

United States Department of the Interior
National Park Service

3918

National Register of Historic Places Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in National Register Bulletin, *How to Complete the National Register of Historic Places Registration Form*. If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions.

1. Name of Property

Historic name: Tawana Motel

Other names/site number: Holiday Shores Motel

Name of related multiple property listing:
N/A

(Enter "N/A" if property is not part of a multiple property listing)

2. Location

Street & number: 7501 North Ocean Boulevard

City or town: Myrtle Beach State: South Carolina County: Horry

Not For Publication: ☐ Vicinity: ☐

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended,

I hereby certify that this X nomination request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60.

In my opinion, the property X meets does not meet the National Register Criteria. I recommend that this property be considered significant at the following level(s) of significance:

 national statewide X local

Applicable National Register Criteria:

X A B X C D

Elizabeth M. Johnson

Signature of certifying official/Title:

Elizabeth M. Johnson, Deputy State Historic Preservation Office

3/27/2019

Date

State or Federal agency/bureau or Tribal Government

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In my opinion, the property ___ meets ___ does not meet the National Register criteria.

Signature of commenting official:

Date


Title :

State or Federal agency/bureau
or Tribal Government

4. National Park Service Certification

I hereby certify that this property is:

- ☒ entered in the National Register
☐ determined eligible for the National Register
☐ determined not eligible for the National Register
☐ removed from the National Register
☐ other (explain:)


Signature of the Keeper

5/13/19
Date of Action

5. Classification

Ownership of Property

(Check as many boxes as apply.)

Private:

☒

Public – Local

☐

Public – State

☐

Public – Federal

☐

Category of Property

(Check only **one** box.)

Building(s)

☒

District

☐

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Site ☐

Structure ☐

Object ☐

Number of Resources within Property

(Do not include previously listed resources in the count)

Contributing

3

Noncontributing

buildings

sites

2

structures

objects

5

0

Total

Number of contributing resources previously listed in the National Register N/A

6. Function or Use

Historic Functions

(Enter categories from instructions.)

DOMESTIC/hotel

DOMESTIC/single dwelling

Current Functions

(Enter categories from instructions.)

DOMESTIC/hotel

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7. Description

Architectural Classification

(Enter categories from instructions.)

MODERN MOVEMENT/International

Materials: (enter categories from instructions.)

Principal exterior materials of the property: Concrete, glass, stone, metal, stucco

Narrative Description

(Describe the historic and current physical appearance and condition of the property. Describe contributing and noncontributing resources if applicable. Begin with a **summary paragraph** that briefly describes the general characteristics of the property, such as its location, type, style, method of construction, setting, size, and significant features. Indicate whether the property has historic integrity.)

Summary Paragraph

The Tawana Motel consists of two L-shaped buildings and a single-family home situated at the corner of North Ocean Boulevard and 75th Avenue North. The two L-shaped buildings are oriented in a way that encloses the courtyard in the center of the property. The buildings are concrete block and feature aluminum and glass storefronts along their interior elevations, providing visual access to the courtyard. The second floors of these buildings feature painted metal railings which reflect the modern, Populuxe-style aesthetic of the 1965 construction date. The buildings' flat roofs, construction materials, and sleek design are characteristic of the International Style.¹ The use of storefront-style windows on the interior elevations gives ample natural light to the guest rooms and invites the landscaped courtyard to come inside the rooms, following the tenet of Modernism. A frame construction ranch house predates the motel and was the home of the motel owners, providing proximity and accessibility to their guests. The conversion of the former residence on the lot to part of the motel demonstrates the evolution of this growing lodging establishment. The motel utilizes its position on the corner to be highly visible to passing motorists on the busy thoroughfare of Ocean Boulevard. The motel's original form and design are maintained, signifying its architectural integrity.

¹ Virginia and Lee McAlester, *A Field Guide to American Houses* (New York: Alfred A. Knopf, 2006), 469.

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Narrative Description

Northwest Motel Building (1965) – Contributing Building

The largest building on the property is the L-shaped Northwest Motel Building, a two-story, flat-roofed building constructed of concrete block laid in a stack bond. The east elevation, which faces Ocean Boulevard, features a centered two-light slider window on each level and a scored stucco finish. The north elevation overlooks the parking lot and alleyway. It features a painted concrete block finish and is six bays long, including the stairwell and turn of the L. Both levels have four metal doors, painted blue, and five exposed metal, chamfered-corner brackets, also painted blue. The second level mimics the first but also features a blue and white metal railing along its balcony. The railing is separated into nine sections with each section featuring four vertically oriented metal panels. These panels are evenly spaced apart and each section is divided vertically by a white metal pole. At the northwest corner is a stairwell enclosed with a blonde brick screen wall framed by white cast concrete. West of this stairwell, the elevation is veneered in blonde brick and devoid of any openings.

The west elevation is five bays long with each bay featuring a two-light slider window on both the first and second levels as well as air conditioning units beneath each window. These windows are smaller than those on the front of the building. The face of the building is white scored stucco.

The east elevation of the short end of the L faces the courtyard and pool. This elevation is three bays with each bay composed of a glass and aluminum-frame storefront system, each with two windows and a door. The window pattern for all the interior elevations is a reflexive symmetry, meaning that the bays are a reflection of each other with a cast concrete pier separating each bay. The two windows feature transoms above and opaque bulkheads below that match the opaque, blue-painted doors. One bulkhead of each storefront features an air conditioning unit within it. This elevation is unique among the interior elevations, as it features an opaque sidelight adjacent to the door and the doors are not divided by walls. The first and second floors of this elevation feature blue metal brackets between each bay that are located on the northern elevation. However, these brackets are different than those on the north elevation, as they are rectangular-shaped and do not feature chamfered-corners. The second level balcony features the same decorative blue and white metal panel railing, which spans the elevation uninterrupted. At the south end of the elevation there is a blue-painted metal spiral staircase, giving access to the second level balcony.

The south elevation is five bays long and faces the courtyard and pool area. Four of the five bays are guest room patios with the fifth bay, located in the northwest corner, featuring a two-light storefront window system. The same decorative railing runs across the second level of this elevation but is divided by vertical white stacked concrete block walls creating full separation between each guest room balcony. These divisions continue through to the first-floor, creating partially enclosed patios that open onto the pool deck. The flooring of the balconies and patios are indoor/outdoor carpet.

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Southeast Motel/Lobby Building (1965) – Contributing Building

The Southeast Motel/Lobby Building is a truncated L-shape and is an inverted version of the Northwest Motel Building. The motel's lobby and owner's suite make up the short end of the L, which fronts Ocean Boulevard. The lobby is distinctively different from the rest of the motel. Instead of the clean, white elevations of the guest room buildings, the lobby features a stone veneer façade and seamed metal mansard-type roof. This change in materials was perhaps meant to exoticize the motel and create the illusion of a faraway land in Myrtle Beach. Three elevations of the lobby (west, north, and east) are primarily composed of glass and aluminum-framed storefront-style windows, and both the east and west elevations feature single-door entrances. Five pilasters clad in stone veneer divide the four windows of the north elevation.

The longer end of the L is four bays long and composed of painted concrete block construction like that of the Northwest Motel Building. The first and second levels of the south elevation each feature four painted-metal doors and five evenly-spaced metal brackets. The second-floor balcony railing is the same decorative railing found on the Northwest Motel Building. A set of concrete block stairs leads from the west side of the building to the second level and features a small closet beneath it, accessible by a painted-metal door. The easternmost doors on the first and second floors have additional decorative elaboration. The first-floor door features an arched glass insert with a panel beneath it as well as a wrought iron security door. The second-floor door has a three-light glass insert with horizontal muntins. It is probable that these doors are more ornate because they provide access to the owner's suite. The second floor features a fifth door that is not present on the first floor. This door is located at the top of the stairs, on the western end of the elevation, and provides access to a maintenance room.

The west elevation of this building is narrow and windowless. Its south side projects out farther from the building than the northern side does to accommodate a mechanical and electrical room. This room is accessible on the first floor from a door on its north elevation, marked "Electrical Room." The recessed northern side features a small shed addition that covers vending machines. The shed features a retractable garage-style door, and its roof is composed of corrugated metal.

The north elevation features the lobby on the east end, with three guest rooms with their patios and balconies composing the remainder of the façade. Each of the three bays features the same storefront window and opaque door pattern as the south elevation of the Northwest Motel Building. Painted stacked concrete block walls create divisions between each bay on both levels, and the decorative metal railing runs along each balcony on the second level. The patios on the first level open directly onto the walkway leading to the lobby. The flooring of these patios and balconies is indoor/outdoor carpeting. The north elevation of the lobby section has no fenestration and is clad in stone veneer on the first floor with a metal mansard roof covering the second floor.

The east elevation features a two-bay two-story section with a smaller one-story space for the lobby to the north. The first floor is clad in stone veneer, while the metal mansard roof covers the second floor. The southern bay features paired aluminum-framed direct set windows with a painted blue sill. The second level mimics this design, but with full-length windows set in the mansard roof. A painted blue railing, different from the standard motel railing, covers the bottom

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half of the windows, creating the look of a balcony. The northern bay of the two-story section features a set of three direct set windows, which are larger than the paired set south of it, but with the same painted blue sill. The second-floor windows are also larger than the southern set but feature the same matching balcony railing. The one-story lobby on the northern end of the elevation composed primarily of glass and aluminum-frame storefront and features the same seamed metal mansard roof. A single-door entrance within the storefront provides access to the lobby from the front driveway.

Motel Interior

The interiors of the guest rooms within the Northwest Motel Building and the Southwest Motel/Lobby Building are largely the same. While each room is slightly different, the rooms feature many of the same elements, such as painted concrete block walls, painted vertical paneling, small kitchenettes, and original bathrooms. Some rooms are smaller efficiency rooms with a single bed while the larger standard rooms offer two queen beds. Despite variations, each room has a distinctly practical mid-1960s design aesthetic that relies on variations of texture and color rather than ornamentation. This is particularly evident in the use of painted stacked concrete block for the outer walls of each room. Some rooms have been updated and feature sheetrock walls, but the painted stack concrete block is the primary aesthetic throughout the motel. The ceilings feature a textured “popcorn” finish and the floors are a combination of carpet and tile for easy cleaning. The kitchenettes provide guests with the ability to cook their own meals, reinforcing the idea of affordability while traveling. The bathrooms retain their original colorful tile work and shower/tub combinations. Some bathrooms have received updates to their design with new pedestal sinks, but most still retain their original fixtures.

Lobby Interior

The lobby is composed of full-length storefront-style glass windows on three of its four sides, allowing the manager to see much of the motel’s happenings from his or her perch at the desk. The extensive windows also provide ample natural light. The desk, an integral feature of the lobby, occupies much of the room. Behind (south of) the front desk is an owner’s suite that was converted and enlarged from a former guest room. This change was made to allow the owners to provide a higher level of service for guests arriving at late hours. Looking south from the lobby, the former guest room retains its open concept but is now utilized as a living room and full kitchen. The southern portion features evidence of the former kitchenette but still retains the original bathroom. An addition on the east side of the suite provided two bedrooms and an interior staircase, leading to a second-floor suite. This suite, which was originally accessible from the southern elevation, is no longer connected to the first-floor suite. The stair is still extant, but the second floor has been walled off. The second-floor suite is a rentable guest room and features two bedrooms, two bathrooms, a living room, a kitchenette, and a breakfast nook.

Graham House (1960) – Contributing Building

A ranch style house, which predates the motel’s construction, is located in the southwest corner of the lot. The house, addressed 302 75th Avenue North, was built in 1960 and used as the Graham family’s residence while they ran the motel. Since the Grahams sold the property in 2003, the house has been used as an extended-stay guest suite. It is a yellow clapboard house with a centrally located portico on the south façade which is supported by two squared, wooden

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columns. Three brick stairs lead to the portico and its fifteen-light door. East of the front door is a small two-over-two window with horizontal muntins and a set of paired windows with the same window fenestration. West of the front door is a set of three of the same windows as well as another fifteen-light door at the westernmost edge of the façade. The area surrounding this door features vertical wooden planking as opposed to the horizontal clapboard. This area appears to have once been a single-car carport and has since been infilled to create additional living space. All of the sets of windows are flanked by unpainted board and batten shutters.

The west elevation is two bays deep. The windows match the front elevation but do not feature shutters. A white fascia board separates the vertical plank infill from the gable. The east elevation shows the most change to the building. It is painted white instead of yellow and features a small ice house addition in the center. This addition has a flat roof and is composed of vertical wooden planks, similar to the infill on the west end of the building. The door frame is located on the corner, and the interior features an ice machine and coin operated laundry machines. The addition is flanked by two original windows, neither of which feature shutters. This elevation is continuous clapboard. The north elevation is not visible, as it abuts, but does not connect to, the Northwest Motel Building. Two windows are visible on the western side of the elevation, but no other windows are discernable from the exterior.²

Pool (1966) – Contributing Structure

A rectangular pool, which was added in 1966, is the focal point of the courtyard.³ A small kiddie pool is located on the east end of the main pool, and a concrete pool deck surrounds both pools. A white, metal fence with vertical pickets encloses three of the four sides of the pool deck as the north side of the deck connects to the Northwest Motel Building's guest rooms.

Brick Screen Knee Wall (1965) – Contributing Structure

A semicircular brick screen knee wall encircles a small front lawn and the motel's sign.

Landscape

The motel's siting and landscaping are critical to its design. The two L-shaped buildings are reversed and inverted to create an enclosed interior space for the guests. South of the pool fence is a small grass covered yard with palm trees and flower beds creating a park-like setting and balancing the hardscape of the pool deck and paved walkways between the buildings. This same treatment is used in the front yard on the east side of the lot. A flower bed softens the base of the metal poles used to support the motel sign and flower beds run along the inside of the semicircular wall to lend a more natural appearance to the landscape. The walkway bisecting this yard and connecting the two buildings features a shuffleboard court painted on the walkway, highlighting the emphasis on family fun available on the motel's grounds. The Graham House also features a front yard with grass, flower beds, and a swing set, fitting with the original residential use of the house.

² Interior access to this building was not granted at the time of the site visit as a guest was renting the space.

³ "Building Permits Climb To \$632,713; Motel Tops List," *Sun-News*, April 7, 1966.

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The motel is surrounded by paved roads, highlighting its accessibility by automobile. Located at the corner of 75th Avenue North and North Ocean Boulevard, two of the building's elevations face main roads. Additionally, an alley runs behind the west elevation of the building, connecting to a parking lot on the north elevation making automobile accessibility easy. Guests could pull up to the front of the motel to check in, drive around the rear of the buildings to access parking and be steps away from their room.

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8. Statement of Significance

Applicable National Register Criteria

(Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing.)

- ☒ A. Property is associated with events that have made a significant contribution to the broad patterns of our history.
- ☐ B. Property is associated with the lives of persons significant in our past.
- ☒ C. Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- ☐ D. Property has yielded, or is likely to yield, information important in prehistory or history.

Criteria Considerations

(Mark "x" in all the boxes that apply.)

- ☐ A. Owned by a religious institution or used for religious purposes
- ☐ B. Removed from its original location
- ☐ C. A birthplace or grave
- ☐ D. A cemetery
- ☐ E. A reconstructed building, object, or structure
- ☐ F. A commemorative property
- ☐ G. Less than 50 years old or achieving significance within the past 50 years

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Areas of Significance

(Enter categories from instructions.)

ARCHITECTURE

ENTERTAINMENT/RECREATION

Period of Significance

1965-1969

Significant Dates

Significant Person

(Complete only if Criterion B is marked above.)

Cultural Affiliation

Architect/Builder

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Statement of Significance Summary Paragraph (Provide a summary paragraph that includes level of significance, applicable criteria, justification for the period of significance, and any applicable criteria considerations.)

The Tawana Motel, later known as the Holiday Shores Motel, was constructed in 1965-1966 and is an intact example of a mid-century, Populuxe-style lodging establishment in Myrtle Beach, South Carolina. Under Criterion A, the motel demonstrates the growth of Myrtle Beach as a tourist destination in the middle of the twentieth century, making it a “microcosm of American society and economic prosperity for the two decades following World War II.”⁴ Following the devastation of Hurricane Hazel in 1954, Myrtle Beach transitioned from a small scale, domestic tourist destination to one with an international reach. Under Criterion C, the building is a locally significant example of Populuxe architecture. The buildings’ shape and style reflect the design trends of the mid-1960s, when Populuxe was a widespread style of architecture. Populuxe, a portmanteau of “popular luxury,” reflected the newly obtained opulence and higher levels of consumption afforded to the growing middle class. The motel is representative of the “Populuxe” architectural style related to this boom in travel and tourism, making it a physical manifestation of the entertainment and development of Myrtle Beach. The motel also reflects the entrepreneurial spirit of the period, when individuals established family-run motels as small-business enterprises. For nearly forty years, Doris and Hoyt Graham owned and operated the Tawana Motel, currently known as the Holiday Shores Motel.⁵ The affordability of these small, family-operated motels allowed multitudes of vacationers the ability to stay at the beach for a week-long trip. Its period of significance begins with the construction of the motel buildings in 1965 and ends in 1969. The end date reflects a shift in the pattern of development in Myrtle Beach, as small-scale motels gave way to high-rise hotels beginning around 1970.

Narrative Statement of Significance (Provide at least **one** paragraph for each area of significance.)

Built in 1965-1966, the Tawana Motel represents the boom in leisure and consumption that the growing middle class experienced during the mid-century period. Early twentieth century entrepreneurs worked to transform Myrtle Beach (originally known as New Town) into a destination for entertainment and leisure. Despite a slow start, Myrtle Beach experienced rapid growth following World War II. This growth continued at a heightened pace after 1954, when Hurricane Hazel left swaths of cleared land in its wake and expanding transportation networks provided more access to the previously desolate coast.⁶ Following Hazel, during Myrtle Beach’s Golden Era, numerous other businesspeople sought out development opportunities, including

⁴ Katherine J. Fuller, “Populuxe Motels: Preservation in Myrtle Beach, South Carolina and the Wildwoods, New Jersey” (master’s thesis, Goucher College, 2002), 36.

⁵ Horry County Land Records Website, <https://www.horrycounty.org/apps/landrecords>; Myrtle Beach City Directory, Richmond, VA: Hill Directory Co., 1968. The 1968 city directory lists Doris Graham as the manager of the Tawana Motel, located at 7501 North Ocean Boulevard. By 1972, the motel was called Holiday Shores with Mrs. Graham still listed as the manager.

⁶ Eldred E. Price, Jr. “Myrtle Beach,” *South Carolina Encyclopedia* (Columbia, SC: University of South Carolina Institute for Southern Studies, 2016).

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Hoyt and Doris Graham, who began construction on the Tawana Motel in 1964.⁷ This motel embodies the substantial shift in Myrtle Beach's built environment and economy in the 1960s as it transitioned to a center of entertainment and leisure.

Criterion A: Entertainment/Recreation – Postwar Tourism in Myrtle Beach

Beginnings of Tourism

Prior to the twentieth century, the coastal region of Horry County was largely uninhabitable due to the swampy geography and lack of transportation routes. The construction of the Wilmington, Chadbourne and Conway Railroad in 1887 provided much needed connection to neighboring markets as well as access to a previously untapped supply of timber.⁸ With newly granted access to the coast, Franklin A. Burroughs and Benjamin G. Collins, along with James E. Bryan Sr., took advantage of the land and in 1905 established the Myrtle Beach Development Company in the newly renamed town of Myrtle Beach. The goal of the company was to "purchase, improve, and sell real estate and to drain and clear the several thousand acres of swampland near Myrtle Beach."⁹ By 1908, Burroughs and Collins built a dance pavilion as a recreational building for the nearby Sea Side Inn as well as the few cottages along the coast.¹⁰ This pavilion would become one of Myrtle Beach's largest tourist attractions in the first half of the twentieth century, drawing visitors and creating the start of a tourist economy.

As the first two decades of the twentieth century progressed, coastal resorts began to grow. The expanding network of railroads certainly assisted this growth, as did the burgeoning middle class, who now had disposable income and were in search of the "healthful benefits of the seashore."¹¹ By 1927, the Ocean Forest Golf Course and Country Club opened as the pinnacle of leisure, quickly followed by the Ocean Forest Hotel in 1929. The "Million Dollar Hotel," as it was known, opened with great fanfare despite coinciding with the start of the Great Depression and remained a fixture of Myrtle Beach until its demolition in 1974.¹² Myrtle Beach subsequently benefited from a number of programs spurred by the New Deal, perhaps the greatest enhancement being the improvement and expansion of highways, which provided Myrtle Beach greater accessibility and transformed the "isolated coastal area to a regional tourist haven."¹³

By the end of the Great Depression, Myrtle Beach was thriving again, but America's involvement in World War II in 1941 brought about more changes. As in the rest of the country, Myrtle Beach experienced a slowed tourist economy, but business did not stop altogether.¹⁴ The installation of the Myrtle Beach Air Force Base provided an economic opportunity for the city

⁷ "Building Permits Total \$842,120," *Sun-News*, December 31, 1964.

⁸ Barbara F. Stokes, *Myrtle Beach: A History, 1900-1980* (Columbia, SC: University of South Carolina Press, 2007), 9-10.

⁹ Stokes, *Myrtle Beach: A History*, 13.

¹⁰ Ibid.

¹¹ Ibid, 16.

¹² Ibid, 28, 30.

¹³ Ibid, 23.

¹⁴ Ibid, 58.

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during wartime when tourism was not as viable. The base was responsible for training combat teams, gunnery and bombing training missions, and quartering troops.¹⁵ Additionally, Prisoner of War (POW) camps were erected throughout Horry County, one specifically on the current location of the Tawana Motel, where German prisoners harvested peanuts, peaches, tobacco, and timber from June 1944 until 1946.¹⁶ Despite the impact of the war, Myrtle Beach continued to thrive as a tourist destination and helped provide a distraction during wartime.

The benefits of America's postwar boom, especially in southern communities like Myrtle Beach, were distributed in ways that reflected the country's long history of racial oppression and discrimination. African Americans wishing to vacation in Myrtle Beach found themselves subject to exclusion and segregation in the town's leisure spaces, prompting black families instead to vacation at Atlantic Beach, a separate beach town that was segregated from Myrtle Beach by ropes that led into the ocean, physically separating black and white beachgoers.¹⁷ Founded by African American businessmen in 1930, Atlantic Beach provided African American travelers a resort community that flourished during the 1940s with a number of black-owned and operated businesses such as night clubs, hotels, restaurants, and beach houses.¹⁸ The night clubs provided entertainment, hosting major acts like Billie Holliday, Otis Redding, and Ray Charles. With the passage of the Civil Rights Act of 1964, public spaces in the area slowly desegregated, diminishing Atlantic Beach's popularity as a destination.

Since the Tawana Motel was constructed after the passage of the Civil Rights Act of 1964, it theoretically allowed African American travelers to lodge there. However, many business owners continued to find ways to make potential black patrons feel unwelcome, discouraging their presence. No record of any such discrimination could be found in the case of the Tawana Motel, but such incidents also often went undocumented.

The Rise of Leisure and "Automobility"

Following the end of World War II, Americans resettled into civilian life and began consuming at an explosive rate after the rationing and sacrifices of the war had subsided. Motor courts, which were erected in the 1930s and 1940s, began giving way to motels, particularly after Hurricane Hazel struck the coast in 1954. Following the devastation of the storm, developers took advantage of the multiple cleared lots which were being sold at a cheaper rate. The inexpensive land allowed for a proliferation of mid-century motels up and down the coast, making Myrtle Beach the home of the most mid-century motels on South Carolina's coast.¹⁹

¹⁵ Stokes, *Myrtle Beach: A History*, 53.

¹⁶ Ibid, 56-57. This camp would occupy the area east of Highway 17 to the coast between 71st Avenue and 79th Avenue North.

¹⁷ "Atlantic Beach Once Thrived as S.C.'s Only Black Friendly Beach, Now Home to Dreaded Black Bike Week," *Charleston City Paper*, Sept. 10, 2014; New South Associates, "Horry County Historic Resources Survey," 2009, 68.

¹⁸ New South Associates, "Horry County Historic Resources Survey," 2009, 68.

¹⁹ Ibid, 134.

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This propagation of motels coincided with a golden era of Myrtle Beach tourism in the 1950s and 1960s, a period defined by an exponential increase in visitation, vast improvements in infrastructure, and a drastically changed built environment which transitioned from cottages and beach houses to motels. During the 1960s, tourism finally overtook tobacco farming as the county's economic driver, and by the end of the decade, Horry County featured 2,700 hotel and motel rooms, more than any other county in the state.²⁰

The increase in American consumption during the postwar period was unlike anything the country had previously experienced. Following the Great Depression, World War II encouraged continued frugality and sacrifice to support American troops fighting overseas. When victory was won and the troops returned home, American consumerism shifted from wartime austerity to excess. By the 1950s, suburbs were sprawling out from American cities, personal automobiles were replacing public transportation, and Americans were beginning to consume at unprecedented levels. As Thomas Hine says, this immediate postwar period and the idea of Populuxe was the "result of an unprecedented ability to acquire," allowing people who were previously excluded from this high level of consumption to experience it.²¹ This new accessibility to goods, services, and experiences previously reserved for the privileged few was embodied by the Populuxe design aesthetic, which, as the name suggests, combined the popular with the luxurious, and was meant for all.²²

Myrtle Beach, and establishments like the Tawana Motel, capitalized on this increase in consumption and ability to travel. The term "automobility" arose during the 1960s and expressed the "collective beliefs and attitudes, as well as the accumulated material culture, associated with mass motoring."²³ Myrtle Beach's Chamber of Commerce took advantage of this "automobility" and launched an aggressive tourism campaign. It focused on five areas to encourage Myrtle Beach's economy to grow, the first of which was travel promotion.²⁴ This task proved to be fairly easy, as Myrtle Beach was already well-known as an entertainment destination, a reputation dating back to the construction of the first Pavilion by Burroughs and Collins in 1901.²⁵ The Myrtle Beach Pavilion hosted dancing, pageants, and even roller coasters as a way to entertain tourists and locals alike. In addition to the Pavilion, attractions like miniature golf, reptile houses, and amusement parks sprouted up along Kings Highway (Route 17) by entrepreneurs taking advantage of the heavily trafficked roadway.²⁶ Much like the nearby motels, these businesses used outlandish themes and signage to entice people to visit.

Transportation routes were key components in the rise of tourism and the success of the Tawana Motel. In the early years of tourism, travel was limited to railroad lines and the few roads

²⁰ New South Associates, "Horry County Historic Resources Survey," 2009, 34.

²¹ Thomas Hine, *Populuxe* (New York: Knopf, 1989), 12.

²² "All" in this sense is defined by white Americans, which Hine identifies in his book.

²³ John A. Jakle and Keith A. Sculle, *Remembering Roadside America: Preserving the Recent Past as Landscape and Place* (Knoxville: University of Tennessee Press, 2011), 4.

²⁴ Katherine J. Fuller, "Myrtle Beach Music and Motels," in *Looking Beyond the Highway: Dixie Roads and Culture*, ed. Claudette Stager and Martha Carver (Knoxville: University of Tennessee Press, 2006), 157.

²⁵ Multiple Pavilions existed between 1901 and 2006, most of which were lost by fire, but each one was constructed on the same lot as its predecessor.

²⁶ Becky Billingsley, *Lost Myrtle Beach* (Charleston: The History Press, 2014), 97-98.

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available. By the 1950s, most American families owned at least one car which they typically used when traveling for leisure, and roads created by New Deal funds brought more accessibility to Myrtle Beach. However, as car ownership continued to increase, so did the need for additional roads as “mass automobility wrought widespread demand for improved roads.”²⁷ As a *Sun-News* article stated in 1965, “Roads bring tourists to Myrtle Beach and the Grand Strand. By far a majority of the visitors to the Grand Strand area come by car. The roads they travel therefore are important.”²⁸ These tourists were not only coming from within state lines. Nearly 14 million out-of-state travelers came to Myrtle Beach in 1965.²⁹ The interstate highway system developed under President Eisenhower enhanced America’s automotive connectivity and streamlined the travel process, allowing easy mobility between states and facilitating access to destinations like Myrtle Beach. As a business that was established as a direct result of these changes in American leisure culture, the Tawana Motel represents this critical period in the development of Myrtle Beach as a tourism destination. The Graham family, who owned and operated the motel for nearly forty years, embodied the model of family owned and operated motel development in postwar Myrtle Beach. The Tawana Motel is a manifestation of the physical growth of Myrtle Beach and represents the city’s golden era of tourism.

Criterion C: Populuxe Motels in Myrtle Beach

Automobiles not only influenced the transportation routes for the tourism industry, but also the built environment. The motels, or motor-hotels, dotting the landscape were built with the automobile in mind: ample parking adjacent to each guestroom, a driveway leading to the lobby, and bright, eye-catching signs to lure motorists to stay at their particular motel. In an attempt to stray from the mundanity of other roadside architecture, which was meant to provide a comforting sameness no matter where one might be in the nation, the Tawana Motel and other family-run motels of the era strove to give guests an air of excitement and exoticism.³⁰ These motels were meant to be the destination and not just a stop along the way. They utilized Polynesian or Tiki themes to create a sense of exoticism and allow middle class families to feel as if they were traveling to distant part of the world without leaving the United States, reinforcing the combined feeling of security and excitement provided by these motels. The Tawana Motel’s stone-veneer lobby appears to be an example of this trend.

The architecture of the Tawana Motel fits within the Populuxe style of the mid-twentieth century. Populuxe motels were typically small, one- or-two story buildings of simple construction that also featured signs and check-in offices that combined the image of “efficient modernity with the fun of being on vacation.”³¹ As modern architecture began to thrive throughout the country, roadside businesses began utilizing principles of Modernism in their buildings, pursuing a stripped-down and efficient functionality that often translated to cheaper and quicker construction. However, these newer buildings also exuded the forward-looking,

²⁷ Jakle and Sculle, *Remembering Roadside America*, xviii.

²⁸ Bill Collins, “Majority Of Strand Tourists Come By Autos Over Many Routes,” *Sun-News*, February 4, 1965.

²⁹ “Governor Outlines Tourism Program,” *Sun-News*, March 3, 1966.

³⁰ Jake A. Jakle, Keith A. Sculle and Jefferson S. Rogers, *The Motel in America* (Knoxville: University of Tennessee Press, 2006), 157.

³¹ Hine, *Populuxe*, 157.

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futuristic trend then sweeping the country.³² The architecture of these businesses emphasized simplicity of the design while utilizing bright colors and eye-catching motifs and signs to entice motorists to stop at their businesses.

At the Tawana Motel, the design blends cheap efficiency (e.g. concrete block construction, minimal ornamentation) with pops of color and geometric architectural detailing. The decorative metal railings, for example, were an easy way to add excitement to the appearance of the motel. Populuxe buildings also employed iconic signage and screen block “curtains,” or walls as a means of decoration that was also functional.³³ The brick screen wall surrounding the stairwell on the northwest corner serves the primary function of covering the stairwell but also lends a sense of decoration to the functionality of sheltering of the stairs. Mixing Modern designs with practicality ensured the viability of the motel as a small, independent establishment.

The Tawana Motel was similar to other motels in Myrtle Beach in its plan, materials, and overall aesthetic. In the decade following Hurricane Hazel, hundreds of motels were erected by individuals and local developers alike, all pursuing a seemingly worthwhile investment in the newly established leisure industry. Most of these motels were similar in style: they were two to four-stories tall with flat roofs and an L-or-U-shaped layout. They featured small guest rooms and ample parking, and were constructed of concrete block. With more than 130 motels constructed during the 1950s and 60s, motel owners utilized cheap materials and techniques that did not require a skilled labor force.³⁴ However, while these buildings featured similar forms, each motel aimed to differentiate itself from others through its colors, signage, or a quirky architectural feature.

The Tawana Motel is one of the few remaining examples of this type of motel in Myrtle Beach. Beginning in the 1970s, a shift in building type occurred when large-scale high-rises began proliferating the coast the same way Populuxe motels did the generation before them. Many of these skyscrapers were erected on the sites of earlier beach houses, guest houses, and hotels, including the Ocean Plaza Hotel, the Imperial Court, and Chesterfield Inn. These resources are locally significant, as they represent a specific and important period in Myrtle Beach’s history. The increase in large-scale development removed many of the unique pieces of Myrtle Beach’s built environment. Additionally, the growth of corporate motel chains, which feature standardized corporate architecture, added to the elimination of the city’s unique character.³⁵

The Grahams combined affordability and amenities in their motel to attract middle class travelers. Populuxe, after all, was meant for all.³⁶ Balancing a motel that could be entertaining and affordable was key to the Grahams’ success. Keeping building costs low during construction of the motel was another component of the motel’s viability. The motel was built of concrete block, a relatively inexpensive material, and utilized pre-fabricated elements that could be

³² New South Associates, “Horry County Historic Resources Survey,” 2009, 89.

³³ Billingsley, *Lost Myrtle Beach*, 59-60.

³⁴ Fuller, “Populuxe Motels,” 23, 26; Stokes, *Myrtle Beach: A History*, 109.

³⁵ Andrew Wood, “The Twilight of the Mom and Pop Motel,” *The Conversation*, September 14, 2016, accessed February 5, 2019, https://theconversation.com/the-twilight-of-the-mom-and-pop-motel-64212?xid=PS_smithsonian.

³⁶ Hine, *Populuxe*, 6.

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erected quickly, like the storefront system used for the front wall of each guest room. By leaving the concrete block walls exposed but painted, the Grahams cut down on costs while still creating a finished appearance. Additionally, the Grahams phased the construction of the motel to keep costs down, building the motel buildings in 1965 but waiting until 1966 to construct the pool.³⁷ Their thriftiness in building the motel first and adding the pool later allowed them to receive income from guests while building the pool. Meanwhile, adding a pool meant a stronger draw for families as it gave another amenity to enjoy while on their vacation. The proximity of the Grahams' home to the motel also provided a level of service that comes only with a mom-and-pop establishment. They were always on hand to assist a guest with any request.

The Tawana Motel is a prime example of a Populuxe-style, mid-century modern motel built during Myrtle Beach's Golden Era. The motel represents the quintessential L-shaped motel model of the mid-century motel craze. It features a sleek, yet utilitarian design, mixed with amusing shapes and colors characteristic of the Populuxe style. The motel epitomizes the architectural style of the time through the use of its materials, its layout, and eye-catching design elements. It combined the excitement needed for a vacation with the security required to feel safe in a new space. The Tawana Motel demonstrates both affordability, with its economical materials, and fun through its bright, colorful accents, pools, and a shuffleboard court. The motel has largely remained the same and retains much of its original design and many of its distinctive features.

³⁷ "Building Permits Total \$842,120," *Sun-News*, December 31, 1964; "Building Permits Climb To 632,713; Motel Tops List," *Sun-News*, April 7, 1966.

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9. Major Bibliographical References

Bibliography (Cite the books, articles, and other sources used in preparing this form.)

Primary Sources

Charleston City Paper

"Atlantic Beach Once Thrived as S.C.'s Only Black Friendly Beach, Now Home to Dreaded Black Bike Week." September 10, 2014.

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"Building Permits Climb To \$632,713; Motel Tops List." April 7, 1966.

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February 4, 1966.

"Governor Outlines Tourism Program." March 3, 1966.

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Hine, Thomas. *Populuxe*. New York: Knopf, 1989.

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Jakle, John A., Keith A. Sculle and Jefferson S. Rogers, eds. *The Motel in America*. Baltimore: Johns Hopkins University Press, 1996.

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Wood, Andrew. "The Twilight of the Mom and Pop Motel." *The Conversation*, September 14, 2016. https://theconversation.com/the-twilight-of-the-mom-and-pop-motel-64212?xid=PS_smithsonian.

Previous documentation on file (NPS):

- ☐ preliminary determination of individual listing (36 CFR 67) has been requested
- ☐ previously listed in the National Register
- ☐ previously determined eligible by the National Register
- ☐ designated a National Historic Landmark
- ☐ recorded by Historic American Buildings Survey # _____
- ☐ recorded by Historic American Engineering Record # _____
- ☐ recorded by Historic American Landscape Survey # _____

Primary location of additional data:

- ☐ State Historic Preservation Office
- ☐ Other State agency
- ☐ Federal agency
- ☐ Local government
- ☐ University
- ☐ Other
- ☐ Name of repository: _____

Historic Resources Survey Number (if assigned): _____

Tawana Motel
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10. Geographical Data

Acreage of Property 0.57

Use either the UTM system or latitude/longitude coordinates

Latitude/Longitude Coordinates

Datum if other than WGS84: _____

(enter coordinates to 6 decimal places)

- | | |
|------------------------|-----------------------|
| 1. Latitude: 33.744152 | Longitude: -78.817396 |
| 2. Latitude: 33.743903 | Longitude: -78.817024 |
| 3. Latitude: 33.744187 | Longitude: -78.816778 |
| 4. Latitude: 33.744349 | Longitude: -78.817039 |

Or

UTM References

Datum (indicated on USGS map):

☐ NAD 1927 or ☐ NAD 1983

- | | | |
|----------|-----------|-----------|
| 1. Zone: | Easting: | Northing: |
| 2. Zone: | Easting: | Northing: |
| 3. Zone: | Easting: | Northing: |
| 4. Zone: | Easting : | Northing: |

Verbal Boundary Description (Describe the boundaries of the property.)

The Tawana Motel boundary begins at the northwestern corner of North Ocean Boulevard and 75th Avenue North. From this corner, the boundary runs north along the western edge of North Ocean Boulevard to a white concrete block retaining wall. At this wall, the boundary turns west and creates the northern boundary. Turning south at a wooden fence, the boundary runs south and ends at 75th Avenue North. Turning east, the southern boundary runs along the street and terminates at the corner of 75th Avenue North and North Ocean Boulevard.

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Boundary Justification (Explain why the boundaries were selected.)

The boundaries laid out in the paragraph above describe the legal parcels as defined by the Horry County tax records as well as the historic boundaries utilized by the motel. It encompasses all of the contributing resources associated with the Tawana Motel.

11. Form Prepared By

name/title: Jane Campbell
organization: Rogers Lewis Jackson Mann & Quinn, LLC
street & number: 1901 Main St. Suite 1200
city or town: Columbia state: SC zip code: 29201
e-mail: jcampbell@rogerslewis.com
telephone: (803) 978-1963
date: 2/15/2018

Additional Documentation

Submit the following items with the completed form:

- **Maps:** A USGS map or equivalent (7.5 or 15 minute series) indicating the property's location.
- **Sketch map** for historic districts and properties having large acreage or numerous resources. Key all photographs to this map.
- **Additional items:** (Check with the SHPO, TPO, or FPO for any additional items.)

Tawana Motel

Name of Property

Horry Co., S. C.

County and State

Photographs

Submit clear and descriptive photographs. The size of each image must be 1600x1200 pixels (minimum), 3000x2000 preferred, at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map. Each photograph must be numbered and that number must correspond to the photograph number on the photo log. For simplicity, the name of the photographer, photo date, etc. may be listed once on the photograph log and doesn't need to be labeled on every photograph.

Photo Log

Name of Property: Tawana Motel

City or Vicinity: Myrtle Beach

County: Horry

State: South Carolina

Photographer: Jane Campbell

Date Photographed: December 7, 2018

Description of Photograph(s) and number, include description of view indicating direction of camera:

- | | |
|----------|--------------------------------------------------------------------------------------|
| 1 of 36 | Tawana Motel, southeast oblique |
| 2 of 36 | Front lobby, Lobby Building, east elevation |
| 3 of 36 | Northwest Motel Building, east elevation |
| 4 of 36 | Northwest Motel Building, north elevation looking southwest |
| 5 of 36 | Northwest Motel Building, railing detail, north elevation |
| 6 of 36 | Northwest Motel Building, railing and bracket detail, north elevation |
| 7 of 36 | Northwest Motel Building, brick screen wall, northwest oblique |
| 8 of 36 | Northwest Motel Building, west elevation looking south |
| 9 of 36 | Northwest Motel Building, brick screen wall and brick rear portion, north elevation |
| 10 of 36 | Southeast Motel/Lobby Building guest rooms, north elevation looking southeast |
| 11 of 36 | Northwest Motel Building guest rooms, south elevation |
| 12 of 36 | Northwest Motel Building, angle of L, south and east elevations, looking northwest |
| 13 of 36 | Northwest Motel Building, storefront style windows and door pattern, south elevation |
| 14 of 36 | Brick screen knee-wall, east side of property looking west |
| 15 of 36 | Holiday Shores Motel sign, looking northwest |
| 16 of 36 | Southeast Motel/Lobby Building, south elevation |
| 17 of 36 | Southeast Motel/Lobby Building, west elevation looking northeast |

Tawana Motel

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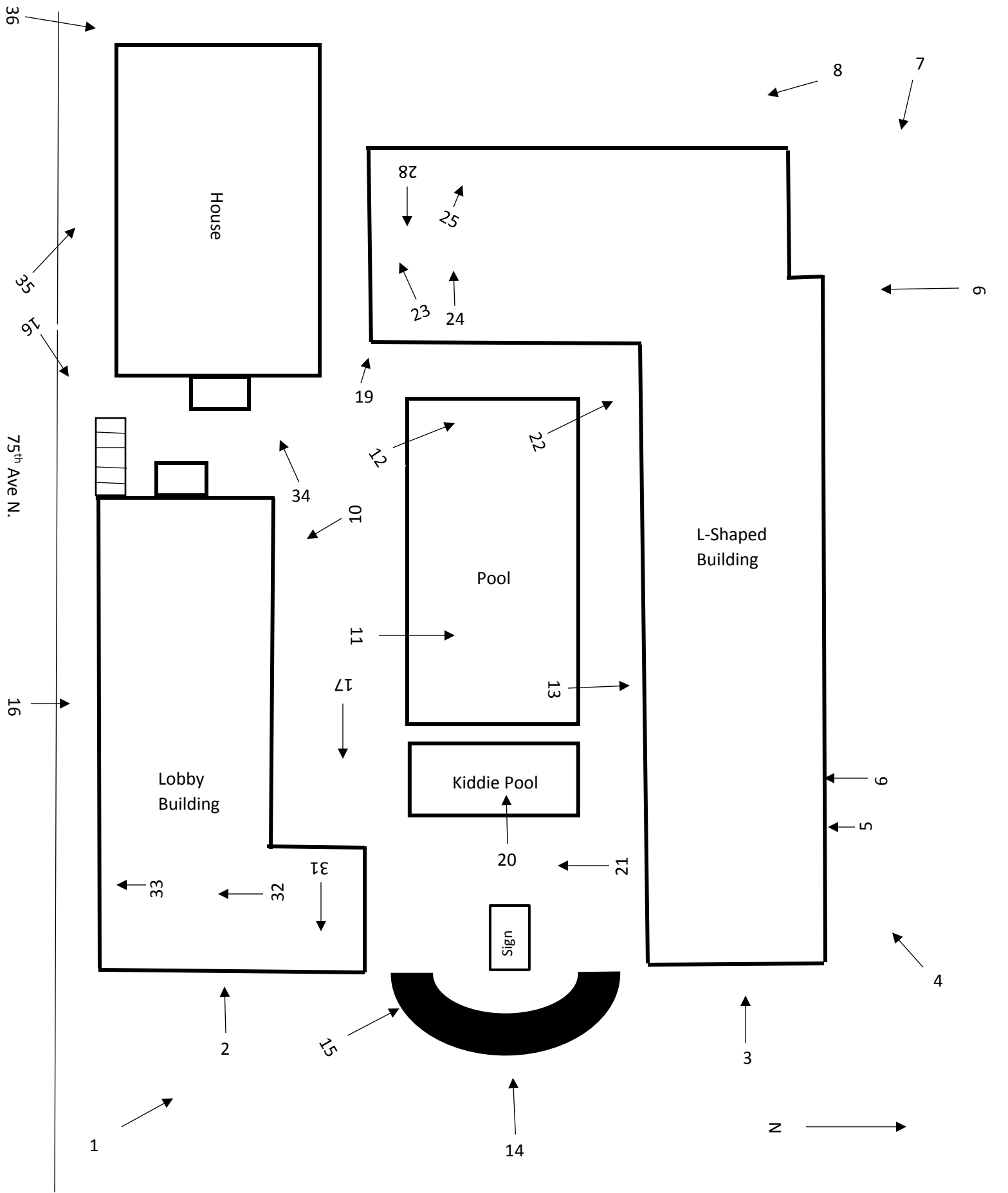
Name of Property

County and State

- 18 of 36 Southeast Motel/Lobby Building, west elevation of lobby looking east
- 19 of 36 Northwest Motel Building, spiral staircase at east end of L
- 20 of 36 Pool, interior courtyard looking west
- 21 of 36 Southeast Motel/Lobby Building, lobby north elevation
- 22 of 36 Northwest Motel Building, angle of L with storefront windows, looking northwest
- 23 of 36 Standard guest room, first floor looking southwest
- 24 of 36 Rear entrance with kitchenette, looking west
- 25 of 36 Standard kitchenette
- 26 of 36 Standard bathroom
- 27 of 36 Standard shower/tub combination
- 28 of 36 Standard guest room, entrance from courtyard, looking east
- 29 of 36 Suite style guest room with breakfast nook
- 30 of 36 Suite style guest room with exposed cinderblock wall and vertical paneling
- 31 of 36 Front lobby, looking east
- 32 of 36 Original owner's suite, looking south
- 33 of 36 Stair in owner's suite, no longer accesses second floor rooms
- 34 of 36 Guest House, east elevation with ice house addition
- 35 of 36 Guest House, south elevation looking northwest
- 36 of 36 Guest House, west elevation looking north

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C.460 et seq.).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 100 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Office of Planning and Performance Management, U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC.

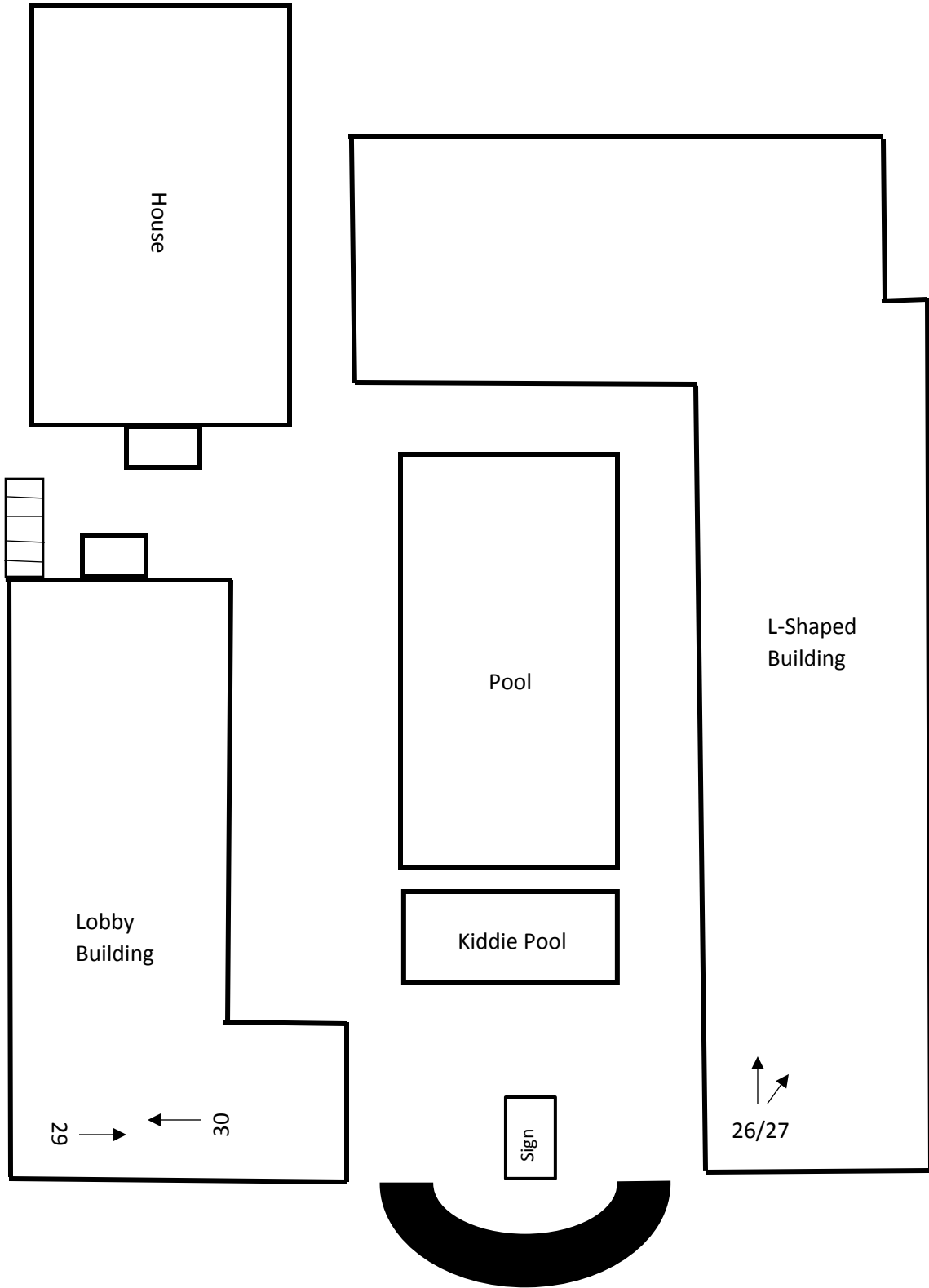


N. Ocean Blvd.

First Floor Photo Key

*Not Drawn to Scale

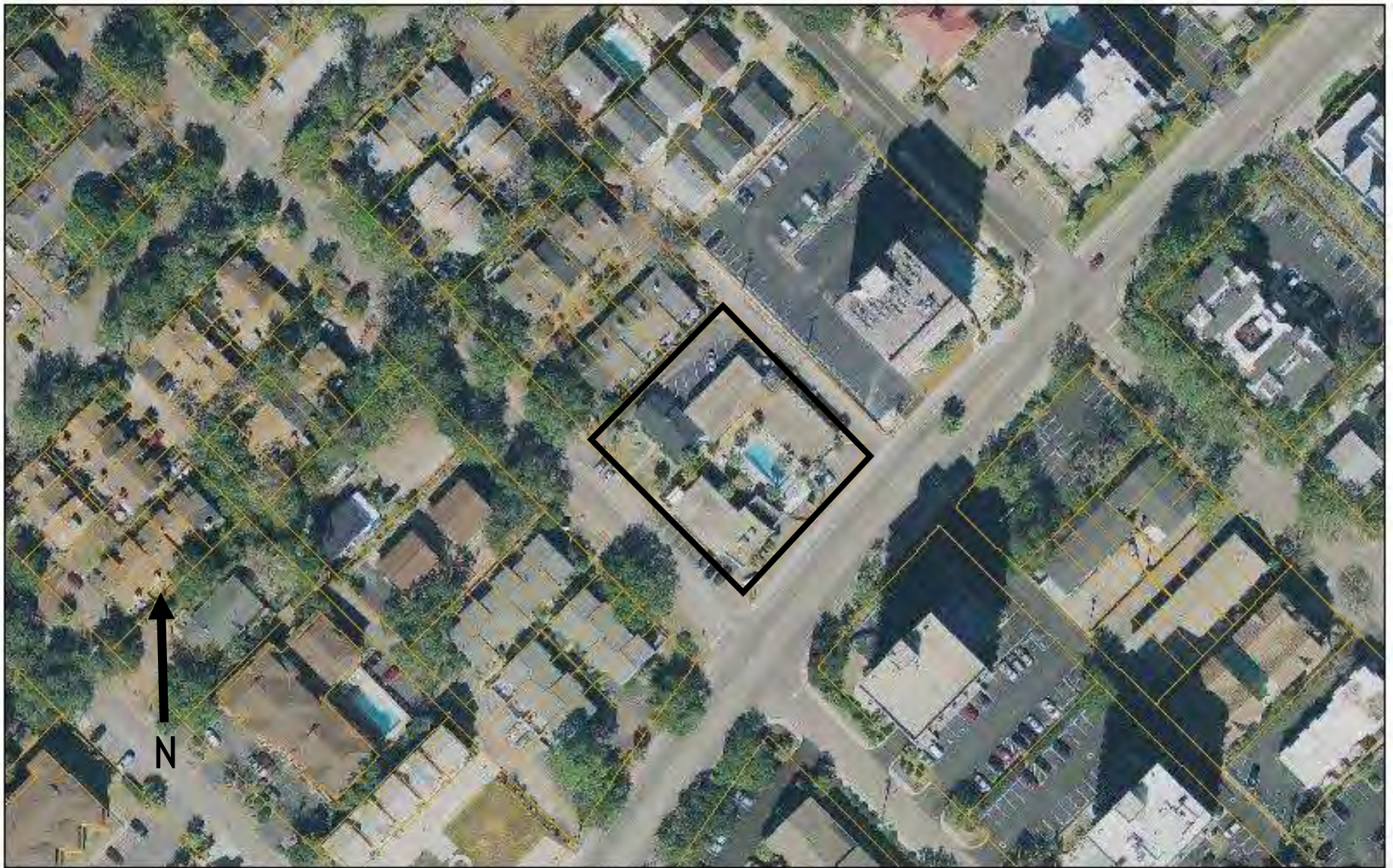
75th Ave N.




N. Ocean Blvd.

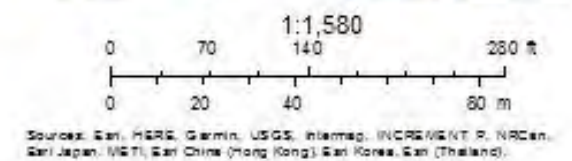
Photo Key Second Level

*Not to Scale



February 27, 2019

 Parcels



Tawana Motel

Myrtle Beach, Horry County



Google Earth

©2013 Google

100 ft

Tawana Motel

Myrtle Beach, Horry County

Tawana Motel

Google Earth

Image © 2019, TerraMetrics

2000 ft

N

Tawana Motel
Myrtle Beach, Horry County





HOLIDAY
Shores

WELCOME
MONTHLY & WEEKLY
SPECIALS



























NO
SMOKING
ON POOL
DECK

PLEASE
STAY OFF
POOL
ROPE

NO GLASS
ALLOWED
IN POOL
AREA

CHILDREN
MUST BE
SUPERVISED
BY AN ADULT

4
ET



HOLIDAY
Shores

WELCOME
MONTHLY & WEEKLY
SPECIALS

VACANCY















SAND
DUNES

POOL RULES

1. NO RUNNING OR JUMPING IN THE POOL
2. NO DIVING FROM THE POOL
3. NO GLASS OR SHARP OBJECTS IN THE POOL
4. NO SMOKING IN THE POOL AREA
5. NO ALCOHOLIC BEVERAGES IN THE POOL AREA
6. NO LOUING OR CHANGING CLOTHES IN THE POOL AREA
7. NO FEEDING ANIMALS IN THE POOL AREA
8. NO SWIMMING WITH CHILDREN UNLESS SUPERVISED BY AN ADULT
9. NO SWIMMING IF YOU ARE DRUNK OR HIGH
10. NO SWIMMING IF YOU ARE SICK OR HAVE A WOUND
11. NO SWIMMING IF YOU ARE ALLERGIC TO WATER
12. NO SWIMMING IF YOU ARE PREGNANT
13. NO SWIMMING IF YOU HAVE A HEART CONDITION
14. NO SWIMMING IF YOU HAVE A RESPIRATORY CONDITION
15. NO SWIMMING IF YOU HAVE A BLOOD PRESSURE PROBLEM
16. NO SWIMMING IF YOU HAVE A DIABETES PROBLEM
17. NO SWIMMING IF YOU HAVE A SEIZURE DISORDER
18. NO SWIMMING IF YOU HAVE A STROKE
19. NO SWIMMING IF YOU HAVE A WEAK SWIMMING SKILL
20. NO SWIMMING IF YOU ARE NOT AWARE OF YOUR LIMITS



SHALLOW WATER
NO DIVING
ALLOWED

NO LIFEGUARD
ON DUTY
SWIM AT YOUR
OWN RISK





























UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES
EVALUATION/RETURN SHEET

Requested Action: Nomination

Property Name: Tawana Motel

Multiple Name:

State & County: SOUTH CAROLINA, Horry

Date Received:
3/28/2019

Date of Pending List:
4/22/2019

Date of 16th Day:
5/7/2019

Date of 45th Day:
5/13/2019

Date of Weekly List:

Reference number: SG100003918

Nominator: SHPO

Reason For Review:

☒ Accept ☐ Return ☐ Reject 5/13/2019 Date

Abstract/Summary AOS: Recreation, Architecture; POS: 1965-1969; LOS: local
Comments:

Recommendation/ NR Criteria: A & C
Criteria

Reviewer Lisa Deline

Discipline Historian

Telephone (202)354-2239

Date 5/13/9

DOCUMENTATION: see attached comments : No see attached SLR : No

If a nomination is returned to the nomination authority, the nomination is no longer under consideration by the National Park Service.



March 27, 2019

Ms. Joy Beasley
Keeper of the National Register of Historic Places
National Register of Historic Places
1849 C Street NW, Mail Stop 7228
Washington, DC 20240

Dear Ms. Beasley:

Enclosed is the National Register nomination for the Tawana Motel in Myrtle Beach, Horry County, South Carolina. The nomination was approved by the South Carolina State Board of Review as eligible for the National Register of Historic Places under Criterion A and Criterion C at the local level of significance. We are now submitting this nomination for formal review by the National Register staff. The enclosed disk contains the true and correct copy of the nomination for the Tawana Motel to the National Register of Historic Places.

If I may be of further assistance, please do not hesitate to contact me at the address below, call me at (803) 896-6179 or e-mail me at vharness@scdah.sc.gov.

Sincerely,

Virginia E. Harness
Architectural Historian and National Register Co-Coordinator
State Historic Preservation Office
8301 Parklane Rd.
Columbia, S.C. 29223