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RESULTS: April 17 City Council Meeting

*North Myrtle Beach, SC – April 18, 2017 – During the April 17 North Myrtle Beach City Council meeting, five city employees received Employee Longevity awards. The awards are provided in five year increments to those employees who demonstrate consistent customer service excellence. Employee Longevity Awards were presented to **Police Chief Phil Webster** (25 years of service), **Streets Drainage Supervisor Dave Wood** (25), **Animal Control Officer Jerry Gordon** (15), **Firefighter/EMT Aaron Asbury** (10), and **Evidence Custodian Chris Sengle** (10).*



L-R: Phil Webster, Dave Wood, Aaron Asbury, Jerry Gordon, Chris Sengle, City Manager Mike Mahaney

The city's proposed fiscal year (FY) 2018 budget was the primary focus of the April 17 North Myrtle Beach City Council meeting.

A public hearing was held on the proposed budget.

Following the public hearing, Council passed first reading of an ordinance to provide for adoption of the budget.

Council also passed first reading of an ordinance setting the tax levy for FY 2018, which will remain at its current 41.3 mils. The city of North Myrtle Beach continues to have the lowest property tax rate in Horry County, and one of the lowest in the state.

The city's fiscal year is July 1-June 30.

The proposed budget involves 16 separate funds, with significant interrelations and transfers between various funds.

The proposed budget is \$105.3 million, about an \$11.5 million more than the FY 2017 budget. The increase is largely reflected in funding for the next beach renourishment project, the Cherry Grove dredging project, and funding for the next ocean outfall project at 18th Avenue North, which will be constructed over two years.

The budget also proposes about \$8.8 million in street improvement projects ranging from continuation of the major Crescent Beach, South Ocean Boulevard, and North Ocean Boulevard underground utilities conversion and road widening projects, to the widening of 11th Avenue North, beach access improvements and more.

The City currently has about \$30 million in cash reserves, which would be used to temporarily fund city services in the event that a major hurricane or other disaster severely interrupts revenue to the city.

City Council adopted a Resolution in support of Governor Henry McMaster's proclamation naming April "Zero Tolerance for Litter Month." Mayor Marilyn Hatley presented the city's resolution to representatives of the Keep North Myrtle Beach Beautiful Committee.

The Governor's proclamation calls on South Carolina's citizens and visitors to keep our state litter free. During April, enhanced law enforcement efforts will be focused on adherence to the state's litter laws.



L-R: Mayor Marilyn Hatley, and KNMBB Members Rob Kayton, Linda Sicheloff, Gregg Barnhill.

The City's resolution echoes the Governor's assertions that South Carolina is a beautiful state with an abundance of natural resources, and that all should want to keep it looking good.

People should think about the cost of littering— it detracts from economic development, areas of commerce and real estate values.

The City's resolution urges residents and visitors to work together to keep North Myrtle Beach and South Carolina clean.

City Council approved an event permit for the 12th Annual Mayfest on Main festival, to be held May 13, 10:00 a.m. to 6:00 p.m., on Main Street. The festival offers live musical acts, arts and crafts, food vendors, a community stage and a children's area.

City Council adopted a resolution to protect the City's seal from unauthorized use and to control the exclusive use of the City's seal.

At staff's request, City Council tabled until its next meeting an ordinance to amend the Land Development Regulation Text to create a new, required 25-foot wide private street right of way cross section where private roads are allowed by Code.

City Council passed first reading of an ordinance to amend the Land Development Regulation Text to waive the 600-foot block length maximum in situations where environmental, topographic or other limitations render compliance impractical.

City Council passed first reading of an ordinance to amend the Land Development Regulations Text to address cross access concerning nonresidential development and safe distances from adjacent roadways.

City Council passed first reading of an ordinance to annex and zone a 0.48-acre lot located on 6th Avenue South. The lot is bounded by the North Strand Market Place and the parcel housing the former Little John's Bar & Grill. The petition also reflects the requested city zoning district of HC (Highway Commercial). The subject area is identified as Highway Oriented Commercial on the city's Future Land Use Map. The proposed HC zoning designation is a recommended zoning district for the subject area.

City Council passed first reading of an ordinance to amend Chapter 23, Article 11, Zoning Districts and Development Regulations, of the city's Code of Ordinance.

Staff has initiated a text amendment to the Zoning Ordinance that proposes to increase the allowed height of conditionally approved amusement rides to 160 feet or less in the RC District (Resort Commercial). The proposed amendment would not affect the height of amusements allowed by special exception in the HC District (Highway Commercial); these rides would still be limited to 70 feet in height.

City Council passed first reading of an ordinance to amend Chapter 23, Article III, Sign Regulations, of the city's Code of Ordinances, ZTX-17-02.

Staff has initiated a text amendment to the Zoning Ordinance that proposed to revise the definition of "Sign" as regulated by the city. The Zoning Ordinance limits the permitted signs allowed by district and this broader definition would mandate that any architectural ornaments or iconographic elements that communicate a message or attract attention be included in the maximum allowable sign area calculations.

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