

Parrish's Motor Court
Name of Property

Georgetown Co., S.C.
County and State

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

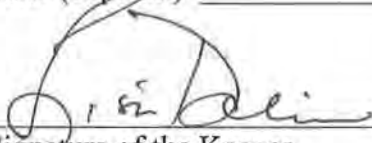
Signature of commenting official: _____ **Date** _____

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

10/16/17
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
- Site

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Structure

Object

Number of Resources within Property

(Do not include previously listed resources in the count)

Contributing	Noncontributing	
<u>4</u>	<u> </u>	buildings
<u> </u>	<u> </u>	sites
<u> </u>	<u>1</u>	structures
<u> </u>	<u>2</u>	objects
<u>4</u>	<u>3</u>	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

Current Functions

(Enter categories from instructions.)

DOMESTIC/hotel

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7. Description

Architectural Classification

(Enter categories from instructions.)

LATE 19TH & EARLY 20TH CENTURY REVIVAL/Colonial Revival

LATE 19TH & EARLY 20TH CENTURY REVIVAL/Mission Revival

MODERN MOVEMENT/Ranch Style

Materials: (enter categories from instructions.)

Principal exterior materials of the property: Brick, stucco, wood, metal

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

First opened for business on New Year's Day 1950, Parrish's Motor Court is a one-story Colonial Revival style motor court. It features a long, one-story masonry building that is covered in a coral-colored stucco. The façade, which faces U. S. Route 17-Business, has a white, wooden arched colonnade across it and square cupolas across the roofline, giving the motel a Mt. Vernon-like appearance. Originally conceived as a cottage court, the motel expanded to meet the needs of the business. The property encompasses four buildings including the motel and front office, which are attached by a breezeway, Cottage Number One, the "Alamo" Cottage, and a Maintenance House. Despite changes over the years, the motel has evolved with national trends in roadside architecture to remain successful and has retained its integrity while doing so. The motel is the earliest and only example of mid-century motel architecture in Murrells Inlet, making it eligible under Criterion C.

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Narrative Description

1. Main Motel. Housing fifteen guest rooms, the coral-colored motel stretches along U.S.-17 Business as one continuous building. What began as a cottage court design with small houses accessible from a dirt driveway, the historic Parrish's Motor Court has expanded to become a single-story motel under one roof, today known as the Brookwood Inn. The original cottages were white stucco buildings with red roofs and two guest rooms in each.¹ These cottages had a pattern of a window, door, small window, door, and window along their facades, which is the same one that remains today. These cottages also had scalloped aluminum canopies over their doors. Sometime between the late 1950s and early 1960s, the cottage court transformed into a motel. The individual cottages were connected by new walls placed between the existing cottage walls and a new roof united the former units into a single motel. A porch extending the length of the east façade was built when this change took place. White wrought iron columns were included to uphold the porch roof, the motel was painted turquoise, and square cupolas connected by a white iron balustrade were added to the roof during this transformation.

The east façade has a white wooden full-width porch with arches between each column. These columns were updated from wrought iron to wood sometime during the 1980s and the motel was painted from turquoise to coral.² The façade generally follows a pattern of windows and doors based upon the original motel design, although it occasionally varies. The typical pattern is a standard-sized window, door, small window, door, standard window, which was the original cottage pattern. The half-moon vent is located above the small window between the doors. The pattern resets with a slider window and then a door. The pattern repeats thereafter. The standard-sized and smaller-sized windows are all one-over-one windows with storm windows over top of them and they have white louvered shutters around them. Positioned halfway between each of the half-moon vents are square cupolas with flared roofs at the apex of the hipped roof. The cupolas are lined up with the slider windows on the façade, demonstrating that these were areas of later infill construction.³ A small hallway, located between the windows of rooms 29 and 30, leads to the Maintenance House on the west side of the property.

The north elevation is the simplest aspect of the motel, as it features only a single window on the east end that has been boarded up and is flanked by white louvered shutters. The south elevation intersects with the covered walkway to the front office. Like the north elevation, it features only a boarded-up window with shutters on the east end. A wall of louvered doors creates the back wall of the covered walkway between the motel and the office. The west side of this partition is devoid of windows or doors.

The west elevation is the most varied aspect of the building. It features several types of windows, including wooden two-over-two, metal one-over-one, metal two-over-two, standard sized windows, and smaller sized ones. Some have storm windows while others do not. Beginning at

¹ Postcard, Parrish's Motor Court, 1950s; original architectural plans, Leslie M. Shull, architect, April 1949.

² Author interview with managers Joe and Betty Jo Hartley, April 19, 2017.

³ Postcard, Parrish's Motor Court, 1950s.

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the north end of the elevation, there is a metal one-over-one window with an air conditioning vent beneath the window. Moving south along the elevation is a small two-over-two wooden window with a concrete sill. Adjacent to the smaller window on the south side is a small wooden shed roof addition, the size of an outhouse. Three white vents are located on the wooden addition at various locations. On the other side of the shed is a metal one-over-one window with a vent beneath it. Farther down the elevation is a small metal one-over-one and farther still, a metal two-over-two window. Between the small window and standard two-over-two is an air conditioning vent. A final window, which is covered up, is located in the corner of this plane of the elevation and a projecting wing. This projection features a set of paired wooden two-over-two windows, each with a storm window.

Back on the original plane of the elevation, a window pattern repeats itself twice heading south down the elevation. This pattern consists of a wooden one-over-one window, a small covered window, and then a wooden one-over-one window. The standard sized wooden windows have air conditioning vents beneath them and the windows featured storm windows. A wooden electrical box is located between the standard sized window and a small, metal one-over-one window and then there is a wooden one-over-one with a storm window, which has a vent beneath it. A walkway connecting the west and east elevations is situated between this wooden window and a matching one to the south. Adjacent to this matching window is a small wooden shed roof addition with small vents located on it. Moving south of this addition, there is a wooden one-over-one window that does not have a storm window covering it, but does have an air conditioning vent under it. Next, a small metal one-over-one is on the elevation, followed by a metal two-over-two window, which does not have a vent directly beneath it, but instead just north of it and below the window. Another projecting wing interrupts the elevation's plane and features two wooden two-over-two windows with storm windows over them. However, these windows are not paired like on the northern projecting wing. The projection returns to the original plane of the motel and features a single wooden one-over-one window with a storm window over it and an air conditioning vent beneath it.

Interior

The guest rooms vary minimally throughout the motel, but tend to stick to two main room types: the initial design and the in-filled rooms. The original cottage rooms reflect each other symmetrically with their bathrooms situated between them in the center of each building. One bathroom is located on the west end of the cottage, the other on the east and both featured walk-in showers.⁴ These walk-in showers have the small window that is located between the two standard sized windows on the cottage façade. Although the space between the cottages has been filled in with more guest rooms, the design of the original cottages has remained. The walls of the guest rooms are composed of vertical paneling although the panels have been painted and the floors are carpeted. The bathrooms are all original and feature mosaic tile floors, square tiles along the walls, and ceramic soap dishes and toothbrush holders, which are attached to the walls.

⁴ Original architectural plans, Leslie M. Shull, architect, April 1949.

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The variations to the guest room interiors include a chair rail along the interior paneling in certain rooms, a combination shower and bath tub in some bathrooms, and different flooring including terrazzo or hardwoods.

Front Office

The front office is a remnant of the original cottage court design since it was not filled in with brick to match the motel, but is instead connected by a flat roofed walkway which houses an ice machine and vending machines. The office is a small, square building with a porte cochere at the north end of the east façade. The entrance to the office is located at the north end of the façade, beneath the porte cochere's roof. It features a full-length aluminum storefront design, with a single glass door on the north end and three glass storefront panes to the south. The lower portion of each pane is a jalousie window. The south end of the façade has a single two-over-two window with a white louvered shutter on each side. The columns of the porte cochere are square wooden columns that match the colonnade on the motel building. These columns end on the first of the two brick stairs leading to the office entrance and the brick flower bed fence on the driveway side. A wooden arch connects each of the columns. These arches and columns are set back beneath the original flat roof, creating overhanging eaves which have florescent lights along them for night time visibility. The flat roof has an original beadboard ceiling with a thirty-square grid pattern made of white wooden 2x4s.

The south elevation of the motel office is five bays deep with two windows on the east side, a small window in the center, and a set of paired windows on the west side. All the windows are two-over-two and have shutters. The roofline features the sloping hipped roof with a gable at the top. The gable has white siding and a louvered vent inside of it. Finally, the west elevation features a set of paired two-over-two windows on the south end of the elevation and a wooden shed addition on the north end. The addition matches the color of the motel and has a deteriorated west elevation that has been replaced with plywood. A small corrugated metal shed stands directly behind the wood siding addition.

The north elevation of the office building is partially located beneath the open space walkway and features two two-over-two windows, the east one with shutters, the west one without them. Behind a wall constructed of full-length louvered shutters, the remainder of the elevation is present. It has a set of paired two-over-two windows and, moving west, there is a wood siding, shed-roof addition. It has a smaller two-over-two window and a white six-paneled door. The addition ends, but is connected to the metal shed with a storm door. The roofline, with its gable in the center, mimics the south side roofline.

Interior

The front office has changed very little since its construction in 1949. The south and west walls are vertically wood paneled with a curved, built-in front desk projecting from the south wall and curving towards the west wall. Two wood paneled doors are located behind the front desk, one on the west wall, one on the south, both of which are marked "private." The east wall is composed of glass (see exterior description above) and the north wall is made of gypsum wall

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board. The flooring is a mixture of carpet and non-historic square tiles, which are located at the entrance.

2. Maintenance House. The small Maintenance House is located at the rear of the motel at the center of the building. It resembles Cottage Number One in size, but deviates in a few small ways. First, the east façade has only one main door with a metal scalloped awning above it, which is flanked by two windows. The windows are two-over-two with a storm window over each and white louvered shutters. At the south end of the façade is another door which has a white screened storm door over it. The roof of the building is hipped and has a small louvered vent pediment directly above the awning door. In front of the building a concrete patio connects to the front of the motel via a walkway through an opening in the motel.

The south elevation has a centrally located two-over-two window with an air conditioning vent located beneath the window. There is a wooden shed roof addition on the west elevation which has a door on its south elevation on the white painted portion. The addition is a mixture of white painted wood and natural wood. The addition backs up to a wooden privacy fence, making the west elevation unable to be seen.

The building's north elevation is markedly different from the south. Instead of a two-over-two window, it has a slider window at the center of the elevation near the roof. At the southeastern corner of the elevation is an air vent near the sidewalk. Adjacent to this vent are two beams, one white and one natural wood that appear to be stabilizing the elevation. The west end of the elevation appears to have been added onto as evidenced by the change in the roofline, from a hipped roof to a sharply sloping roof, as well as an abrupt disruption of white cornice before the sloped roof. The slope leads into the wooden shed building.

3. Cottage #1. Cottage Number One is one of the motel's original cottages and reflects the intended look of Parrish's Motor Court. It is slightly turned on its axis instead of in a straight line like the motel and its office to keep it accessible from the driveway. It features two guest rooms accessible from the east façade and is five bays long. Each end of the façade has a one-over-one window with a smaller window in the center of the façade, all of which have white louvered shutters. Between the larger windows and smaller window are the two doors, which each have a white, aluminum scalloped awning above it, which are original to the Parrish Motor Court era. The doors are green with white ship's wheels and the motel number in the center. A single louvered half-moon vent is located in the center of the east façade's hipped roof and a square, louvered cupola sits at the center of the roof.

Both the north and south elevations are narrow with only one window on the east end, although the windows on each elevation have been covered with a gray wooden board. Each is flanked by white louvered shutters. The west elevation has two one-over-one windows with aluminum storm windows over top of them. Below each window is an old air conditioning vent. Located in the center of the elevation and between the two windows is presumable a small window that is now covered by closed louvered shutters, which are white. Beneath it there appears to be a small windowsill.

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The interior of Cottage Number One is the most intact example of an original Parrish's Motor Court motel room. It features the vertical wood panels on the walls, terrazzo floor tiles, and an original bathroom with walk-in shower. Few changes have occurred since its construction in 1949.

4. Alamo Cottage. The Alamo Cottage, which dates to the late 1950s to early 1960s, is the most distinctive of the secondary structures on the property. It matches the motel and Cottage Number One in color and material, but differs with its Mission-style parapet on the east façade that hides a front gable roof. The parapet has white coping and a circular, louvered white vent surrounded with a white stucco border. The façade features four full-length nine-over-nine double hung windows that have a white stucco border. A sounce is located on the north and south end of the façade, adjacent to the windows. The parapet has a large crack running from its north side down towards one of center windows.

The north elevation serves as the entrance to the two guest rooms in this building with a fifteen-light door and matching full-length window, giving the appearance of double doors. The two doors are located on each end of the elevation, one of the east end and one on the west. Between these doors are two six-over-six windows. Both windows and doors have white borders around them. The borders around the doors are where small black numbers mark the motel room number. A small concrete walkway and patio links the two units together and with the main motel.

The west, or rear elevation of the building is made of cinderblock and is devoid of stucco. It also features a single six-over-six window with a white border and just above the window is a white wooden siding pediment.

The south elevation is a mixture of cinderblocks and stucco and does not feature any doors or windows. The primary construction is composed of cinderblocks, but there is a small wing in the center of the elevation, creating a cross-gabled roof, that is made of stucco. On the west side of this small wing is the scarring of a former window, which has been covered with stucco. The eaves of this elevation feature exposed rafter tails, the only elevation to have this characteristic.

Interior

The "Alamo" Cottage has two guest rooms, both of which have been updated in the recent past. These updates include laminate wood floors, a linoleum bathroom floor, and a garden bath tub. This cottage does not have vertical wood paneling, but instead has gypsum wall board.

Landscaping/Setting

The landscaping reflects a stereotypical Lowcountry setting, which includes marshes, Live Oak trees, and Spanish Moss. The land has always been marshy due to its proximity to the coast, but a 1944 map showing the Brookgreen quadrangle shows the same aqueous features that a present-

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day map shows.⁵ Motel views of the marshy inlet are just across U.S.-17 Business. The tranquil setting is perfectly situated along a main thoroughfare, making it easily accessible, but the open view to the inlet and the Live Oak trees give a sense that visitors are tucked away in a park-like setting.

While the Brookwood Inn has undergone changes throughout its history, the motel still retains a high degree of integrity. The motel used the original layout of the cottage court to expand, adding on to what was currently extant and retaining key features. The owners filled the gaps between each cottage with matching materials and continued the original window pattern to keep the intended look of the original business while creating a new appearance for the Brookwood Motel. The creation of a single motel under one roof demonstrates the motel's desire to update and keep with evolving mid-century trends. The retention of original features like bathroom tiles, walk-in showers, and interior paneling testify to the building's strong sense of integrity. At a time when the American roadside was ever changing and buildings were constantly being modified, it is miraculous that the Brookwood Inn has remained relatively untouched since its metamorphosis in the 1960s and remains in service as a motel.⁶

Non-contributing resources

1. Signs. The Brookwood Inn currently features two signs for passersby on U.S.-17 Business, one on the north end and one on the south. The northern sign is taller and more colorful than its southern counterpart, but is smaller in size. The sign is white, plastic, rectangular light box sign with a black wooden base which is upheld by a black metal pole. The sign reads "Brookwood Inn" in cursive green letters on a white background. A red ribbon with white letters says "Quiet, Relaxed, Nostalgic" underneath the motel's name. "Est. New Year's Day, 1950" is noted in black letters on the bottom right corner. The light box can be illuminated at night so that it is visible to passing motorists.

The southern sign is horizontally oriented instead of vertically and features a green acrylic sign with "Brookwood/Inn" inscribed in white letters. Above the motel's name is the image of the South Carolina state flag: a palmetto tree and gorget, and below is a marquee that reads: "Grande ole trees and an inlet breeze" along with information about the motel. The sign is upheld by a brick column on each side with a concrete pelican statue atop each column.

These two signs were not the original markers of this motel, however. In the early years, Parrish's Motor Court had a sign at the north end of the property in the shape of an inverted "T" with "Parrish's" running down the center and "Motor Court" at the base. The edges of the sign were neon blue and the white letters were electrified for night time visibility. This sign was replaced when the motel was renamed Brookwood Inn and was comprised of six white, rectangular, vertical posts upholding a green rectangular sign reading "Brookwood" in cursive

⁵ U.S. Army Corps of Engineers. Brookgreen quadrangle, South Carolina (map). 1944. 1:31,680. 7.5 Minute Series. University of South Carolina. Government Information and Maps Department, 2004.

⁶ John A. Jakle and Keith A. Sculle, *Remembering Roadside America: Preserving the Recent Past as Landscape and Place* (Knoxville: University of Tennessee Press, 2011), 3.

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letters and “Motel” in modern script. Beneath the sign was an inverted triangle with neon lights letting travelers know whether or not there was a vacancy available at the motel. A marquee was located below the sign on the six posts advertising air conditioning and televisions.⁷ These advertisements were common for the period, as air conditioning and televisions were luxuries many guests did not have in their own homes, or for wealthier families, something they felt should come standard in this new, modern age. However, this sign was destroyed by Hurricane Hugo in 1989 and the two current signs replaced the 1960s version.

2. Pool. Constructed after the period of significance, a small, rectangular pool is located in the front lawn between the motel and Highway 17. A concrete slab surrounds the pool and a chain link fence encloses the pool area.

⁷ Postcard, Brookwood Motel, 1960s.

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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

1950-1967

Significant Dates

Significant Person

(Complete only if Criterion B is marked above.)

Cultural Affiliation

Architect/Builder

Leslie M. Shull

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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.)

Parrish's Motor Court is a 1950s-era motel that was originally conceived as a "cottage court" situated along U.S.-17.⁸ Roy E. (1888-1971) and Viola Parrish (1905-1991) built the motor court and owned it until the 1960s. When it opened in 1950, it was the only motel in Murrells Inlet, which it maintained until the late twentieth century. It is a physical representation of the growth of the tourism industry in Murrells Inlet. Built as a classic cottage court, a style where lodging was situated in separate buildings among a lush landscape, the motel is easily accessible from the highway and has parking in front of each guest room. Operating in Murrells Inlet for over sixty-seven years, the motel was for many years the only lodging available for tourists coming to vacation in the marshy, Lowcountry landscape. Because it was the sole lodging establishment, it is a vestige of the beginnings of Murrells Inlet's tourism industry and eligible for listing in the National Register under Criterion A in the area of entertainment/recreation at the local level of significance. Also eligible under Criterion C, the architecture of the Brookwood Inn demonstrates the growing trend of roadside architecture and embodies the transformation of cottage courts to motels during the mid-twentieth century. The period of significance, 1950-1967, spans the period from the opening of the motor court and includes its conversion to a motel configuration. It also includes the growing prominence of Murrells Inlet as a tourist destination, spurred in part by the opening of Brookgreen Gardens to public visitation in 1932 and the creation of Huntington Beach State Park in 1960. The period of significance ends fifty years in the past because Parrish's Motor Court, later Brookwood Inn, remains in operation as a roadside inn.

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

History of Murrells Inlet

Murrells Inlet did not begin as the recreational escape it is today, but evolved from an isolated agricultural hamlet. Beginning in the early 1800s, white planters started establishing rice plantations along the marshy landscape. Along with the rice culture, plantation owners would deploy enslaved people, often young boys, to dredge the inlet for seafood, including oysters, clams, shrimp, crabs, and fish. This secondary food economy would foreshadow one aspect of what would later draw visitors to the small swamp town.⁹ Even as time passed, the small coastal village remained remote because of the marshy landscape. That changed, however, after the Second World War when improvements in transportation made the Inlet more accessible. This accessibility allowed for the development of a new economy for Murrells Inlet: tourism. As historian George Rogers puts it, "perhaps the most important contemporary change is in the

⁸ Original architectural plans, Leslie M. Shull, architect, April 1949.

⁹ C. E. Smith, "Murrells Inlet," *South Carolina Encyclopedia*, June 8, 2016. Accessed May 3, 2017.

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development of the recreational and tourism aspects of the county.”¹⁰ As tourists began coming to Myrtle Beach in droves, they ventured down to Murrells Inlet for fresh, local seafood, giving the town the title “The Seafood Capital of South Carolina,” and discovered the quiet and relaxed atmosphere of the Inlet. This discovery eventually led to an increase in population and development, but while the town did develop slightly, it remains a more secluded part of the Lowcountry coast line.

Criterion C: Architecture (American Roadside Architecture, 1950-1967)

As automobiles became more affordable and more accessible to the growing middle class, the network of roads across America expanded, giving more mobility to its citizens. Businesses took advantage of this burgeoning roadside culture and began providing goods and services to tourists. Entrepreneurs along U.S. Route-17 began constructing businesses along this more traveled thoroughfare that would attract motorists passing through Murrells Inlet. Because of their proximity to the inlet, seafood restaurants were the business of choice. Roy E. Parrish, however, identified another opportunity and built the only motel in the small town, and he did so along U.S.-17. Construction began on Parrish's Motor Court in 1949 and it opened on January 1, 1950. The Parrish Motor Court was originally built as the quintessential “cottage court,” a form common to the late 1930s and early 1940s. These cottage courts were typically composed of duplex-like cottages, housing two units, and they were either laid out in a U-shape or in a linear progression, the latter being the case at Parrish's.¹¹ However, as motor courts in nearby Myrtle Beach and across the country began to modernize and follow newer trends, Parrish's Motor Court did the same.

By the 1960s, the cottages were all connected under a continuous roof except for the northernmost cottage, which was slightly rotated towards the parking area. While these alterations occurred, new ownership took control of the property. Now owned by S. P. Gardner, Parrish's Motor Court was renamed as the Brookwood Motel. The newer version of the cottage court became more vibrant than the small white cottages and became a full-length turquoise modern motel, equipped with air conditioning and a television.¹² These traits are all in line with the development of motels across the country as single-entity motels replaced multiple, individual cottages and courts. While the cottages updated to a single building, the addition of the “Alamo” Cottage demonstrated the viability of the motel.¹³ In 1981, as business boomed, owner Robert DuBose purchased the house closest to the motel, built in 1950, and another nearby home, built in 1959, for use as overflow rooms.¹⁴ The tourism industry, particularly along South Carolina's coast, was becoming a viable part of the state's economy. Considering the relative isolation that

¹⁰ George C. Rogers, *History of Georgetown County, South Carolina* (Columbia, SC: University of South Carolina Press, 1970), 506.

¹¹ John A. Jakle, Keith A. Sculle and Jefferson S. Rogers, *The Motel in America* (Baltimore: Johns Hopkins University Press, 1996), 41.

¹² Postcard, Brookwood Motel, 1960s.

¹³ Georgetown County Tax Assessor's Website,

http://qpublic5.qpublic.net/qpmap4/map.php?county=sc_georgetown&parcel=41-0125-067-01-00&extent=2592726+624996+2593148+625414&layers=parcels+roads+parcel_sales+streetnum;

Author interview with managers, April 19, 2017.

¹⁴ Steve Jones, “Murrells Inlet Landmark Up for Sale,” *Sun News* (Myrtle Beach, SC), August 16, 2013.

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Brookwood faced, it is remarkable that it has lasted over sixty-seven years in the same small coastal community. It is that remote feeling, however, that guests love about the Brookwood and Murrells Inlet. Additionally, because the Brookwood was the only form of lodging until more recent options were built, it is little wonder why the business prospered. Since the last decade of the twentieth century, however, more contemporary lodging has been available in the form of large scale resorts, condominiums, corporate-run motels, and rentable single-family homes, cutting into the monopoly that the Brookwood Inn once enjoyed.

While other lodging options are now available around the inlet, the Brookwood Inn's architecture is representative of its time in American culture. When the motel was filled in, the roof received some new elements including square cupolas and a metal balustrade, which ran across the apex of the roof, connecting these cupolas. This change took place by the early 1960s and, along with the iron columns across the façade, gave an architectural nod to a famous American building: Mount Vernon. According to a survey of midcentury postcards by Keith Sculle, Mount Vernon was one of the most referenced architectural designs for motels across the United States. Perhaps because of its popularity as a tourist destination, as it reached over one million visitors by 1952, Americans felt a sense of familiarity when the design was appropriated to buildings across the country. The only architectural design that outranked Mt. Vernon during the mid-century period was the Alamo.¹⁵ Not coincidentally, the Brookwood Inn features styles from both the Alamo and Mt. Vernon. Americans gravitated towards these designs in roadside buildings because they reflected a sense of patriotism to automobile passengers through their architecture, while at the same time exuding a sense of familiarity.¹⁶

Because of their cultural relevance in the 1950s, both Mt. Vernon and the Alamo permeated the built environment across the country. The increase in "automobility," or the mobility Americans received via their automobiles, allowed Americans to travel like never before. The roadways traversing the United States spurred new development. Even as these new buildings sprang up, however, many attempted to adopt familiar, sometimes historical, forms in order to convey a sense of stability on a landscape that was, in fact, rapidly changing. Popular culture like the Disney mini-series *Davy Crockett*, which ran during the mid-1950s, also appealed to this sense of nostalgia. The three-part series was wildly popular and at the height of the cultural phenomenon American children were buying an average of 5,000 Davy Crockett-style coonskin caps per day. The theme song from the series, "The Ballad of Davy Crockett," reached #1 on the American pop music charts in the spring of 1955 and sold over 10 million copies. In fact, three separate versions of the song all finished among Billboard's top 30 singles of 1955.¹⁷ That television series roughly coincided with the opening of "Frontierland" at Walt Disney's newly

¹⁵ Keith Sculle, "The Best of Both Worlds: Home and Mobility in Motel Postcard Iconography," *Material Culture* 31, no. 3 (Fall 1999): 21-52, quoted in Lydia Brandt, *First in the Homes of his Countrymen: George Washington's Mount Vernon in the American Imagination* (Charlottesville, VA: University of Virginia Press, 2016), 176; *First in the Homes of his Countrymen*, 161.

¹⁶ Brandt, *First in the Homes of his Countrymen*, 176.

¹⁷ Dwight Blocker Bowers, "The Saga of Davy Crockett's Coonskin Cap," National Museum of American History Blog. <<http://americanhistory.si.edu/blog/saga-davy-crocketts-coonskin-cap>> [accessed July 6, 2017]; "Billboard year-end top 30 singles of 1955," Wikipedia https://en.wikipedia.org/wiki/Billboard_year-end_top_30_singles_of_1955 [accessed July 6, 2017].

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created theme park, Disneyland, in Anaheim, California. These Disney portrayals offered an idealized image of the American frontier that celebrated themes of self-reliance and rugged individualism. The depiction of Crockett's last stand at the Alamo also tapped into a sense of American nationalism and, obliquely, anti-communist sentiment, at the height of Cold War tensions between the United States and the Soviet Union.¹⁸ The interplay between nostalgia for the "freedom" of the western frontier and Cold War anxiety is perhaps best embodied by the fact that when the U.S. Army developed a tactical nuclear weapons system for use in a potential conflict with the Soviet Union, it was named the Davy Crockett Atomic Battle Group Delivery System.¹⁹

The power and pervasiveness of the mythic portrayal of Davy Crockett in the 1950s is further evidenced by the fact that the Alamo form finds architectural expression at Parrish's Motor Court. As with the Mount Vernon aesthetic that defines the main building, Parrish's Motor Court was far from the only motel to deploy the Alamo motif. The Alamo Plaza Hotel Court, a chain that eventually operated motels in ten states across the American South, also used a stylized version of the Alamo's Spanish Mission-style architecture.²⁰ The public was quick to embrace these architectural allusions because the buildings had become familiar symbols of American nationalism and, in the Cold War context, of democratic self-government. Of course, the proprietors of Parrish's Motor Court, along with others who deployed these symbols for commercial reasons, were engaged in a marketing campaign. Their goal was to appeal to customers who, they believed, would be attracted to the mythologized past that was represented by the motel's architecture. The Mount Vernon-style appearance of the main building, along with the inclusion of the Alamo-style cottage, offered visitors two iconic forms that each served as symbols of patriotism, adventure, and familiarity that Americans yearned for in their travels.

Criterion A: Entertainment/Recreation (Tourism Industry in Murrell's Inlet, 1950-1967)

The sudden and rampant availability of automobiles, along with shorter work hours and a disposable income, allowed for the development of tourism and "a culture of mobility" around the United States in the post-war period.²¹ The construction of more highways meant more roadside architecture for Americans to consume as they traversed the open road. Along with gasoline stations and restaurants, tourists, and their automobiles, needed a place to rest overnight. Thus, cottage courts, motor courts, and eventually motels sprang up across the American landscape. These forms of architecture were specifically aimed at travelers in automobiles. They nearly always featured a porte cochere for check in and the proximity of the parking to the

¹⁸ Ann Marie Kordas, *The Politics of Childhood in Cold War America* (London: Routledge, 2013), 86; Stanley Corkin, *Cowboys as Cold Warriors: The Western and U.S. History* (Philadelphia: Temple University Press, 2004), 187-195.

¹⁹ Matthew Seelinger, "The M28/M29 Davy Crockett Nuclear Weapon System," National Museum of the United States Army Blog. <https://armyhistory.org/the-m28m29-davy-crockett-nuclear-weapon-system/> [Accessed July 6, 2017]

²⁰ "Alamo Plaza Hotel Courts Postcard: America on the Move Exhibit," National Museum of American History, Archives Center, Blenkle Collection. http://amhistory.si.edu/onthemove/collection/object_582.html [Accessed July 6, 2017]

²¹ Andrew F. and Jenny L. Wood, *Motel America: A State-By-State Tour Guide to Nostalgic Stopovers* (Portland, Oregon: Collectors Press, 2004), 7.

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lodging allowed the traveler easy access to both their room and their vehicle. Roadside architecture originally set out to appear eye-catching and unique to adventurous travelers, but eventually evolved to appear more standardized in hopes of offering visitors a sense of security while on the open road.²² These homogenous chain motels only came to Murrell's Inlet long after Parrish's opening and lacked Parrish's best feature, its location, which featured a stunning view of Murrells Inlet and a park-like setting.

The location of the motel is one reason it has prospered since the mid-twentieth century. Strategically located on a major highway and on a plot of land with an inlet view, Parrish's Motor Court, now Brookwood Inn, offers the perfect combination of accessibility and recreation. A 1960s-postcard boasted that the motel overlooked "beautiful Murrells Inlet," which is "famous for year 'round fishing and has excellent seafood restaurants nearby."²³ Its location was also integral to its success because it was situated halfway along the eastern seaboard. The motel, then a motor court, received press coverage from as far away as Brooklyn, New York where, in the fall of 1951, the *Brooklyn Daily Eagle* advertised Parrish's Motor Court as a "new modern 13-unit motor court...on U.S. Highway 17, about half way New York to Florida," with "year round business and good climate."²⁴ As with most lodging establishments at mid-century, proximity to major roadways was an essential part of the business plan. Postwar prosperity led to a growing middle class who had access to automobiles and more disposable income. Newfound leisure activities such as Sunday drives, drive-in movies, and out of town vacations, all required an automobile. Therefore, with more people on the road than ever before, having a motel that was visible from a car was a valuable piece of marketing.

One way that motor courts and motels attracted people was through their physical placement in relation to the road. According to Chester Liebs, a historian of cultural landscapes and the built environment, "To attract the most attention possible, courters arranged their cabins far enough back from the road so as to appear private and quiet, yet close enough to be as visible as possible from the highway."²⁵ This idea was used by Parrish's Motor Court as it is set back in a lush Lowcountry landscape, but still visible from U.S.-17. Live Oak trees dotting the landscape and potted plants create a park-like setting for the motel and help it seem more inviting.²⁶ The motel's sign was usually the flashiest part of the property. The Parrish Motor Court's sign has changed a few times through the years, but has always remained an integral piece of the motel's landscape. As described above, the first sign for Parrish's Motor Court was noticeable, yet subdued, in order to attract customers while retaining an air of respectability. As the tourism industry continued to grow, and the motel changed hands, the sign also changed. The second sign, this time for the Brookwood Motel, was much larger than the previous one and had a more modern design. The vertical white posts, the inverted triangle, and the large neon letters boasted a more modern appearance than that of Parrish's, which followed the evolving trend in motel architecture.

²² Lori Henderson, "America's Roadside Lodging: The Rise and Fall of the Motel," *Historia* 19 (2010): 24.

²³ 1960s Postcard, Brookwood Motel.

²⁴ *Brooklyn Daily Eagle*, "For Sale," September 16, 1951.

²⁵ Chester Liebs, *Main Street to Miracle Mile: American Roadside Architecture* (Boston: Little Brown, 1985), 175.

²⁶ 1940s Postcard, Parrish's Motor Court; Jakle et al. *The Motel in America*, 43.

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Parrish's Motor Court benefited from its proximity to two cultural resources: Brookgreen Gardens and Huntington Beach State Park. The winter home of philanthropists Archer and Anna Huntington for much of the twentieth century, Huntington Beach State Park was donated by the couple for use as a garden and wildlife preserve, including their oceanfront home Atalaya, as a gift to the people of South Carolina in 1960. Brookgreen Gardens is a National Historic Landmark, drawing visitors interested in horticulture, art, and birdwatching while Huntington State Park provides access to the marsh, ocean, Moorish Revival style house, and campgrounds. Before the establishment of Parrish's Motor Court, there were not any places to stay overnight near these two landmarks. However, the construction of Parrish's Motor Court on U.S.-17 Business, just two miles north of these attractions made it extremely accessible for tourists coming to visit Brookgreen Gardens and Huntington State Park. Therefore, these two properties benefitted greatly from having a motel nearby to help increase tourism in the area. It is even likely that when Parrish's was renamed, it became Brookwood as a nod to the tourist traffic generated by Brookgreen that helped Parrish's Motor Court to flourish.

Parrish's Motor Court has been a fixture of Murrells Inlet since 1950, and although it has been slightly altered, it changed with the times in the late 1950s and early 1960s to follow national trends in roadside architecture. These updates, which were made during the period of significance, helped the motel thrive during the development of the tourism industry in Murrells Inlet and kept the motor court current while motel trends were rapidly changing. As the first lodging establishment in the area, Parrish's Motor Court has sustained itself as a profitable business for sixty-seven years and offers a physical representation of the growing importance of the tourism industry in the small fishing community of Murrells Inlet during the last half of the twentieth century.

Parrish's Motor Court
Name of Property

Georgetown Co., S.C.
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9. Major Bibliographical References

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

Brandt, Lydia M. *First in the Homes of his Countrymen: George Washington's Mount Vernon in the American Imagination*. Charlottesville, VA: University of Virginia Press, 2016.

Brooklyn Daily Eagle. "For Sale," September 16, 1951.

Georgetown County Tax Assessor.

http://qpublic5.qpublic.net/qpmap4/map.php?county=sc_georgetown&parcel=41-0125-067-01-00&extent=2592726+624996+2593148+625414&layers=parcels+roads+parcel_sales+streetnum

Hartley, Joe and Betty Jo, managers of Brookwood Inn. Interview with author, 17 April 2017.

Henderson, Lori. "America's Roadside Lodging: The Rise and Fall of the Motel." *Historia* 19 (2010): 23-42.

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

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Liebs, Chester. *Main Street to Miracle Mile: American Roadside Architecture*. Boston: Little Brown, 1985.

Rogers, George C. *History of Georgetown County, South Carolina*. Columbia, SC: University of South Carolina Press, 1970.

Smith, C. E. "Murrells Inlet." In *South Carolina Encyclopedia*. Columbia, SC: University of South Carolina Institute for Southern Studies, 2016. Accessed May 3, 2017.

Wood, Andrew F. and Jenny L. *Motel America: A State-By-State Tour Guide to Nostalgic Stopovers*. Portland, Oregon: Collectors Press, 2004.

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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): _____

10. Geographical Data

Acreeage of Property 2.75 acres

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: 33.535473 | Longitude: -79.054694 |
| 2. Latitude: | Longitude: |
| 3. Latitude: | Longitude: |
| 4. Latitude: | Longitude: |

Parrish's Motor Court
Name of Property

Georgetown Co., S.C.
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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 boundary is shown as the shaded area on the accompanying Georgetown County tax map drawn at a scale of 1 inch = 200 feet. It encompasses Georgetown County TMS numbers 41-0125-069-00-00 and 41-0125-067-00-00.

Boundary Justification (Explain why the boundaries were selected.)

The current boundary reflects all of the resources associated with this property. This includes the multiple buildings as well as the landscape, which is an important piece of this property.

11. Form Prepared By

name/title: Jane Campbell, Preservation Consultant
organization: Rogers, Lewis, Jackson, Mann & Quinn, LLC
street & number: 1330 Lady St. Suite 400
city or town: Columbia state: SC zip code: 29201
e-mail jcampbell@rogerslewis.com
telephone: 803-978-1963
date: July 5, 2017

Parrish's Motor Court
Name of Property

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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.)

Parrish's Motor Court
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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: Parrish Motor Court

City or Vicinity: Murrells Inlet

County: Georgetown

State: South Carolina

Photographer: Jane Campbell

Date Photographed: April 19, 2017

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

- 1 of 30 Main motel, east façade, looking north
- 2 of 30 Front office, south elevation
- 3 of 30 Main motel, west elevation, looking south
- 4 of 30 Main motel, west elevation, looking north
- 5 of 30 Main motel, west elevation, window pattern
- 6 of 30 Main motel, north elevation
- 7 of 30 Main motel, square cupola and balustrade detail
- 8 of 30 Front office, east façade
- 9 of 30 Front office, southeast corner, former paint
- 10 of 30 Main motel covered walkway to front office
- 11 of 30 Cottage #1, east façade
- 12 of 30 Cottage #1, west elevation
- 13 of 30 "Alamo" Cottage, east façade
- 14 of 30 "Alamo" Cottage, west elevation
- 15 of 30 "Alamo" Cottage, south elevation
- 16 of 30 "Alamo" Cottage, north elevation
- 17 of 30 Maintenance House, east façade
- 18 of 30 Maintenance House, south elevation, west end shed addition

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County and State

- 19 of 30 Sign, north end of property, looking south
- 20 of 30 Sign, south end of property, looking north
- 21 of 30 Pool, front (east) yard, looking east
- 22 of 30 Setting and driveway, south end of property looking northwest
- 23 of 30 Setting and landscape, north end of property looking west
- 24 of 30 Interior unit, Main Motel
- 25 of 30 Interior unit, Main Motel, original terrazzo flooring
- 26 of 30 Original bathroom with walk-in shower, sink, and mosaic tile
- 27 of 30 Walk-in shower with mosaic tile
- 28 of 30 Original sink, tile, and soap dishes
- 29 of 30 Interior unit, "Alamo" Cottage
- 30 of 30 Interior, Front Office with original front desk and paneling

Index of Figures

- Figure 1 of 4 Early 1950s postcard, Parrish's Motor Court
- Figure 2 of 4 Circa 1960s postcard, Parrish's Motor Court
- Figure 3 of 4 Original architectural drawings, façade
- Figure 4 of 4 Original architectural drawings, rear elevation

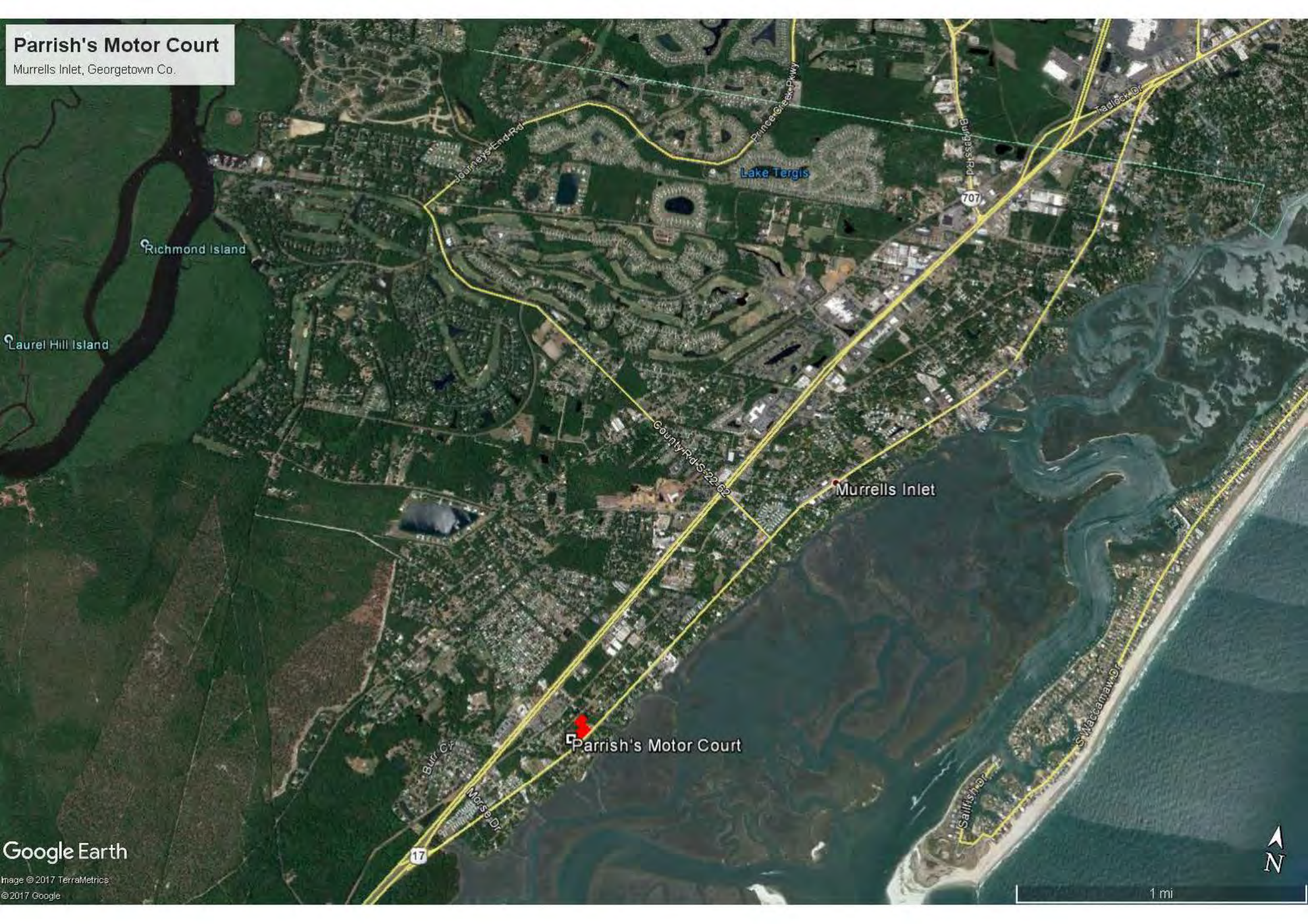
Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain 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.

Parrish's Motor Court
Murrells Inlet, Georgetown Co.



Parrish's Motor Court
Murrells Inlet, Georgetown Co.



Google Earth

Image © 2017 TerraMetrics
© 2017 Google

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Parrish's Motor Court

Murrells Inlet, Georgetown Co.





NO PARKING
IN FRONT OF
BUILDING

27

28

29

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31

32

33

34

35



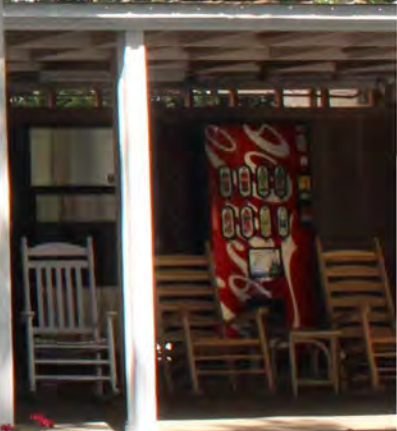
















ST 6 ROUTE

OFFICE

OPEN

VACANCY

pepsi

7-Eleven




















Brookwood Inn

QUIET • RELAXED • NOSTALGIC

EST. NEW YEAR'S DAY, 1950



A large, arched sign for Brookwood Inn, supported by two brick pillars. The sign is dark green with white text. The left pillar has a bird sculpture on top. A smaller sign is mounted on a wooden fence in front of the main sign. The scene is outdoors with trees and a road in the background.

BROOKWOOD
— INN —

**GRAND OLE TREES
AND AN INLET BREEZE
KINGS WIFI**



**NO LIFEGUARD
ON DUTY
SWIM AT YOUR
OWN RISK**

**POOL
HOURS
9AM-10PM**

**NO LIFEGUARD
SWIM AT YOUR
OWN RISK**

**NO DIVING
ALLOWED**











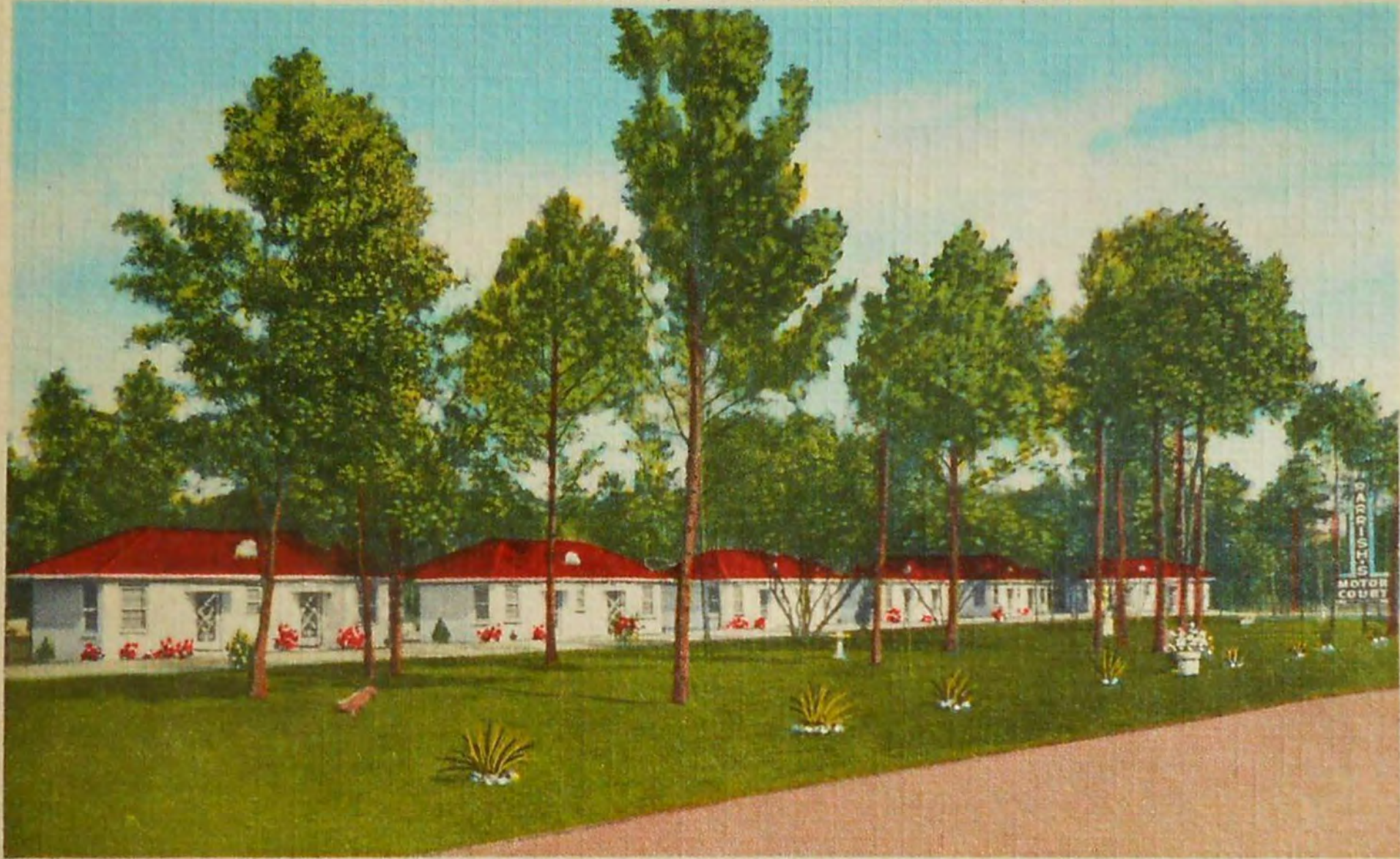








PARRISH'S MOTOR COURT, US 15. MURRELLS INLET, S. C.

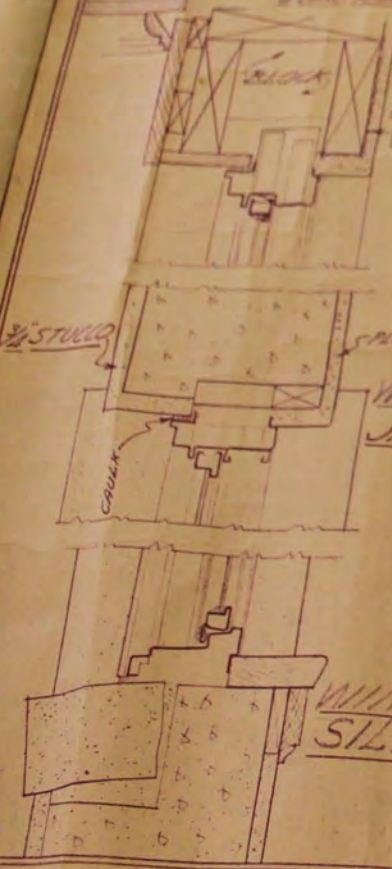


E-11152

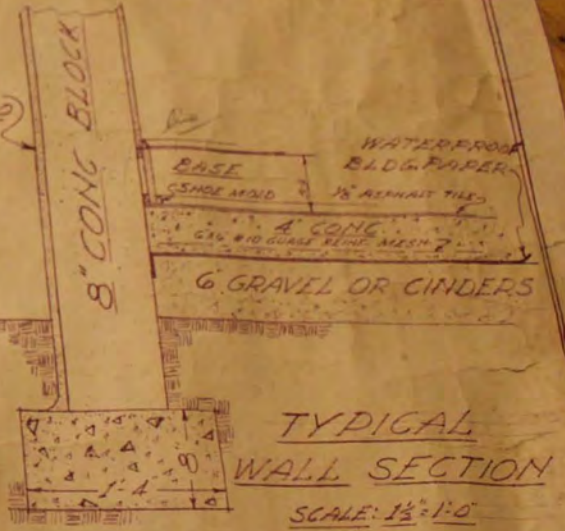
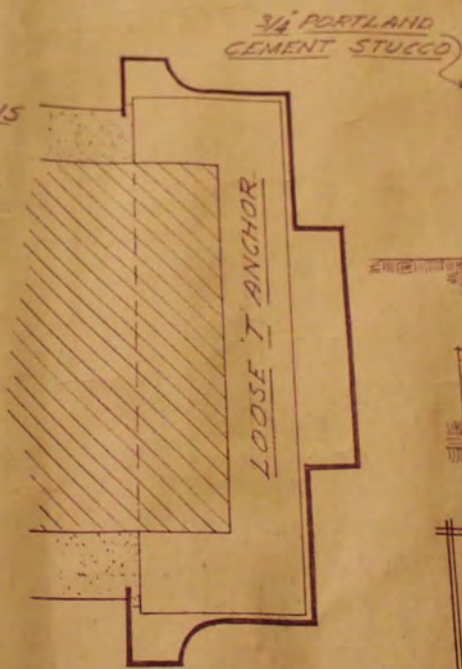




REAR ELEVATION
SCALE: 1/4"=1'-0"



NOTE:
ALL INTERIOR PARTITIONS
SHALL BE SUPPORTED
WITH 8" CONG. FOOTING AND
SHALL PROJECT 4".



TYPICAL
WALL SECTION
SCALE: 1 1/2"=1'-0"

F.S. DET.
PICT. MOLD

F.S. DET.; INTERIOR
METAL DOOR JAMB & TRIM

A MOTOR COURT FOR
MR. R. E. PARRISH
WEST COLUMBIA, S.C.
PLANS BY: -LESLIE M. SHULL-

DATE: APRIL 1949	REVISED	JOB NO. 152	SHEET NO. - 2
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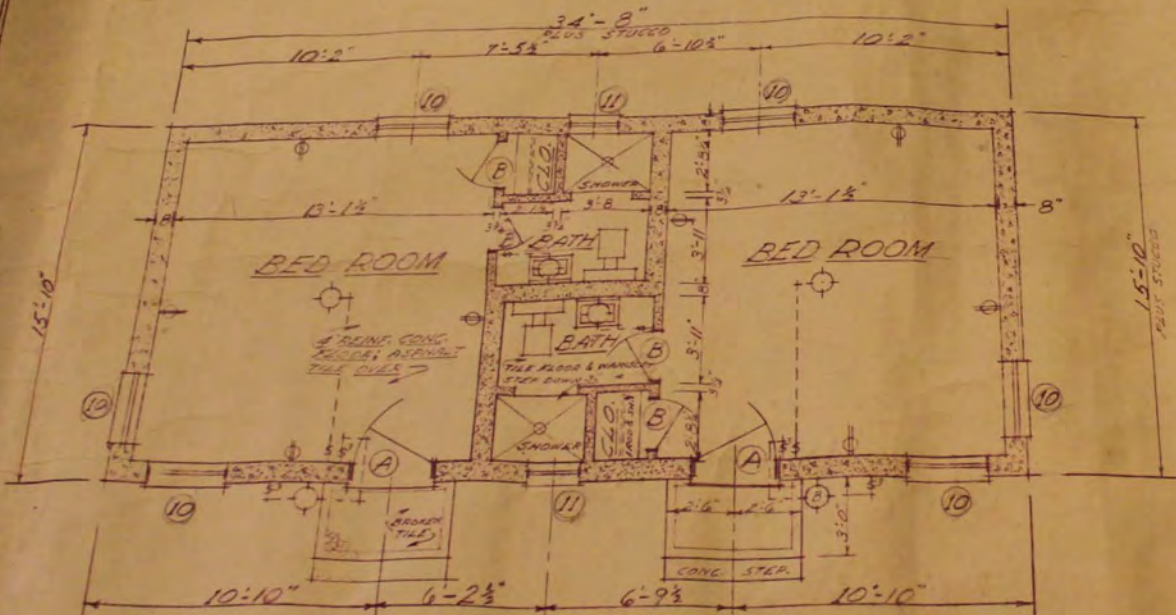
COLUMBIA BLUE PRINT CO. PRINTED



FRONT ELEVATION
SCALE: 1/4" = 1'-0"



LEFT SIDE ELEVATION
SCALE: 1/4" = 1'-0"



FLOOR PLAN
SCALE: 1/4" = 1'-0"

DOOR SCHEDULE		
NO.	SIZE	DESIGN
A	3'-0" X 6'-8" X 1 3/4"	WHITE PINE, FLUSH
B	2'-0" X 6'-8" X 1 3/8"	" " " "

WINDOW SCHEDULE		
NO.	SIZE	DESIGN
10	3'-0" X 5'-1 1/2" - ALTS.	DOUBLE HUNG - METAL
11	2'-0" X 3'-1 1/2"	" " " "

610-A - GATE CITY

NOTE:
INSTALL IN ONE BATH OF
EACH BUILDING A CEILING
SCUTTLE 2'-0" X 3'-0"

A MOTOR COURT FOR
MR. R. E. PARRISH
WEST COLUMBIA, S.C.
PLANS BY: - LESLIE M. SHULL -

DATE: APRIL, 1949	REVISED	JOB NO. 152	SHEET NO. - 1
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UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES
EVALUATION/RETURN SHEET

Requested Action: Nomination

Property Name: Parrish's Motor Court

Multiple Name: _____

State & County: SOUTH CAROLINA, Georgetown

Date Received: 8/31/2017 Date of Pending List: 9/22/2017 Date of 16th Day: 10/10/2017 Date of 45th Day: 10/16/2017 Date of Weekly List: _____

Reference number: SG100001748

Nominator: State

Reason For Review: _____

X Accept Return Reject 10/16/2017 Date

Abstract/Summary
Comments: _____

Recommendation/
Criteria _____

Reviewer Lisa Deline Discipline Historian

Telephone (202)354-2239 Date 10/16/17

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.



SOUTH CAROLINA DEPARTMENT OF
ARCHIVES • HISTORY



August 28, 2017

Edson Beall
National Register of Historic Places
1849 C Street NW, Mail Stop 7228
Washington, DC 20240

Dear Mr. Beall:

Enclosed is the National Register nomination for the Parrish's Motor Court in Murrells Inlet, Georgetown, South Carolina. The nomination was approved by the South Carolina State Board of Review as eligible for the National Register of Historic Places under Criteria A and 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 Parrish's Motor Court 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) 896-6182, fax me at (803) 896-6167, or e-mail me at efoley@scdah.sc.gov.

Sincerely,

Ehren Foley
Historian and National Register Coordinator
State Historic Preservation Office
8301 Parklane Rd.
Columbia, S.C. 29223