

**City of Myrtle Beach
Community Appearance Board
1:30 p.m., Thursday, June 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 SCHEDULED EVENT.

A. Roll Call

B. Approval of Minutes: May 18, 2023, Meeting

C. Old Business

D. New Business:

Sign Permit Applications

1. **Imagination Station – 2103 Cromley Circle:** Requests approval of (1) new 4'h x 6'w HDU dimensional sign face mounted to the existing freestanding posts. (Signworks)
2. **Breeza – 204 Ninth Avenue North:** Requests approval of (2) 44"h x 10'w internally lit channel letters mounted on a raceway to the building. (Signworks)
3. **7 Eleven – 8201 North Kings Highway:** Requests approval of (1) 6'h x 8'w monument style sign with 12" tall channel letters and two changeable fuel-pricing areas, (2) 24"h x 10'9"w internally lit channel letters mounted to the building, (2) 2'h x 2'w pan faced sign cabinets with flat graphics mounted to the side and rear of the building, (2) 2'h x 2'h pan faced sign cabinets with flat graphics mounted to the fuel canopy façade, and 7" tall 7 Eleven banding on the storefront windows. (Shytle Signs and Lighting Services)
4. **Nathan's Hot Dogs, Scoops Ice Cream, Arthur Treacher's – 1401 South Kings Highway:** Requests approval of (1) new 10'h x 9'8"w internally lit monument sign with three tenant panels made of pan and embossed acrylic to replace the existing monument sign. (Heritage Signs)
5. **The Salty Butcher – 7901 North Kings Highway:** Requests approval of (1) 6'1"h x 8'8"w flat acrylic sign face in the existing monument sign and (2) sets of 39"h x 12'1"w internally lit channel letters mounted to the front and rear building facade. (Palmetto Pirate Printing)
6. **Tropical Seas – 2807 South Ocean Boulevard:** Requests approval of (1) new 7'6"h x 21'8"w internally lit channel letters mounted on a raceway to the building. (ASL Signs)
7. **Island Vibez Café & Coffee House – 533 Broadway Street:** Requests approval of (1) 2'8"h x 6'1"w internally lit dimensional channel capsule mounted to the building. (Seaboard Signs)
8. **Café Atmosphera – 3620 Walton Drive, Unit C-1:** Requests approval of (4) 38"h x 38"w flat vinyl graphics applied to the storefront windows. (Seaboard Signs)

9. **House of Cars – 512 Eighth Avenue North:** Requests approval of (1) 3'6" h x 2'9" w projecting sign made of HDU and aluminum composite materials mounted to the building with a new aluminum scroll bracket. The projecting sign will have 11' clearance from the bottom of the sign to the sidewalk. (Seaboard Signs)
10. **Myrtle Wheels E Bikes – 3530 North Gate Drive:** Requests approval of (1) 20" h x 6' w router cut aluminum sign to go in the multi-tenant freestanding sign and (1) 16.5" h x 17'11" w internally lit channel letters mounted to the building. (Seaboard Signs)
11. **Sheraton Vacation Club – 3301 Robert M. Grissom Parkway:** Requests approval of (1) new 5'6" w x 10' h internally lit monument sign with push-through acrylic letters. The overall height of the sign with the existing landscaping base will be around 12.5' from grade. (Seaboard Signs)
12. **Luxury Auto Spa – 3301 Robert M. Grissom Parkway:** Requests approval of (1) 14" h x 17'1" w vinyl graphics and (1) 30" h x 12'9" w vinyl graphics applied to the existing awnings. The existing awnings will be repainted and new vinyl applied where the original vinyl was applied. (Seaboard Signs)
13. **Mr. Fry – 224 Seventh Avenue South:** Requests approval of (8) 10.5" h x 30" w vinyl graphics applied to the front and rear windows and doors of the restaurant unit. (Design the Sign)
14. **Tienda Milagro – 1500 Highway 501:** Requests approval of (1) new 3' h x 6' w internally lit box sign with a flat acrylic sign face. (ED Signs of Myrtle Beach)

Combination Permit Applications

1. **Oleander Development – 5223 North Kings Highway:** Requests a conceptual/final review to remove existing awnings and increase wall height for addition of new canopy and parapet cap, paint building exterior, and relocate (2) existing signs. (Taylor Architecture)
2. **ReFuel – 1051 Green Teal Drive:** Requests approval of (4) 5' h x 10'9" w sign cabinets with acrylic faces that have a mix of embossed and flat lettering applied to each façade of the building and (1) 5' h x 10' w cabinet on an 8' h monument sign which includes the changeable fuel pricing sign area. In addition, the applicant is requesting approval of (5) pole mounted parking lot lights and (24) exterior building mounted lights. (Palmetto State Sign / W.E.C. LLC)
3. **The Landing at Coventry, PIN #447-00-00-0007 (also known as Coventry Marketplace Apartments):** Requests a conceptual/final review for (1) 4-story multi-family residential with attached leasing center for a total of 125 units, (13) 2-story multi-family residential with tuck-under garages for a total of 130 units, 6,115 square foot clubhouse, maintenance/carwash, dumpster/compactor enclosure, parking, and landscaping. In addition, requests approval of (42) Santee Cooper pole mounted parking lot lights. (Thomas & Hutton)

Building Permit Applications

1. **Hilton Dual Brand – 2801 and 2805 South Ocean Boulevard:** Requests a final review for a 12-story hotel and 4-story above ground parking garage. The hotel will be a Hilton

Tempo & Home2 dual-brand with a rooftop amenity area. The site shall adjoin with new landscaping, dumpster enclosure, and 5' tall aluminum picket pool-fence. In addition, requests approval of (2) 25' OAH pole mounted lights and (15) building mounted lights. (ODA Architecture)

2. **Waypoint Residential (Mason Myrtle Beach Apartments) – Off Wild Iris Drive/West of Robert M. Grissom Parkway (PIN# 421-00-00-0015 and 420-04-03-0002):** Request a conceptual/final review for revisions to a previously approved 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)
3. **Forest Dunes Plaza – 5900 North Kings Highway:** Requests a conceptual/final review to remove existing wood fence and replace it with a 6' tall vinyl privacy fence in classic clay color. (Owner)
4. **Chamber of Commerce – 1200 North Oak Street:** Requests a conceptual/final review to add (2) EV charging stations. (APPCO Power Solutions)
5. **The Willows – 7075 Cuddy Lane:** Requests a conceptual/final review to add (3) EV charging stations. (Melton Electric Company, Inc.)
6. **AVIS – 1090 Radar Road:** Requests a conceptual/final review to add (10) EV charging stations. (APEX Energy Tek)
7. **Verizon Antennas at Aqua Beach Inn – 1301 Withers Drive:** Requests a conceptual/final review for removing and adding antennas, RRU's, and similar equipment to an existing wireless telecommunication facility. (Tower Engineering Professionals)
8. **Verizon Antennas at Sun N Sand Resort – 2701 South Ocean Boulevard:** Requests a conceptual/final review for adding antennas, OVP box, and hybrid fiber. (Tower Engineering Professionals)
9. **Verizon Antennas at HTC – 3338 Huger Street:** Requests a conceptual/final review for adding and replacing antennas, replacing RRU's, adding an OVP box, and swapping coax for hybrid cable. (Tower Engineering Professionals)
10. **5 de Mayo Mexican – 603 South Kings Highway:** Requests a conceptual/final review to paint roof mansard and stain stone bottom water table. (Owner)
11. **Red Roof Inn – 2801 South Kings Highway:** Requests a conceptual/final review to repaint the building exterior. (Renovia)
12. **Sun Century Apartments – 3500 North Oak Street:** Requests a conceptual/final review to paint the building exterior, add pavers, 4' and 6' tall white vinyl fence, and landscaping. (Owner)
13. **South Shore – 201 Bryson Court, Unit 2, and 202 Bryson Court, Unit 4:** Requests a conceptual/final review for revisions to color and material palette. (Tangent Development)

14. **South Myrtle HPR – Lot 9, Myrtle Street/Collins Street (PIN #443-05-01-0038):** Requests a conceptual/final review for (4) single-family residences, driveways, and landscaping. (Kinfolk Investments, LLC)

15. **Happy Holiday Motel I – 507 North Ocean Boulevard:** Requests a conceptual/final review for exterior renovations. (Ballard Architects)

16. **Happy Holiday Motel II – 509 North Ocean Boulevard:** Requests a conceptual/final review for exterior renovations. (Ballard Architects)

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