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# Media Advisory

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**To:** Myrtle Beach Media  
**From:** Public Information Department  
**Date:** November 12, 2021  
**Re:** Meeting Schedule and Agendas

1. Next week's [meeting schedule](#) is attached.
2. **The City of Myrtle Beach is looking for hospitable residents to serve as Cheer Volunteers for the inaugural “Winter Wonderland at The Beach” event, set for November 26-January 2!** The event takes place at Burroughs & Chapin Pavilion Place, 812 North Ocean Boulevard, and overlooks the boardwalk and beachfront. It will be open to the public seven days a week, excluding Christmas Day, December 25. Hours are 3:00 to 9:00 p.m., Monday through Friday, and 12:00 to 10:00 p.m. on weekends. Alongside city staff, Cheer Volunteers will be on hand to greet event attendees, disperse HARIBO candy to children, assist with tickets and spread the holiday joy. Volunteers must pass a background check. Interested? Visit <https://www.winterwonderlandatthebeach.com/volunteer> to sign up.
3. **Have you heard?** “Winter Wonderland at The Beach” begins Friday, November 26, and will feature an outdoor ice-skating rink (covered), walk-through holiday lights experience and additional holiday offerings. The Myrtle Beach Area Chamber of Commerce (MBACC) and the City of Myrtle Beach created the new festival to provide a new family-friendly holiday attraction. The city’s Parks, Recreation and Sports Tourism Department and Special Events staff will produce the event. Marketing and presenting sponsors include: the Myrtle Beach Area Chamber of Commerce; Visit Myrtle Beach, South Carolina; Southwest Airlines; and, Myrtle Beach International Airport. Platinum sponsors include SkyWheel Myrtle Beach, Gay Dolphin Gift Cove, HARIBO and Santee Cooper. Also, Horry Telephone Cooperative is a gold sponsor, and silver sponsors include Ripley's Aquarium of Myrtle Beach and Ripley's Believe It or Not Museum. Bronze event sponsors include Coastal

Carolina National Bank, 44 & King Southern Pub, Sea Dip Ocean Front Resort and Magnolia Row. For more details, including prices, see <https://www.winterwonderlandatthebeach.com/>.

4. **The Myrtle Beach Fire Department now offers both COVID-19 vaccines and booster shots at weekly clinics.** Crews administer the vaccinations to registered individuals from 8:00 a.m. to 5:00 p.m. on Thursdays at the City Services Building, 921 North Oak Street. To sign up, visit <https://bit.ly/MBFDVaccine>. Please arrive 30 minutes prior to your appointment to allow for pre-screening. For information, call 843-918-1255.
5. **Join us on Thursday evening, November 18, for “Nights at Nance,” a free concert from 6:00 to 8:00 p.m. in Myrtle Beach’s Arts and Innovation District.** Bring family, friends and beach chairs to Nance Plaza, 825 North Kings Highway, and celebrate the fall season with live beats and good eats. Concert-goers enjoy tunes by Miracle Max and the Pet Monsters, with two food trucks on-site: Gnosh Pit and Benito’s Rolling Oven. For more information, contact Downtown Development Director Lauren Clever at [lclever@cityofmyrtlebeach.com](mailto:lclever@cityofmyrtlebeach.com).
6. **Would you like to serve on a volunteer board, commission or committee for the City of Myrtle Beach?** To be considered, submit a letter of interest and a brief biography or résumé to the City Clerk, P.O. Box 2468, Myrtle Beach, SC 29578. Or, send an email to the City Clerk at [jadkins@cityofmyrtlebeach.com](mailto:jadkins@cityofmyrtlebeach.com). If you'd like to deliver it in-person, bring all materials to City Hall, 937 Broadway Street, Myrtle Beach, SC 29577. The following boards, commissions and committees have upcoming reappointments or vacancies....
  - Bicycle and Pedestrian Committee (4 seats)
  - Community Appearance Board (3 seats)
  - Myrtle Beach Housing Authority (2 seats)
  - Planning Commission (1 seat)
  - Seniors Advisory Committee (3 seats)
  - Standard Code Board of Adjustments and Appeals (1 Architect/Engineer seat and 1 Licensed Contractor seat)
  - Technology Advisory Group (1 seat)
  - Workforce Housing Advisory Board (see note below)
7. **The city’s Workforce Housing Advisory Board continues to seek two individuals from the financial sector with commercial and consumer lending experience to join the committee.** Two employees of a financial institution located within Myrtle Beach city limits are needed with knowledge about opportunity zones, low-income census tract lending and the Community Reinvestment Act. Interested? For more information, call 843-918-1011 or email [cpendergross@cityofmyrtlebeach.com](mailto:cpendergross@cityofmyrtlebeach.com). The Workforce Housing Advisory Board, an *ad hoc* group, is open to everyone and provides assistance to City Council and staff in the planning, development, implementation and assessment of all projects where public/private partnerships exist to address the need for workforce housing.
8. **A comprehensive list of activities and city events is available on our [Events](#) webpage.** This file of city-related festivals, programs and more is updated weekly.

- 9. Myrtle Beach thanked and honored military veterans with the traditional Veterans Day Ceremony, and that's the subject of our [Photos of the Week](#).** Several hundred attended the ceremony on the plaza at the Myrtle Beach Convention Center. The event is sponsored by the Military Appreciation Committee and the city itself. This year's guest speaker was retired US Army Colonel Elisabeth Litvin, an AH-64 pilot and human resources expert who served all over the world. Many thanks to Festive Brass, the Green Sea Floyds High School Junior ROTC, Rolling Thunder SC Chapter 3 and many others for making the day special.
- 10. Did you know...** That the oath of office for early City Council members included a statement that they had not taken part in any duels? Here is the oath prescribed by the state constitution back when Myrtle Beach became a town in 1938: "I do solemnly swear that I am duly qualified, according to the Constitution of this State, to exercise the duties of the office to which I have been elected, and that I will to the best of my ability, discharge the duties thereof, and preserve, protect and defend the Constitution of this State and of the United States. I do further solemnly swear that I have not since the first day of January, in the year eighteen hundred and eighty-one, engaged in a duel as principal, second or otherwise; and, that I will not, during the term of office to which I have been elected, engage in a duel as principal or second or otherwise. So help me God." Obviously, the oath of office has changed since then and no longer talks about duels!

**For more information, contact:**

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

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

**CITY OF MYRTLE BEACH  
MEETING SCHEDULE  
November 15-21, 2021**

**MONDAY, NOVEMBER 15**

- **8:30 a.m.** – Staff Meeting, Conference Room, City Services Building, 921 North Oak Street
- **6:00 p.m.** – Booker T. Washington Neighborhood Watch, Ballroom, Mary C. Canty Recreation Center, 971 Canal Street
- **6:00 p.m.** – Palmetto Greens Neighborhood Watch, 2900 Mashie Drive

**TUESDAY, NOVEMBER 16**

- **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

**WEDNESDAY, NOVEMBER 17**

- **9:00 a.m. to 3:00 p.m.** – Myrtle's Market, 605 Mr. Joe White Avenue
- **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 18**

- **8:00 a.m. to 5:00 p.m.** – Fire Department hosts Weekly COVID-19 Vaccine and Booster Shot Clinic, City Services Building, 921 North Oak Street
- **1:30 p.m.** – Community Appearance Board, Conference Room, City Services Building, 921 North Oak Street
- **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 8:00 p.m.** – Art & Innovation District’s “Nights at Nance” Free Concert Series: Miracle Max and the Pet Monsters, Nance Plaza, 825 North Kings Highway

#### **FRIDAY, NOVEMBER 19**

- No Meetings Scheduled

#### **SATURDAY, NOVEMBER 20**

- No Meetings Scheduled

#### **SUNDAY, NOVEMBER 21**

- No Meetings Scheduled

**City of Myrtle Beach  
Planning Commission  
1:30 p.m., Tuesday, November 16, 2021  
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. Call Meeting to Order**

**B. Matters of Order:**

1. Approval of Minutes – November 2, 2021

**C. Presentations:**

1. Booker T. Washington Neighborhood Quality of Life Plan
2. Downtown Redevelopment Plan Update

**D. Matters of Business:**

1. **PUBLIC HEARING – TEXT 21-11 Axe Throwing:** Request by David Wilhelm to amend Section 1407.c and Section 1501 of the Zoning Code to allow axe throwing as a conditional use in HC1 and HC2. *(Item was continued from 11/02/2021 meeting.)*

**E. Discussion:**

1. **STN 21-05 Edison at Farrow Commons:** Request by Ida Hussey (with Thomas & Hutton) to name the interior drive at a new apartment complex in the Market Common area, "Edison Circle." *(Public Hearing – 12/07/2021)*
2. **PRE-FIN 21-17 Fourth Avenue North and Chester Street:** Request by Dan and Leigh-Ann Oliver to subdivide one parcel with two homes into three separate lots.
3. **PRE-FIN 21-18 Del-Webb Villas PH2B:** Request by Philip Hornbeck (with DRG) to subdivide 10.98 acres in PH2B to create 50 single family lots and extend Cremona Drive. *(Previously approved on 09/04/2018 but plat was never recorded.)*
4. **TEXT 21-12 Awning Overhang:** Request by John Newman to amend section 1305.B Awning and Canopy Standards of the Zoning Code to allow awnings and canopies in the Arts & Innovation District (ART) and Downtown Commercial (C7) to overhang the public sidewalk. *(Public Hearing – 12/07/2021)*

**F. Communications from the Planning Commission**

**G. Communications from City Staff**

**H. Executive Session**

**I. Meeting Adjournment**

**City of Myrtle Beach  
Community Appearance Board  
1:30 p.m., Thursday, November 18, 2021  
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 4, 2021, Meeting

**C. Old Business**

**D. New Business:**

**Sign Permit Applications**

1. **Horry Georgetown Technical College – 743 Hemlock Avenue (6 Buildings Total):** Requests approval of (2) 15'w x 6"h vinyl letters applied to the building, (1) 14'9"w x 7'2"h 0.25" thick aluminum letters, (1) 23'7"w x 9"h 0.25" thick aluminum letters, (1) 12'9"w x 2'4"h 0.25" thick aluminum letters, and (1) 10'7"w x 2'8"h 0.25" thick aluminum letters mounted to each building separately. (Tyson Sign Company)
2. **Hickory Farms – 348 Seaboard Street:** Requests approval of (2) 16'w x 24"h flat aluminum panels with flat vinyl graphics for the seasonal store. (ASL Signs)
3. **Olive Tree Restaurant – 2401 South Kings Highway:** Requests approval of (1) 8'w x 6'8"h monument sign with an 8'w x 4'h pan and embossed sign face. (ASL Signs)
4. **Sunburst Hotel – 103 North Ocean Boulevard:** Requests approval of (1) 8'w x 9'4"h freestanding sign with acrylic push through letters. (ASL Signs)
5. **Beach Walk Place HOA – Intersection of Beach Walk Place and 13th Avenue South:** Requests approval of (1) 9'w x 6'h freestanding neighborhood sign consisting of a cedar arbor and a 4'6"w x 2'7"h cedar sandblasted sign. (Seaboard Signs)
6. **Mega Tsunami – 1600 North Kings Highway:** Requests approval of replacing (1) existing manual changeable copy board to (1) 8'w x 3'h LED message board mounted to existing freestanding sign. (Signworks)

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

1. **Myrtle Beach Ink, LLC – 704 Seaboard Street, Unit A:** Requests approval of (1) 11'w x 3'h building mounted HDU letters with (4) 30 watt LED gooseneck flood lights. In addition, requests a conceptual/final review to overlay existing wood/stucco façade with exterior wood plank façade as background for new signage. (Signworks)
2. **QTI/Vic's Laundry – 912 Eighth Avenue North:** Requests approval of (1) 33' long x 3'h x 2' projecting brown Weblon awning mounted to the front of the building with (1)

27'9"w x 17"h white applied vinyl graphics to the new awning. (Action Awnings and Signs)

3. **Bed Bath & Beyond – 2400 Coastal Grand Circle:** Request approval of (1) 18'w x 4'6"h internally lit channel letters and (1) 16'w x 4'h internally lit channel letters mounted to the building. In addition, requests a conceptual/final review to paint the façade behind the channel letters. (Seaboard Signs/Brand Point Services)
4. **CMC Grande Dunes Clinic – Intersection of 62nd Avenue North and Highway 17 Bypass:** Request approval of (21) bollard style lights, (19) pole mounted parking lot lights, and (9) building mounted lights. In addition, requests a conceptual/final review for a 9,348 square foot building, parking, landscaping, and dumpster enclosure. (LS3P Associates LTD)

### **Building Permit Applications**

1. **King Street Grille – 3040 Howard Avenue:** Requests a conceptual/final review for an outdoor dining canopy within existing approved footprint and proposed bench. (LS3P Associates LTD)
2. **Coventry Crossing Building #3 – 1550 Farrow Parkway, C1-C3:** Requests a final review for a revised landscape plan showing supplemental plantings where existing buffer was removed at boundary adjacent to residential cottages. (BEC Construction)
3. **Stewart Residence – 314 73rd Avenue North, Unit 2:** Requests a conceptual/final for new siding. (The Vinyl Guys)
4. **Nitor Ventures – 301 Broadway Street:** Requests a conceptual/final review for new storefront, re-facing of exterior, and new awnings. (Newman Brothers)
5. **SkyWheel – 1110 North Ocean Boulevard:** Requests a conceptual/final review for landscape alterations to include palm tree and shrub removal by the Landshark Restaurant and by the front entrance of the Landshark retail store. The request includes replacing the removed landscaping with smaller sabal minor trees, variegated flax lilies, and blush pink nandina. (Owner)
6. **Vista Del Mar – 122 Vista Del Mar Lane:** Requests a conceptual/final review for the addition to existing dune walkover consisting of new wheelchair ramp to beach and walkway back to pool area. (Greenbeach Builders, LLC)
7. **Dollar General – 212 North Kings Highway:** Requests a conceptual review for exterior alterations, parking, landscaping, and dumpster enclosure. (Coastal Development Partners)

### **E. Non-Agenda Items from Staff**

### **F. Non-Agenda Items from Board Members**

**G. Executive Session:** The board may take action on items discussed during Executive Session, once the Executive Session ends and the Public Session resumes.

### **H. Adjournment**



**City of Myrtle Beach  
Military Appreciation Committee  
2:00 p.m., Thursday, November 18, 2021  
Second Floor Conference Room, City Hall  
937 Broadway Street, Myrtle Beach, SC 29577**

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**A. Welcome**

**B. Introductions and Minutes**

**C. Veterans Day Ceremony Review**

**D. Preliminary Discussion – 2022 Military Appreciation Days**

1. Horry County Junior ROTC Drill Meet
2. Military Family Members Social
3. Myrtle Beach Pelicans Military Appreciation Night
4. Parade
5. Grand Marshal – Options?
6. Honorary Grand Marshal
7. Family Picnic
8. Veterans' March/Battlefield Cross Ceremony
9. Memorial Day Remembrance Ceremony
10. Military Documentary Film
11. Colonel Robert Hawkins Veteran Volunteer Service Award
12. Other

**E. Other Events and News**

1. World War II Memorial Discussion

**F. Next Meeting – December 16, 2021**

**G. Adjourn**

**City of Myrtle Beach  
Human Rights Commission  
5:00 p.m., Thursday, November 18, 2021  
Ballroom, Mary C. Canty Recreation Center  
971 Canal 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 Amanda Masterpaul
- B. Approval/Correction of Minutes**
- C. Welcome and Comments** – Chair Amanda Masterpaul
- D. Proposed Community Vaccine Event**
- E. Community Spotlight**
- F. Comments**
- G. Executive Session** – The commission may take action on items discussed during Executive Session, once the Executive Session ends and the Public Session resumes.
- H. Adjournment**