signs, Inc.)

### **Sign, Awning, Lighting and Building Combination Permit Applications**

1. **Aqua Beach Inn – 1301 Withers Drive:** Requests approval of (1) 7' h x 78' w x 2' p sunbrella awning with (1) 4'8" h x 9'9" w graphic panel sign and (1) 2'11" h x 6'1" w graphic panel sign. (Action Awnings & Signs, Inc.)
2. **Daddio's Ice Cream – 206 Seventh Avenue North:** Requests approval of (1) 2' h x 56' w x 9' p convex awning with (1) 5' h x 10' w vinyl graphics sign. (Action Awnings & Signs, Inc.)
3. **Nathan's/Freaky Tiki – 301 Eighth Avenue North:** Requests a final review for revisions to previously approved plans. The new request is for a one-story patio addition, exterior bar and dining area and a canopy cover. In addition, requests approval of (1) 4' h x 4' w internally lit building mounted channel letter and logo sign and (1) 3' h x 10' w internally lit building mounted sign. (Heritage Signs, LLC)
4. **Brent Jackson – 451 Robert M. Grissom Parkway:** Requests approval of (2) 25' h pole mounted lights. (Santee Cooper)
5. **Tisapos, LLC – 1801 North Oak Street:** Requests approval to recover (4) existing awnings with new black vinyl cover material, (1) 3'6" h x 53' w x 3' p, (1) 3'6" h x 11'9" w x 3' p, (1) 3'6" h x 11'3" w x 3' p and (1) 3'6" h x 9'3" w x 3' p. (Budget Awning and Handrails)
6. **7-Eleven – 8201 North Kings Highway:** Requests approval of (13) 20' h & 15' h pole mounted lights and (15) building mounted lights. (WGM Acquisitions, LLC)
7. **Bojangles – 8209 North Kings Highway:** Requests approval of (11) 20' h & 15' h pole mounted lights and (16) building mounted lights. (WGM Acquisitions, LLC)
8. **Sand Oak Dental – 8215 North Kings Highway:** Requests approval of (4) 20' h & 15' h pole mounted lights and (13) building mounted lights. (WGM Acquisitions, LLC)
9. **Dual-Tenant – 8221 North Kings Highway, Units 101-102:** Requests approval of (11) 20' h & 15' h pole mounted lights and (13) building mounted lights. (WGM Acquisitions, LLC)

### **Building Permit Applications**

1. **Lust Gentlemen's Club – 804 Seaboard Street:** Requests a final review for a concrete patio, landscaping, and a 6' tall black vinyl privacy fence with gate. (Owner)
2. **1229 Shine Avenue – 1229 Shine Avenue:** Requests a conceptual/final review for (2) food trucks and one art installation. (Owner)
3. **Serenity at 65th – 701 65th Avenue North:** Requests a conceptual/final review for a retaining wall and dumpster relocation. (Progress Carolina, LLC)
4. **Carolina Breeze Apartments – 100 Cedar Street:** Requests a conceptual/final review for a 4' tall black aluminum picket fence and gates for the playground area and dog park area. (Action Fence)
5. **Watts Residence – 8918 North Ocean Boulevard:** Requests a conceptual/final review for a 5' tall black aluminum picket fence with 6' high stucco columns with gates. (Nations Homes)
6. **DeCandio Residence – 8822 North Ocean Boulevard:** Requests a conceptual/final review for revisions to existing fencing and walkway to beach by enlarging walkway and gate, extending fence to enclose entire beach walkway and reposition gate at beach end. (A-1 Fence)
7. **Douglas Residence – 8104 Beach Drive:** Requests a conceptual/final review for a third floor rear addition on the beach side. (The Earthworks Group)
8. **Carolina Tarheel – 1801 Withers Avenue:** Requests a conceptual/final review for the repainting of an existing two-story motel. (Miller Design Services)
9. **McDowell Salon – 306 79th Avenue North:** Requests a conceptual/final review for the addition of a covered patio area and gravel parking with landscape plan. (Pike McFarland Hall Associates)
10. **Polynesian Beach & Golf Resort (Annex Building) – 1000 South Ocean Boulevard:** Requests a conceptual/final review for the repainting of the building. (Owner)
11. **North Industrial Park, Lot 13 (Ganassa Warehouses) – 1410 17th Avenue South:** Requests a conceptual/final review for revisions to previously approved project for a 10,175 square foot metal building with masonry veneer and metal siding, paved parking lot, enclosure for dumpsters and landscaping. (D3G Architects, LLC)
12. **Waypoint Residential (Mason Myrtle Beach Apartments) – Off Wild Iris Drive/West of Robert M. Grissom Parkway (PIN #42100000015 and 12004030002):** Request a conceptual/final review for a 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)
13. **Broadway at the Beach Key West Village, Phase II – 1169-1183 Celebrity Circle:** Requests a conceptual/final review for the construction of (4) new retail buildings. Building A will be a two-story 5,170 square foot retail and storage building. Building B will be a one-story 1,145 square foot building. Building C will be a one-story 1,145 square foot building. Building D will be a two-story 2,520 square foot building, parking and landscaping. (Owner)

**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  
Military Appreciation Committee  
2:00 p.m., Thursday, November 17, 2022  
First Floor Conference Room, City Hall  
937 Broadway Street, Myrtle Beach, SC 29577**

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**A. Welcome**

**B. Introductions and Minutes**

**C. 2023 Military Appreciation Days**

1. Veterans Day Ceremony, Convention Center Plaza, 11:00 a.m., Friday, November 11
2. Traveling Vietnam Memorial Wall Exhibit – Chris Aranda
3. Festive Brass Concert Performance – No date set
4. Horry County Junior ROTC Drill Meet – 9:00 a.m., Saturday, May 6, 2023
5. Military Family Members Social – 12:00 p.m., Saturday, May 6, 2023
6. Myrtle Beach Pelicans Military Appreciation Night
7. Myrtle Beach Vet Center Picnic – 12:00 p.m., Friday, May 26, 2023
8. Military Appreciation Days Parade, Honorary Grand Marshal and Official Grand Marshal – 10:30 a.m., Saturday, May 27, 2023
9. Family Picnic – 11:30 a.m., Saturday, May 27, 2023
10. Jack Platt Veterans' March with Battlefield Cross Ceremony – 9:00 a.m., Monday, May 29, 2023
11. Memorial Day Remembrance Ceremony – 11:00 a.m., Monday, May 29, 2023
12. Military Documentary
13. Colonel Robert Hawkins Veteran Volunteer Service Award
14. Other

**D. Other Events and News**

**E. Next Meeting** – 2:00 p.m., Thursday, November 17, 2022, Second Floor Conference Room, City Hall

**F. Adjourn**

**City of Myrtle Beach  
Human Rights Commission  
5:00 p.m., Thursday, November 17, 2022  
First Floor Conference Room, City Hall  
937 Broadway Street, Myrtle Beach, SC 29577**

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- A. Call to Order** – Chair Craig McGee
- B. Approval/Correction of Minutes**
- C. Welcome**
- D. Comments** – Diversity, Equity and Inclusion Officer Kelvin Waites, City of Myrtle Beach
- E. Discussion**
- F. Executive Session** – The board may take action on items discussed during Executive Session, once the Executive Session ends and the Public Session resumes.
- G. Adjournment**