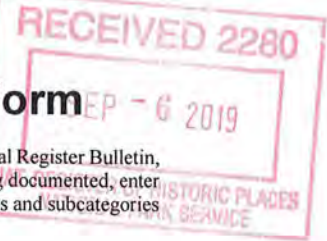


United States Department of the Interior
National Park Service

OMB No.

4533



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: Myrtle Beach Downtown Historic District

Other names/site number: _____

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: Portions of Main St., 8th Ave North, 9th Ave North, North Kings Hwy., Broadway St., North Oak St.

City or town: Myrtle Beach State: SC 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Not For Publication: ☐ Vicinity: ☐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 C D

<u>Elizabeth M. Johnson</u>	<u>9/4/2019</u>
Signature of certifying official/Title:	Date
Elizabeth M. Johnson, Deputy State Historic Preservation Officer	
_____ 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

10/18/19
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

18

Noncontributing

8

buildings

sites

structures

objects

Total

Number of contributing resources previously listed in the National Register

6. Function or Use

Historic Functions

(Enter categories from instructions.)

COMMERCE/TRADE: *Business*

COMMERCE/TRADE: *Department Store*

COMMERCE/TRADE: *Restaurant*

COMMERCE/TRADE: *Specialty Store*

GOVERNMENT: *Post Office*

HEALTHCARE: *Medical business/office*

RECREATION AND CULTURE: *Theater*

Current Functions

(Enter categories from instructions.)

COMMERCE/TRADE: *Specialty Store*

COMMERCE/TRADE: *Restaurant*

VACANT/NOT IN USE

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7. Description

Architectural Classification

(Enter categories from instructions.)

Late 19th & 20th Century Revivals: Mission Revival

Late 19th & 20th Century Revivals: Colonial Revival

Modern Movement: Art Deco

Modern Movement: Moderne

Modern Movement

Materials: (enter categories from instructions.)

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

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 Myrtle Beach Downtown Historic District is a collection of twenty-six commercial buildings centrally located in Myrtle Beach's original commercial core. The district encompasses the 700 and 800 blocks of Main Street, the 500 block of 8th Avenue North (historically known as the Nance Block), the southeast side of 9th Avenue North, the east side of the 800 block of North Kings Highway, which faces Nance Plaza, a single building on the 800 block of Broadway Street, and a building on the east side of the 800 block of North Oak Street. Of the twenty-six buildings within the district, eighteen (18) contribute to the historic and architectural character of the district while eight (8) buildings are deemed non-contributing resources within the district in their current condition. The buildings within the district are diverse in their architectural styles and were built from the late-1920s to the late-1960s, reflecting the changing styles of a growing city. Some of the early styles include Mission Revival, Art Deco, and Depression Modern commercial buildings, while mid-century changes and additions reflect more eye-catching designs. The attempt to modernize old buildings and make them appear new in the 1950s and 1960s led to updated, modern facades. However, not all of these modernizing techniques

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provided architecturally rich examples of Modernism, as changes often included stucco application or the removal of identifying elements. Additionally, the 1980s saw a second wave of modernizing which included further stucco application and the addition of faux balustrades and balconettes. In cases where the application of stucco or faux facades has led to a substantial loss of integrity, these buildings are not included among the district's contributing resources.

Narrative Description

CONTRIBUTING PROPERTIES

The following buildings are contributing resources to the district for their historic significance. While some storefronts have been altered, many retain their original appearances, layouts, and materials. Primarily, these buildings reflect the early development of Myrtle Beach's downtown core as well as the growth of the city during the 1950s and 1960s. The buildings at the corner of 8th Avenue North and Main Street were referred to as the Nance Block in honor of its developer, Dan Nance, and were erected between 1928 and 1936 (Figure 1). The buildings along Main Street, formerly known as Broadway, were also among the earliest buildings, some of which were altered in the early 1950s. The contributing buildings along present day Broadway Street, North Kings Highway, North Oak Street, and 9th Avenue North were constructed from the late 1940s through the mid-1960s and largely retain their original designs. The date (or dates) attached to each resource indicates the building's construction date along with a date for significant alterations made during the period of significance, where applicable.

1. 516 8th Avenue North - Myrtle Beach Furniture Company (1937)

This one-story stuccoed masonry building was home to the Myrtle Beach Furniture Company by April 1937.¹ Originally developed with the two buildings to the east by Dan Nance, the building was owned and operated by M. B. Goss, a prominent Myrtle Beach businessman and furniture salesman.² It is a Depression Modern building that features an Art Deco-inspired keystone at the center of its roofline, mimicking the design of the two neighboring building at 514 and 512 8th Avenue North, which were built the year prior. The building is otherwise devoid of ornamentation, reflecting its Depression-era construction date. It features a centrally located double door entrance flanked by storefront windows in-filled with vertical paneling. A canvas awning overhangs the storefront.

2. 514 8th Avenue North (c.1936)

This one-story building is similar to its neighbors, 516 and 512 8th Avenue North, and was constructed between November 1936 and April 1937.³ It is a one-story masonry building with a stucco façade and centrally located triple keystone. This Art Deco ornamentation is painted black to contrast with the white façade and is the only form of embellishment on the building. The storefront, comprised of three plate glass display windows over metal bulkheads, is altered and currently features an asymmetrical design with double door entry on

¹ "Myrtle Beach Furniture Store," *Myrtle Beach News*, April 15, 1937.

² Ibid.

³ "Street Scene at Myrtle Beach," *Myrtle Beach News*, November 5, 1936; "Myrtle Beach Furniture Store," *Myrtle Beach News*, April 15, 1937.

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the east end. The building briefly served as the Garden City Headquarters at Myrtle Beach in 1937 and later housed The Shoe Mart in the 1960s.⁴

3. 512 8th Avenue North – Divine’s Tackle Shop (1936)

The first of three matching one-story buildings constructed on the Nance Block, this commercial building is a one-story Depression Modern building with an Art Deco, three-part keystone in the center of its roofline. This decorative motif currently features two different colors to highlight its change in depth. Built for John Divine for his tackle shop, this building was described as a “new style” that could not be found in a bigger city.⁵ The storefront appears to be original, with glass-and-aluminum framing and a centrally located recessed, double door entrance surmounted by a transom. Three vertically divided display windows are located on the west side of the recessed entry while only two, larger-sized display windows comprise the eastern recess. High-fired terracotta ‘bricks’ adorn the bulkhead and decorative tile flooring comprises the storefront entrance. Divine’s Tackle Shop eventually grew into Divine’s Sporting Goods, which remained in this location until the late 1960s.⁶

4. 801 Main Street – Myrtle Beach Grill/Seven Seas Grill (c.1930)

This two-story Depression Modern building was originally home to the Myrtle Beach Grill, one of the first independent restaurants in the newly formed city. By 1937 it was the Seven Seas Grill.⁷ The building features two bays, bisected by a pilaster on the second floor. The two original one-over-one metal windows remain on the second level. The storefront level features a centrally located entrance with sidelights, flanked by large picture-window display windows, all located beneath a domed/bullnose awning. This was one of the first buildings constructed on the Nance Block at the corner of 8th Avenue North and East Broadway, present-day Main Street (Figure 2).

5. 803 Main Street (c.1933, 1952)

This one-story commercial building was constructed in the early 1930s, but received a mid-century redesign in 1952 and retains integrity from this later period. Originally, this masonry building featured a simple, brick exterior with a centered brick pilaster on the second level and a fabric awning over the storefront.⁸ In 1952, Mack’s 5¢ - 10¢ Store had moved from down the street into this new “ultra-modern” location, and became conjoined with the neighboring building to the east (805 Main Street).⁹ With this enlargement, the building’s facade was modernized with square aluminum panels and a flat aluminum awning (Figure 3).¹⁰ Currently, it retains its mid-century upfit and still features a large, flat, metal awning over the entire storefront that is supported by large suspension rods.

⁴ “Myrtle Beach Furniture Store,” *Myrtle Beach News*, April 15, 1937; Myrtle Beach City Directories, Richmond, VA: Hill Directory Company, 1961/62, 1963.

⁵ “Modern Store Will House John Divine’s Establishment,” *Myrtle Beach News*, April 2, 1936.

⁶ Myrtle Beach City Directories, 1961/62, 1963, 1968.

⁷ “Street Scene at Myrtle Beach,” *Myrtle Beach News*, November 5, 1936.

⁸ “Business Section, Myrtle Beach, S.C.” postcard, from *Myrtle Beach and Conway in Vintage Postcards* by Susan Hoffer McMillan, (Charleston, SC: Arcadia Publishing, 2001), 22.

⁹ “Mack’s Grew Up in Myrtle Beach,” *Myrtle Beach Sun & Ocean News*, October 26, 1960.

¹⁰ “Damaged by Fire,” *Myrtle Beach Sun & Ocean Beach News*, January 27, 1960.

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6. 805 Main Street (c.1933, 1952)

This one-story, two-part storefront commercial building was built as the block continued to expand during the 1930s, although its exact date of construction remains unknown. By 1959, the structure became an expansion of the neighboring 803 Main Street. It features the same square aluminum panels of 803 Main above the storefront as well as the flat, aluminum awning. The first level features a glass and aluminum frame storefront with a small marble bulkhead. The building was used as Mack's 5¢ - 10¢ Store in 1952 when the building received its mid-century upfit.

7. 809 Main Street – Carolina Café (1936)

This one-story red brick commercial building largely retains its original 1936 appearance.¹¹ Its simple, three-bay single-retail form features a centered double door entrance flanked by two vertically divided display windows. The aluminum framing and glass storefront is not recessed, but flush with the building's façade and is covered by a black fabric awning. Above the storefront and awning is a signboard for the tenant of the building. The border of the storefront features a darker brick stretcher bond that extends above the storefront and around the signboard, which has been painted black. This building retains a high degree of historic integrity. The Carolina Café was one of the original occupants of this building in the 1930s. By the 1950s, the property served as J & J Drug Company and Herring Rexall Drugs in the 1960s and early 1970s.¹²

8. 728 Main Street – Chapin Company (c.1975)

This building was the final addition to the Chapin Company's department store complex. It was completed sometime between in the 1970s but utilized the same Mission Revival style as the original 1927 building. This storefront address is located at the western corner of the block-long building, opening along North Oak Street. With this building, the whole complex is thirteen bays long along the 700 block of Main Street, with three bays facing North Oak Street. The construction of this final building demonstrates the sustained success of the Chapin Company since 1927. A parking lot previously occupied the space where this addition now stands. Despite a later construction date, the building fits within the Chapin Company complex's original appearance and served as part of the growing and evolving company.

9. 730 Main Street – Chapin Company/U.S. Post Office (c.1936)

This Mission Revival building, originally addressed 517-519 East Broadway, was constructed by 1936 to provide more space for the successful Chapin Company (Figure 5) and to house the town's post office. The architectural style of the earlier Chapin Company building was maintained. The post office occupied the western end of this address until a new post office was constructed in the 1960s on Oak Street. Along with the rest of the complex,

¹¹ "Business Section, Myrtle Beach, S.C." postcard; "New Store on Broadway," *Myrtle Beach News*, April 2, 1936.

¹² Myrtle Beach City Directories, 1963, 1968, 1972.

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much of this building's facade was damaged from Hurricane Hugo in 1989, but the Chapin Company restored the Mission Revival appearance of the building.¹³

10. 740 - 742 – 746 Main Street – Chapin Company/Delta Drug Co. (1927, c.1936)

Constructed 1927-28 by the Chapin Company, this one-story Mission Revival-style building was part of the Chapin Company complex. It features a stucco facade and its original red terra cotta tile awning roofing. The Chapin Company store, encompassing 740 – 742 – 746 Main Street, is perhaps the most iconic and recognizable building in downtown Myrtle Beach. More than thirty years after the store opened, the *Myrtle Beach Sun & Ocean Beach News* opined in 1960, "The history of Chapin Company is the life story of Myrtle Beach," demonstrating the immense impact the store had on the community.¹⁴ As it was the first permanent structure at the beach, replacing older wood-frame construction, the Chapin Company building reflects the strength and permanence of the company and its influence on the burgeoning town. Multiple additions have been made since the building's construction. These include a single-bay addition on the southeastern corner of around 1936, as well as four bays west of the original structure as the business continued to grow and serve the community.¹⁵ The Delta Drug Company operated from the southeastern corner of the building from the opening of the building into the 1960s (Figure 4). Dr. Wilford and Harriet Harrelson opened Delta Drug, the first drug store in downtown Myrtle Beach in 1938. Dr. Harrelson would go on to become Myrtle Beach's first Mayor in 1938 after the city's incorporation.¹⁶ West of the Delta Drug Company, fronting East Broadway, the numerous storefront bays offered dry goods, a meat department, hardware, furniture, and clothing departments. The c.1936 addition allowed greater space for the company's existing enterprises such as beach apparel and groceries departments. Hurricane Hugo destroyed much of the building's facade in 1989; however, restoration work, involving re-stuccoing the damaged material while retaining the decorative elements, restored the building to its original appearance.¹⁷

11. 801 North Kings Highway (c. 1948)¹⁸

Originally addressed 809-811 Kings Highway Extension, this one-story, two-part commercial building is veneered in cement brick. The east facade features an asymmetrical storefront design with the southern storefront entry more deeply recessed than the northern and a narrow brick pier delineating the two storefronts. Each door features full-length glass with aluminum frame and crossbar topped by a transom. The southern display window features a squared-off display window with a large bulkhead of running bond brick veneer. The northern display window features a slightly chamfered display window that is nearly

¹³ Paul Brownfield, "Changing Times, Shifting Culture," *The Sun News*, September 29, 1960.

¹⁴ "Chapin Company Built Its First Beach Outlet Over 60 Years Ago," *Myrtle Beach Sun & Ocean News*, October 26, 1960.

¹⁵ "The Chapin Company" image, circa 1930, Chapin Foundation Collection; "Chapin Block, Myrtle Beach, South Carolina," postcard, published 1936, from *Myrtle Beach and Conway in Vintage Postcards*; "Street Scene, Myrtle Beach, S.C.," postcard, published c.1939, from *Myrtle Beach and Conway in Vintage Postcards*.

¹⁶ Lesta Sue Hardee, *Legendary Locals of Myrtle Beach* (Charleston, SC: Arcadia Publishing, 2014), 68.

¹⁷ Brownfield, "Changing Times, Shifting Culture."

¹⁸ South Carolina Aerial Photograph, 1948, Government Information & Maps, University of South Carolina Libraries.

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full-length glass but with a brick veneer bulkhead. A narrow brick pier separates the chamfered display window and the adjacent building to the north. A flat metal awning features aluminum coping and spans the façade, wrapping around the southeast corner. The parapet above the flat awning features a signboard and the same coping as the awning. The building's south elevation is visible as it faces an alley. It features painted brick laid in five-course common bond and there are five openings at the west end of the elevation. Near the center of the elevation are two door openings with transoms, the eastern of which has been covered. The elevation's far western end features a metal door flanked by display windows. House Parts, a specialty house fixtures store, has occupied the space for more than a decade.

12. 807 North Kings Highway (c.1948)

This one-story, mid-century commercial building was originally addressed as 813 Kings Highway Extension. Despite a replacement front door system, which involves an aluminum-frame door and sidelights, the building retains a high degree of architectural integrity, including its asymmetrical layout, original bulkheads, display windows, and an awning. The building is stucco with stack bond brick veneer storefront bulkheads. A fluted metal awning is suspended above the storefront by six connecting rods and its underside is corrugated. The northern display window cantilevers the bulkhead, creating a floating appearance while the southern display window is less pronounced. The storefront entry flooring is a mixture of later addition stone closest to the sidewalk and terra cotta, which is most likely original, near the front door. Darden's Jewelers occupied the address in the early 1960s with Franklin Life Insurance operating out of the rear portion of the building. Following Darden's tenancy, the property housed multiple hair salons into the late 1960s.¹⁹

13. 819 North Kings Highway – Edward's 5¢ - 10¢ - \$1.00 Store (1952)

This two-story masonry Colonial Revival building was constructed in 1952 as Edward's 5¢ - 10¢ - \$1.00 Store. It is five bays wide and composed of red brick laid in a running bond. When the store opened in May 1952, it was described as "modern in every respect," including air conditioning, color-right lights, chrome display fixtures, and an open storefront.²⁰ Many of these fixtures are still extant, such as the storefront design, the flat, chrome awning, original twelve-over-twelve light windows with paneled shutters, brick jack arches with limestone keystones, and a red baked-enamel signboard (Figure 6). The north and south ends feature a modern interpretation of Classical brick pilasters, and a belt course spans the façade. The store is representative of a thriving Jewish business in Myrtle Beach. Founded in Charleston by Edward Kronsberg in 1926, the Edward's 5¢ - 10¢ - \$1.00 Store expanded across the state into Bamberg, Walterboro, Conway, and North Charleston before coming to Myrtle Beach.²¹ By 1980, Edward's owned thirty-eight stores across South Carolina in over twenty-one cities. The building retains a high degree of integrity, although portions of the storefront windows are covered in vinyl siding. The upper story remains as it appeared in 1952 and the storefront design is still intact. Few tenants have occupied the

¹⁹ Myrtle Beach City Directories, 1961/62, 1963, 1968.

²⁰ Advertisement, *Myrtle Beach Sun*, May 30, 1952.

²¹ Mickey Kronsberg Rosenblum, "Edward's 5¢ - 10¢ - \$1.00 Store and the Kronsberg Brothers," Jewish Historical Society of South Carolina, The Jewish Merchant's Project, November 30, 2018.

http://merchants.jhssc.org/narrative/pdf_test/

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building since Edward's left. Agape Christian Fellowship operated in the space from 1995 until 2012, when Beach Bingo became the tenant.²²

14. 503 9th Avenue North – Cato's Ladies Fashions (c.1950)

Originally addressed 501 9th Avenue North, this one-story masonry building, located at the corner of 9th Avenue North and Nance Plaza, features an asymmetrical storefront involving a large display window on the west side and a deeply recessed entrance on the eastern corner which is supported by a corner column. A flat aluminum awning covers the storefront. An aluminum frame and plate-glass storefront features a mosaic tile-covered bulkhead. The upper level showcases the five-course common bond with a raised decorative pattern along the corners. A rectangular marquee sign is located in the center of the second level. A wide eave overhangs the top of the building. The building's roofline, visible from the east elevation, slants from one-and-a-half stories to one-story from north to south. In 1964, Cato's Ladies Fashions occupied the building.²³ Since 2013, it has housed Jack Thompson's photography studio, which holds photographs of Myrtle Beach's evolution and growth since the mid-1940s. A side storefront previously opened onto present day Nance Plaza, formerly Cullom Street. It has since been infilled with brick.

15. 507 9th Avenue North – Myrtle Beach Bakery (c.1946)

Constructed c.1946, this one-and-a-half-story masonry building is finished in stucco and features a three-part metal sign backing at the center of the upper story. Austrian-born immigrants Ruth and John Schiller owned and operated the Myrtle Beach Bakery in this location until 1973.²⁴ The bakery was a local favorite that supplied a number of restaurants and stores with baked goods throughout the city for nearly three decades.²⁵ The first level storefront is symmetrical with a double door and transom entry flanked by four display windows. The storefront system is aluminum and the storefront bulkheads are stucco-coated masonry.

16. 509 9th Avenue North - Mayflower Restaurant (c.1950)

This one-story masonry building features a dual storefront separated by a masonry pier. Each storefront includes a signboard inlaid above the display. Both storefronts have been replaced with white vinyl-clad display windows and feature masonry bulkheads. The eastern bay features vinyl siding infill above the display window while the western bay has brick infill. The entrance is located on the east side of the building and is recessed. The Mayflower Restaurant was likely one of the first occupants of this address, as by 1957 it had been in operation for three years.²⁶ The building largely retains its 1957 appearance as it still features its brick facade, east side entrance, and two inlaid sign boards above the display windows. A flat metal awning is no longer extant, nor is a centered neon sign and the brick has been

²² "Former Surfside Beach Mayor Opens Bingo Hall in Myrtle Beach," *The Sun News*, October 10, 2012.

²³ Advertisement, *The Sun News*, February 13, 1964.

²⁴ Obituary of Ruth R. Schiller, *The Sun News*, November 12, 1998.

²⁵ Russ Lane, "Myrtle Beach Bakery Well-Remembered by Locals," *The Sun News*, April 13, 2005.

²⁶ "Mayflower Restaurant Opens Thursday," *Myrtle Beach Sun & Ocean Beach News*, April 17, 1957.

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painted green (Figure 7). In the early 1960s, Seymour's Gift Shop operated in this location until an A & P Grocery Store was located at this address.²⁷

17. 801 Broadway Street – Myrtle Beach Lumber Company (1957, 1968)

This one-story, free-standing masonry building was constructed in 1957 and used as the Myrtle Beach Lumber Company.²⁸ The owners constructed an addition on the north side of the building in 1968 due to the company's success.²⁹ This addition was designed to be compatible with the original structure, using the same materials, expanding the footprint seamlessly. Within a few years, the company merged with Seacoast Building Centers.³⁰ The building features red brick elevations on its north, west, and south sides while the facade is a combination of glass and aluminum frame storefront windows with stacked grey stone veneer bulkheads and clapboards above the windows. The windows feature three horizontally oriented aluminum muntins that span the facade's windows. A large projection is located at what is now the center of the building (Figure 8). The roof is flat with overhanging eaves that cover the sidewalks and entrances to the building, which are located on the south end of the projection and two entrances on the east facade's northern end. A large rectangular vertical projection is situated near the east facade entrance. The building also features a slanted sign that reflects its late-1950s construction date.

18. 804 North Oak Street – Benton Electric (c.1968)

This one-story masonry building was constructed by 1968 and originally used as Benton Electric, a family owned and operated company.³¹ The building retains its original form as well as its brick exterior and clay coping tiles. The storefront has been replaced but within the original building opening. The north elevation, which has been covered with stucco, features three two-light storefront style windows, infilling former garage bays as well as a set of double doors farther east on the elevation. This elevation faces an alley. The south elevation has an exposed brick finish as the Winstead Building used to abut this elevation before its demolition in 2013.

Non-Contributing Properties

The following buildings do not contribute to the district as they have lost their architectural integrity through significant alterations. Most had stucco facades added over their original front elevations in the 1980s and could become contributing should this stucco be removed and reveal intact historic fabric. The date (or dates) in parentheses identifies the building's construction date or an alteration that occurred during the period of significance. Historic images, referred to as Figures, have been included to illustrate the historic appearances of the buildings.

²⁷ Myrtle Beach City Directories, 1961/62, 1963, 1968.

²⁸ "May Building Permits Sets New High Records," *Myrtle Beach Sun & Ocean Beach News*, June 5, 1957.

²⁹ "Building Permits Total \$600,250 During August," *The Sun News*, September 5, 1968.

³⁰ "Supply Chain Breaks Ground," *The Sun News*, November 6, 2001.

³¹ South Carolina Aerial Photograph, 1968; Myrtle Beach City Directory, 1968.

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a. 510 8th Avenue North – Nye’s Drug Store (c.1930, 1936)

This two-story commercial building was originally the home of Page’s Drug Company. In 1936, the building was remodeled for Nye’s Drug Store where it received extensive interior and exterior changes, including a new white cement facade to match the other buildings on the Nance Block, and was described as “very modern in every respect.”³² Following this remodeling, the building featured four windows across the second level and a recessed storefront across the first level (Figure 9). Since approximately the 1980s, the façade has featured a blue stucco appearance with a wrought iron balconette and four six-over-six replacement windows, each with a stucco pediment and scrolled bracket. The entry is recessed with a double door entrance, sidelights, and paneled stucco bulkheads beneath the display windows. It features a heavy cornice with three decorative “modillions” and two flattened ones. A storefront cornice spans the façade and features a scrolled bracket at each end. It was used as Sherrill’s Pharmacy during the 1960s and the Myrtle Beach Sewing and Dress Shop in the 1970s.³³ It is now called The Venue.

b. 508 8th Avenue North – Dorman’s Barber Shop (c.1933)

This two-story masonry building was originally constructed by Dan Nance on what became known as the Nance Block. Dorman’s Barber Shop was one of the building’s early tenants.³⁴ The building originally featured only two windows on its second story, one on each end of the facade as well as a fabric awning over a centered door flanked by display windows (Figure 1).³⁵ Five non-original, six-over-six replacement windows, each with a lunette have been added across the second level, and the eastern corner of the building has been altered. The storefront level has largely been infilled and features three vertically oriented faux storefront windows. A door is located on the western side of the façade with a corresponding arched window on the second floor. This bay was a later addition and is turned from the façade, connecting the building to neighboring 510 8th Avenue North. Boyd’s Sport Shop operated in this building in 1963, and from 1968 until the mid-1970s it was home to Rion’s Shoes.³⁶ The building currently houses Gene Ho Photography. The twenty-five-year-old photography studio is owned and operated by Gene Ho, a first-generation American. Notable subjects of his photographs include several sitting governors of South Carolina and President Obama. He also served as the personal campaign photographer to President Trump during 2015-2016.

c. 807 Main Street – Helen Mates Clothing Store (c.1933, c.1957)

This two-story commercial building is four bays wide and features a green, 1980s-era stucco façade. The storefront level is comprised of four, full-length glass panels, The western two panels are flush with the building envelope, while the two to the east are at an angle, recessing to the front door on the east side of the façade. The door is a full-length glass window in an aluminum frame and is surmounted with a transom. A stucco pier is located at each end of the façade. Above the storefront are three raised white stucco panels with the

³² “Nance Remodels Store on 8th Ave for Nye,” *Myrtle Beach News*, October 1, 1936.

³³ Myrtle Beach City Directories, 1961/62, 1963, 1968, 1972, 1974, 1975.

³⁴ “Nance Builds Store,” *Myrtle Beach News*, August 12, 1937.

³⁵ “Street Scene at Myrtle Beach,” *Myrtle Beach News*, November 5, 1936.

³⁶ Myrtle Beach City Directories, 1963, 1968, 1972, 1974, 1975.

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center panel running the length of the center two windows on the second story and smaller panels beneath the outer two windows. The four two-over-two windows are modern replacements and are surrounded by white stucco lintels with keystones, borders, and windowsills. A plain white cornice runs along the roofline. Originally only one-story, this building grew into a two-story commercial structure, most likely in 1957 but certainly by 1961, when it featured a modern slipcover façade (Figure 10).³⁷ Helen Mates and her husband, Walter, opened the ladies' fashion store in 1947, where it remained until at least 1968.³⁸

d. 811 Main Street - Ben's Broadway Theater (1935)

Bunyon Bailey Benfield of Dillon built this theater in 1935 as the first form of cinematic entertainment in the newly formed Myrtle Beach. Two other theaters later followed, one of which, the Gloria, was also established by Benfield, but has since been demolished. Beneath the existing façade, the building still retains much of its original appearance, including three arched twelve-light windows and terra cotta tiled awning, supported by four sets of two wooden brackets (Figure 11). Hurricane Hazel ripped the marquee from the building in 1954, just five years before the Broadway Theater closed in 1959.³⁹ The Cinema Theater opened in this location and only played movies on the weekend until 1972.⁴⁰ A stucco slipcover façade, which currently encases the original appearance of the building, was added in the 1980s. The building still retains the appearance of a theater with a large marquee central to its new façade. However, historic photographs show the original design with three windows bordered by a soldier course and limestone keystones and springers. A stairwell entrance is located on the east side of the facade, presumably for African American patrons to access the balcony during the years of Jim Crow segregation. The design of the building was originally informed by the Mission Revival architecture of the Chapin Company building across the street, which was built nearly a decade before the theater. The style of the theater was a clear departure from the Depression Modern buildings on the north side of the street.

e. 813 Main Street – Mack's 5¢ - 10¢ (1938)

This two-story masonry building has experienced multiple changes throughout its existence, and currently features a stucco façade. Originally built in 1933, but later demolished and rebuilt with the neighboring Kozy Korner in 1938, this address originally housed Mack's 5¢ - 10¢ Store until it relocated down the street in 1952.⁴¹ While the original bricks are currently obscured, the distinctive window placement on the second floor remains (Figure 12). The stucco and faux balustrade were added sometime in the 1980s. This building represents the

³⁷ "Building Permits for July Total \$102,000," *Myrtle Beach Sun & Ocean Beach News*, August 7, 1957; "New Look Along Broadway," *Myrtle Beach Sun & Ocean Beach News*, January 4, 1961. The 1957 article lists "remodel storefront, East Broadway." When compared with the history of other buildings on this block, it appears that this references Helen Mates store. The "New Look Along Broadway" article features a photograph of East Broadway (present day Main Street) showing a two-story building adjacent to Mack's 5¢ - 10¢ with a modern slipcover.

³⁸ Hardee, *Legendary Locals of Myrtle Beach*, 17.

³⁹ Ibid, 69; Dino Thompson, *Greek Boy: Growing Up Southern* (Myrtle Beach, SC: Snug Press, 2003), 66.

⁴⁰ Hardee, *Legendary Locals of Myrtle Beach*, 17; Myrtle Beach City Directory, 1972.

⁴¹ "Mack's 5 – 10 & 25 Cent Store," *Myrtle Beach News*, April 7, 1938; "Mr. Michael Hobeika," *Myrtle Beach News*, April 7, 1938; Barbara F. Stokes, *Myrtle Beach: A History, 1900-1980* (Columbia, SC: University of South Carolina Press, 2007), 35.

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early and sustained growth that downtown Myrtle Beach experienced in the 1930s as well as the evolving aesthetic of downtown buildings as historic photographs document the constant changing of this building's facade.⁴² In addition to Mack's, the building was home to Winstead Furniture and Undertaking before it moved to 8th Avenue North as well as the Silver Bar. The storefront level is asymmetrically designed with four plate glass display windows on the west side of the facade and two on the east. A set of aluminum frame and glass doors, surrounded by sidelights and a transom, are recessed off-center.

f. 815 Main Street – Kozy Korner (1938)

This two-story masonry building was one of the main restaurants in Myrtle Beach when it opened in the early 1930s. In 1938, Michael Hobeika rebuilt it to be the most modern and up-to-date building in Myrtle Beach.⁴³ It remains one of the most identifiable buildings in the district. Its distinctive flatiron shape gave it the original name of the Kozy Korner. It originally featured black Vitrolite glass along the south facade's first level, emphasizing the horizontality of the elevation (Figure 13). A large, cross-shaped neon sign was located above the corner entrance and a flat aluminum awning with rounded corners covered the two doorways: one to the restaurant, the other to the basement tavern. It was one of the longest serving restaurants in Myrtle Beach and featured air conditioning and a basement. It was operated by the Thompsons, a family of Greek immigrants who lived above the restaurant, from 1946 until 1960.⁴⁴ The Thompsons notably welcomed all customers, including African American and Jewish patrons when most other downtown restaurants discriminated against them.⁴⁵ When the Thompsons closed Kozy Korner in 1960 and relinquished the lease to landlord Michael Hobeika, he turned the building into Kings Kastle, an imitation of White Castle, Myrtle Beach's first fast food restaurant.⁴⁶ In the 1960s, after the Kozy Korner closed, the building featured subdivided spaces for multiple tenants, including restaurants and women's clothing stores, such as The Margaret Shop and Glamor Shop Women's Clothing, with apartments rented out on the second floor.⁴⁷ A stucco finish was applied to the exterior outside of the period of significance.

g. 815 North Kings Highway (c. 1950)

This one-story masonry building has been significantly altered since its construction in the 1950s. It currently features a set of centrally located glass-and-aluminum frame double doors with transom above which are flanked by large plate-glass display windows. The southern display window features a vertical muntin dividing the window in two. The masonry surrounding the storefront has been parged with Portland cement, but the parapet and signboard still exhibit masonry, although it has been painted. Throughout the 1960s, it

⁴² Untitled postcard, published c.1940 from *Myrtle Beach and the Grand Strand* by Susan Hoffer McMillan (Charleston, SC: Arcadia Publishing, 2007); "Street Scene, Myrtle Beach, S.C." postcard, published c.1938, from *Myrtle Beach and Conway in Vintage Postcards*.

⁴³ "Mr. Michael Hobeika," *Myrtle Beach News*, April 7, 1938.

⁴⁴ Thompson, *Greek Boy*, 2.

⁴⁵ Ibid, 116, 222.

⁴⁶ Ibid, 117.

⁴⁷ Myrtle Beach City Directories, 1961/62, 1963, 1968.

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housed the South Carolina Finance Corporation.⁴⁸ After housing numerous tenants, the building is currently vacant.

h. 505 9th Avenue North – Belk’s Department Store (1950)

This one-story concrete block commercial building is finished in stucco and features a symmetrical appearance. The center of the façade is recessed for two sets full-length glass double doors in aluminum framing. Transoms and sidelights surround the doors. Three full length display windows are situated on each side of the façade and are supported by stucco bulkheads. A metal column supports the ceiling of the recessed entry at the center of the façade. Originally addressed 503-505 9th Avenue North, Belk’s department store occupied this location from 1950 until the mid-1970s and featured a brick façade (Figure 14).⁴⁹ The department store giant was a fixture of downtown for the more than twenty years it resided downtown. By the 1970s, the rise of strip malls led to the decentralization of downtowns across America. The building’s form and storefront design have remained the same since Belk’s occupation, but it has since been covered with stucco and no longer features its flat awning.

⁴⁸ Ibid.

⁴⁹ Advertisement, *Myrtle Beach Sun*, September 22, 1950; Myrtle Beach City Directory, 1974.

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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.)

COMMERCE

Period of Significance

1927-1975

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 Myrtle Beach Downtown Historic District is comprised of structures associated with the early development in Myrtle Beach's history, spanning from 1927 to 1975. This time frame encompasses the nascent growth of a small resort town with few commercial ventures to a wealthy international tourist destination. Therefore, the district is locally significant for its role as the commercial hub of the new city. The collection of buildings along 8th Avenue North, 9th Avenue North, Main Street, Broadway Street, North Oak Street, and North Kings Highway reflect the compact origins of this now sprawling city. These buildings, taken as a whole, illustrate the growth and development of Myrtle Beach's commercial center and exhibit the changes in the city's economic status from the pre-Depression era, to the throes of the Great Depression, and the boom of the post-World War II period. The Chapin Company, the first mercantile structure in the town, anchored Myrtle Beach's retail center, and the establishment of Greek-owned restaurants downtown aided in the town's prosperity. The compact location of the mercantile area, adjacent to the entertainment center of town – the Pavilion – allowed travelers and residents easy access to department stores, specialty stores, restaurants, and theaters all in one dense locale.

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

Myrtle Beach, originally called New Town, was a backwater of Horry County until the mid-nineteenth century largely because of its swampy landscape, which made the area virtually inaccessible. Native Americans inhabited modern day Horry County, but generally avoided settlements along the coast with the exception of a late Mississippian community near Little River Neck.⁵⁰ Few colonial era settlements existed until the 1730s when the government granted settlers land and by the 1750s, indigo was the dominant crop in the area. Many South Carolinians described Horry County as the "underdeveloped eastern frontier" of the state as it featured dense forests, which aided the development of turpentine distillers and naval-stores production, as well as salt flats along the coast.⁵¹ While the Civil War did not ravage Horry County's landscape, the area suffered from the economic ramifications felt throughout the South, particularly the local naval stores industry. However, by the early 1880s, this industry, which was based on tar, pitch, rosin, and turpentine production, was peaking due to the large availability of timber in the county.⁵² The connection of Conway, the county seat of Horry, to nearby markets via the Wilmington, Chadbourn, and Conway Railroad in 1887 greatly benefited the coastal county and spurred further development.

In 1900, the first train entered New Town, the recently founded settlement that would later become Myrtle Beach.⁵³ In its first decades, Myrtle Beach was primarily comprised of the

⁵⁰ Stokes, *Myrtle Beach: A History*, 2.

⁵¹ Ibid, 7.

⁵² Ibid, 9.

⁵³ Stokes, *Myrtle Beach: A History*, 10.

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Seaside Inn and a number of small Burroughs & Collins company cottages with a small dance pavilion arriving later for additional entertainment.⁵⁴ By 1920, Simeon B. Chapin, a financier from Chicago, joined Burroughs & Collins to form the Myrtle Beach Farms Company and begin developing Myrtle Beach more vigorously. Part of that robust expansion included the Atlantic Coast Line Railroad Station, which would provide materials for construction as well as passengers to the burgeoning resort town. A second outcome of this joint venture was the establishment of the Chapin Company, which began building a company store on Broadway in 1927. It was the construction of this building that would spur further development and become the focal point of Myrtle Beach's downtown business district. By the 1925 tourist season, Myrtle Beach had grown from a few small cottages to hundreds of houses, many of which were used as guest houses, greatly increasing both the permanent population as well as the tourist population of the burgeoning town. Within a decade, Myrtle Beach featured "modern mercantile establishments of every character...two theaters, three drug stores and service and accommodations comparable to that found in cities with a population of 100,000 or more," prompting the newspaper to dub it an all-year resort city.⁵⁵

Criterion A: Commerce

The commercial center of Myrtle Beach began within the Chapin Company building, which was constructed in 1927 and opened in January 1928. This block-long structure became the economic center of downtown and served the growing area of Myrtle Beach, which was quickly transitioning from a summer retreat to a year-round town. The Nance Block arose during the early 1930s and was completed in 1937 with the construction of the Nance Building, which housed the Winstead Furniture and Undertaking Store at the corner of 8th Avenue North and Oak Avenue. The large block consisting of 8th Avenue North, Broadway, and 9th Avenue North, now called the Superblock, has been the commercial hub of Myrtle Beach since the Chapin Company established its store there in 1927. Over the next decade, the neighboring area developed as a downtown center, with numerous buildings erected for commercial use and economic improvement, reflecting the growth of population and tourism of Myrtle Beach.⁵⁶

The downtown center featured restaurants, hardware stores, pharmacies, dry goods stores, bakeries, department stores, and a theater. The Chapin Company store was the anchor of all commercial and economic activity, beginning in 1928 when the block-long complex opened. The complex is one of the more architecturally elaborate buildings in the district. As the first commercial building in the newly formed town of Myrtle Beach, the Chapin Company building, with its Mission Revival style, was designed to draw people and business to the new resort town. The store featured arched window openings, red tile roofing, curvilinear gables, and a stucco exterior finish.⁵⁷

⁵⁴ Ibid, 13.

⁵⁵ "Less Than Ten Years Ago..." *Myrtle Beach News*, August 5, 1937.

⁵⁶ Stokes, *Myrtle Beach: A History*, 35.

⁵⁷ John J.-G. Blumenson, *Identifying American Architecture: A Pictorial Guide to Styles and Terms, 1600-1945* (Nashville: American Association for State and Local History, 1981), 5, 9; National Register of Historic Places, 303 Saluda Avenue, Columbia, Richland County, South Carolina.

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In contrast to many commercial cores across the country, Myrtle Beach's downtown was just beginning to grow and thrive during the 1920s and 30s. As many large cities across the United States were encroaching into newly developed suburbs, Myrtle Beach was establishing itself as a newly formed city that was quickly expanding.⁵⁸ The opening of the Chapin Company Store in 1928, quickly followed by the construction of the Nance Block, Ben's Broadway Theater, and Kozy Korner Tavern, gave the town a centralized commercial district to serve the throngs of tourists arriving throughout the long summer season. With the onset of the Great Depression in 1929, the design of new buildings in Myrtle Beach's burgeoning downtown evolved to reflect the stripped down, minimalist approach to architecture of a depressed economy. Despite the economic challenges, many of the district's buildings were constructed in the 1930s, albeit in the more minimalist Depression Modern style. The northern side of current day Main Street, historically Broadway, began developing in the early 1930s. Over the next decade, the block of East Broadway (present day Main Street) exploded with development. Kozy Korner Tavern, Mack's 5¢ - 10¢ - 25¢ Store, Ben's Broadway Theater, and Winstead Furniture & Undertaking were all erected along the north side of East Broadway by 1936. Many locals described these buildings as being of the "most modern of construction" and some featured air conditioning, a modern luxury in 1936. The Nye's Drug Store building was remodeled in 1936, just a few years after its construction as a means of modernization and creating a more harmonious appearance with nearby buildings.⁵⁹ These earlier buildings all demonstrate a more Art Deco appearance, whereas the later buildings, constructed in the mid-to-late-1930s, tended toward Modernism. The Art Deco structures featured Carrera glass, neon signs, and decorative keystones. The Nance Block buildings, featuring only pilasters for ornamentation, are more stripped and austere in appearance. However, many of these were originally brick structures that received a clean stucco application in the mid-1930s for a more streamlined, modern appearance. The exception to the architectural austerity of this period was Ben's Broadway Theater, constructed in 1935. The theater was built in the same Mission Revival style of the Chapin Building across the street, although it was later obscured by a circa-1980s stucco façade.

By 1936, Myrtle Beach was already welcoming approximately 40,000 vacationers for the Fourth of July holiday, supporting the above claim that the seaside resort was rapidly growing and becoming recognized far and wide.⁶⁰ Each year, tourism escalated, creating a greater need for commercial and entertainment ventures. By 1937, Myrtle Beach had become a nationally recognized resort town and was the largest and fastest growing seaside development in America.⁶¹ The newspaper called Myrtle Beach a "mecca for tourists" as early as 1939, as vacationers traveled from "many sections of the country" to enjoy the fresh air, mild temperatures, and nature's beauty.⁶² The tourist season, which typically ran from May to September, supported these businesses all year long. However, the "season" quickly transitioned into a year-round enterprise. While a large number of tourists were able to vacation in Myrtle Beach and enjoy the burgeoning new resort, these were largely white, middle-class tourists.

⁵⁸ Howard, *From Main Street to Mall*, 90.

⁵⁹ "Nance Remodels Store on 8th Ave for Nye," *Myrtle Beach News*, October 1, 1936.

⁶⁰ "Record Breaking Crowd..." *Myrtle Beach News*, July 9, 1936.

⁶¹ "Less Than Ten Years Ago..." *Myrtle Beach News*, August 5, 1937.

⁶² "Myrtle Beach - Mecca for Tourists," *Myrtle Beach News*, March 16, 1939.

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African American travelers were limited to Atlantic Beach, a segregated beach community for black vacationers. This separate resort community, located between Myrtle Beach and North Myrtle Beach, was founded by black businessmen in the 1930s as a respite for African American travelers denied access to Myrtle Beach. The resort community featured its own businesses, restaurants, night clubs, and hotels, all of which were owned and operated by African Americans.⁶³ The town became famous for hosting such legendary acts as Ray Charles, Otis Redding, and Billie Holliday, among numerous others as even these renowned performers were denied dining and lodging opportunities at Myrtle Beach establishments.

The growth of Myrtle Beach in the late 1930s was spurred on by the establishment of a train depot, which was completed in May 1937. The city dedicated the new railroad to a large crowd, complete with early photographs of the city to demonstrate its progress over the past decade.⁶⁴ As part of the Atlantic Coast Line Railroad, this new station could carry passengers from all over the South, from Florida to Washington, D.C., allowing easier travel to Myrtle Beach than ever before. By July 1937, the *Myrtle Beach News* called Myrtle Beach the South's "fastest growing resort" a distinction that the paper attributed to the easy transportation.⁶⁵ Myrtle Beach was not just flourishing from tourists, however. In addition to the rising rates of tourism, the town was steadily growing in permanent residents. Because of a successful summer season, coupled with a permanent population of 2,500 residents, businesses remained open year round, beginning in the winter of 1935-1936.⁶⁶ Most of the Myrtle Beach residents arrived by car, such as Dino Thompson's parents, and used U.S.-17 to access the seaside community. As more residents and visitors alike started using automobiles for their travels, it became necessary to widen the existing roads and create new routes. When the city officially incorporated in 1937, local leaders began an expansion program for new roadways, paved previously unpaved roads, and widened high-traffic areas such as Broadway, Kings Highway, and 9th Avenue to relieve congestion.⁶⁷

The downtown core of Myrtle Beach continued to evolve in the postwar period. Even as suburbanization expanded at an accelerated rate in the 1950s, Myrtle Beach's downtown core continued to grow. Most of the buildings along 9th Avenue North were constructed around 1950, just as shopping centers and malls were developing on the fringes of other cities. While some buildings maintained their original appearances, others were updated to appear new and refreshed. These modernizations were undertaken to help downtown compete with the growing suburban shopping centers dotting the Grand Strand. The one-story buildings adjacent to the Seven Seas Grill became Mack's 5¢ - 10¢ Store new and updated the appearance in 1952, which entailed a renovated facade to appear "ultra-modern" and eye-catching.⁶⁸ However, Modernism was not embraced by all the business owners in the district. Edward's 5¢ - 10¢ - \$1.00 Store, constructed in 1952, is the sole Colonial Revival building in the district. It represents the

⁶³ New South Associates, "Horry County Historic Resources Survey," 2009, 68.

⁶⁴ "Formal Dedication of New Railroad Station at Beach," *Myrtle Beach News*, May 13, 1937.

⁶⁵ "Myrtle Beach, South's Fastest Growing Resort," *Myrtle Beach News*, July 22, 1937.

⁶⁶ "All Year Activity," *Myrtle Beach News*, April 30, 1936.

⁶⁷ "Street Improvement in Progress at Beach," *Myrtle Beach News*, November 18, 1937; "To Widen and Pave East Broadway," *Myrtle Beach News*, April 14, 1938.

⁶⁸ "Mack's Grew Up in Myrtle Beach," *Myrtle Beach Sun & Ocean Beach News*, October 26, 1960.

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juxtaposition of a traditional facade with the modern conveniences of a new store, including a fully air conditioned interior, chrome display fixtures, and most importantly, ample free parking at the rear of the building.⁶⁹ The use of Colonial Revival architecture harkened back to early-American architectural styles, which use their design to connote strength, tradition, and national identity. In contrast to the sleek, Modern designs of nearby commercial buildings in the district, Edward's represents the negotiation between the past and present through its architecture.⁷⁰ As the sole example of Colonial Revival architecture, and also the largest building behind the Chapin Store, Edward's exemplifies a sense of old commercial enterprise in an area filled with forward-looking structures.

While growth in Horry County as a whole was slow in the 1960s, Myrtle Beach and many other places along the coast boomed as tourism began to slowly overtake agriculture as the primary economic driver in the county. Myrtle Beach was at the center of this tourism boom. With significant increases in the number of tourists and residents in Myrtle Beach during the 1970s, the city evolved to accommodate the influx of people, transforming into a modern resort town. High-rise hotels began to replace the small, locally owned motels of the postwar era, and the bar and restaurant industry grew rapidly with the repeal of restrictive state laws regarding alcohol sales. The first indoor mall in the county, Myrtle Square, opened in Myrtle Beach in 1974, the same year the 1930s Ocean Forest Hotel was torn down.⁷¹ The effects of the changing tourist culture in Myrtle Beach were felt in the downtown commercial area, as the construction of the final component of the Chapin Company complex in the mid-1970s was the last major building effort in the district. The opening of the Myrtle Square Mall was a harbinger of things to come, as massive shopping and entertainment complexes began to proliferate in the 1980s, drawing customers away from the city's historic downtown core.⁷²

Developmental history/additional historic context information (if appropriate)

Business Owners in Downtown Myrtle Beach

The people who established these thriving businesses were also influential in the community, establishing philanthropic endeavors to aid the growing population.⁷³ Simeon B. Chapin, in particular, left a lasting legacy on the town, donating handsomely to the library (Chapin Memorial Library) and establishing both the Chapin Foundation and the Burroughs & Chapin Art Museum. In addition to Chapin and Burroughs, D. W. Nance, B. B. Benfield, and J. E. Bryan, among others, were all successful businessmen who were active in the civic and philanthropic sectors of Myrtle Beach at its inception.

⁶⁹ "Grand Opening of Edward's New Myrtle Beach Store," *Myrtle Beach Sun*, May 30, 1952.

⁷⁰ Dale Allen Gyure, "The Colonial Revival: A Review of the Literature," in *Colonial Revival in America: Annotated Bibliography*, accessed April 10, 2019, <http://colonialrevival.lib.virginia.edu/>.

⁷¹ New South Associates, "Horry County Historic Resources Survey," 2009, 35-36.

⁷² "The History of Myrtle Beach Tourism," MyrtleBeach.com, accessed July 11, 2019, <https://www.myrtlebeach.com/history/>.

⁷³ Vicki Howard, *From Main Street to Mall: The Rise and Fall of the American Department Store* (Philadelphia: University of Pennsylvania Press, 2015), 53, 61.

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Greek immigrants also played a pivotal role in the growth of the city, particularly in the restaurant industry. Many of the earliest restaurants, such as the Kozy Korner, the Broadway Restaurant, and Seven Seas, were all operated by Greek restaurateurs. With Myrtle Beach's downtown core growing in the late 1920s and early 1930s, many of the early restaurants in this growing block were operated by Greeks, such as Dino Thompson, George Anthony, and Speros Baroutsos. These restaurateurs opened the first restaurants and proceeded to open numerous others in the quickly growing city. Since tourism was Myrtle Beach's primary industry, the restaurant business played a primary role in that tourism industry, with many of the eateries becoming mainstays in tourists' annual trips. Until the 1930s, dining in Myrtle Beach occurred in guest houses, hotels, and establishments such as the Ocean Forest Country Club as part of a guests stay; very few stand-alone restaurants existed.⁷⁴ While a number of restaurants are (and were) located outside the boundaries of the downtown district, the early food service industry was centered within this district. The Myrtle Beach Grill (later the Seven Seas Grill), Kozy Korner Tavern, Carolina Cafe, Broadway Restaurant, and Silver Grill were all located along modern-day Main Street, formerly Broadway. By the middle of the twentieth century, the downtown core continued to feature restaurants, such as the Mayflower on 9th Avenue North, run by J. W. Cartos, the Seaside Restaurant run by Alex Karetas, and the 8th Avenue Grill. Unfortunately, the Myrtle Beach Grill is the only Greek-owned restaurant in the district that retains its historic appearance.

While Greek Americans were discriminated against in larger cities, as they were categorized as "non-whites," Greek restaurant owners eschewed the perpetuation of discriminatory practices and embraced other "non-white" customers. According to Dino Thompson, both African American and Jewish customers, two classes of people typically discriminated against in downtown businesses, were welcome at the Kozy Korner.⁷⁵ This example of acceptance fits within historian Dan Georgakas' assessment of Greek immigrants across the United States for showing "considerable cultural sophistication in working positively with a wide range of racial groups, ethnic groups, and native-born Americans."⁷⁶ Dino Thompson remembers intimidation from the KKK, aimed at his family and other restaurateurs and minorities along the Grand Strand.⁷⁷

The Kronsberg family played a highly visible role in Myrtle Beach's downtown. Edward Kronsberg opened his first store in Charleston in 1926 and by 1930 began expanding to other cities across the state, eventually operating thirty-eight across South Carolina and Georgia.⁷⁸ The Myrtle Beach location on North Kings Highway, formerly Cullom Street, opened in 1952 in the city's downtown business district. It was the first of two eventual stores in Myrtle Beach and one of the last located in a downtown. By the 1950s, Kronsberg was beginning to establish his "Edward's" stores in suburban shopping centers, including the Byrnes Down Shopping Center

⁷⁴ Stokes, *Myrtle Beach: A History*, 105.

⁷⁵ Thompson, *Greek Boy*, 222.

⁷⁶ Georakas, "The Greeks in America," 51.

⁷⁷ Thompson, *Greek Boy*, 222.

⁷⁸ Mickey Kronsberg Rosenblum, "Edward's 5¢ - 10¢ - \$1.00 Stores and the Kronsberg Brothers," *Jewish Historical Society of South Carolina, The Jewish Merchant Project*, 4, November 30, 2018, http://merchants.jhssc.org/narrative/pdf_test/.

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(1951) and St. Andrews Shopping Center (1958), both in the Charleston vicinity.⁷⁹ Edward's 5¢ - 10¢ - \$1.00 Store is the largest building in the district's boundaries and the only Colonial Revival style building. It represents the growth and success of a Jewish-run business from a small, single store operation to a state-wide venture. Additionally, Edward's appears to be the only Jewish-run business in Myrtle Beach's downtown. Many of the other successful businesses were owned and operated by Christian merchants as evidenced in newspaper articles citing their church affiliations, which were typically Protestant. While Edward's did not start in Myrtle Beach, it was perhaps one of the few Jewish-owned establishments when it opened in 1952.

⁷⁹ Rosenblum, "Edward's 5¢ - 10¢ - \$1.00 Stores and the Kronsberg Brothers," 22.

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Times, April 14, 1996. <https://www.nytimes.com/1996/04/14/nyregion/the-kaffenion-connection-how-the-greek-diner-evolved.html>

McMillan, Susan Hoffer. *Myrtle Beach and Conway in Vintage Postcards*. Charleston, SC: Arcadia Publishing, 2001.

_____. *Myrtle Beach and the Grand Strand*. Charleston, SC: Arcadia Publishing, 2004.

New South Associates. *Horry County Historic Resources Survey*. Stone Mountain, Georgia, June 30, 2009.

Rosenblum, Mickey Kronsberg. "Edward's 5¢ - 10¢ - \$1.00 Stores and the Kronsberg Brothers," Jewish Historical Society of South Carolina, The Jewish Merchant Project. November 30, 2018.

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

Thompson, Dino. *Greek Boy: Growing Up Southern*. Myrtle Beach, SC: Snug Press, 2003.

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): _____

Myrtle Beach Downtown Historic District
Name of Property

Horry Co., S.C.
County and State

10. Geographical Data

Acreeage of Property Approximately 7 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: 33.694613° | Longitude: -78.885542° |
| 2. Latitude: 33.694365° | Longitude: -78.885794° |
| 3. Latitude: 33.693775° | Longitude: -78.884927° |
| 4. Latitude: 33.693019° | Longitude: -78.885596° |
| 5. Latitude: 33.692737° | Longitude: -78.885238° |
| 6. Latitude: 33.692773° | Longitude: -78.885024° |
| 7. Latitude: 33.693109° | Longitude: -78.884646° |
| 8. Latitude: 33.692989° | Longitude: -78.884396° |
| 9. Latitude: 33.693438° | Longitude: -78.883963° |
| 10. Latitude: 33.693452° | Longitude: -78.883395° |
| 11. Latitude: 33.694100° | Longitude: -78.882735° |
| 12. Latitude: 33.694361° | Longitude: -78.883150° |
| 13. Latitude: 33.693773° | Longitude: -78.883720° |
| 14. Latitude: 33.694233° | Longitude: -78.884493° |
| 15. Latitude: 33.694014° | Longitude: -78.884696° |

Myrtle Beach Downtown Historic District
Name of Property

Horry Co., S.C.
County and State

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

The boundary of the district follows the red lines on the accompanying Horry County tax parcel map.

Boundary Justification (Explain why the boundaries were selected.)

The boundaries reflect the eighteen (18) contributing properties and eight (8) non-contributing properties within the district. The boundaries encompass the earliest development of Myrtle Beach through the mid-1970s when downtown development slowed, became decentralized, and moved towards other parts of the Grand Strand while also excluding the significantly altered resources that do not add to the character of the district.

11. Form Prepared By

name/title: Jane Campbell with SHPO assistance
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: 6/18/2019

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.)

Myrtle Beach Downtown Historic District
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: Myrtle Beach Downtown Historic District

City or Vicinity: Myrtle Beach

County: Horry

State: South Carolina

Photographer: Jane Campbell

Date Photographed: February 26, 2019

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

- | | |
|----------|--|
| 1 of 18 | 516 8th Avenue North, Myrtle Beach Furniture Company, south façade |
| 2 of 18 | 514 8th Avenue North, south façade |
| 3 of 18 | 512 8th Avenue North, Divine's Tackle Shop, south façade |
| 4 of 18 | 801 Main Street, Myrtle Beach Grill/Seven Seas Grill, south façade |
| 5 of 18 | 803 Main Street, south façade |
| 6 of 18 | 805 Main Street, south façade |
| 7 of 18 | 809 Main Street, Carolina Café, south façade |
| 8 of 18 | 728 Main Street, Chapin Company, c.1975 portion, north façade |
| 9 of 18 | 730 Main Street, Chapin Company, c.1935 portion, north façade |
| 10 of 18 | 740-742-746 Main Street, Chapin Company, 1927 portion, north façade |
| 11 of 18 | 801 North Kings Highway, east façade |
| 12 of 18 | 807 North Kings Highway, east façade |
| 13 of 18 | 819 North Kings Highway, Edward's 5¢ - 10¢ - \$1.00 Store, east façade |
| 14 of 18 | 503 9th Avenue North, Cato's Ladies Fashions, north façade |
| 15 of 18 | 507 9th Avenue North, Myrtle Beach Bakery, north façade |
| 16 of 18 | 509 9th Avenue North, Mayflower Restaurant, north façade |
| 17 of 18 | 801 Broadway Street, Myrtle Beach Lumber Company, east façade |
| 18 of 18 | 804 North Oak Street, Benton Electric, west façade |

Myrtle Beach Downtown Historic District
Name of Property

Horry Co., S.C.
County and State

Index of Figures

- 1 of 14 Nance Block after construction, 1936.
- 2 of 14 Intersection of Broadway and 8th Avenue North, early 1930s.
- 3 of 14 803-805 Main Street, Mack's 5¢ - 10¢ 1952 façade renovation, 1960.
- 4 of 14 Chapin Company, original construction, 1930.
- 5 of 14 Chapin Block after c.1935 addition.
- 6 of 14 Edward's 5¢ - 10¢ - \$1.00 Store rendering, 1952.
- 7 of 14 Mayflower Restaurant, 1957.
- 8 of 14 Myrtle Beach Lumber Company, 1962.
- 9 of 14 Nance Block on left, Chapin Company on right, late 1930s.
- 10 of 14 Broadway, looking west, with Helen Mates on right, 1962.
- 11 of 14 Broadway Theater, c.1940
- 12 of 14 Mack's, Silver's Bar, Kozy Korner, looking west, c.1940.
- 13 of 14 Kozy Korner, late 1940s.
- 14 of 14 Belk's Department Store opening, 1950.

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

Myrtle Beach Downtown Historic District

Horry Co., S.C.

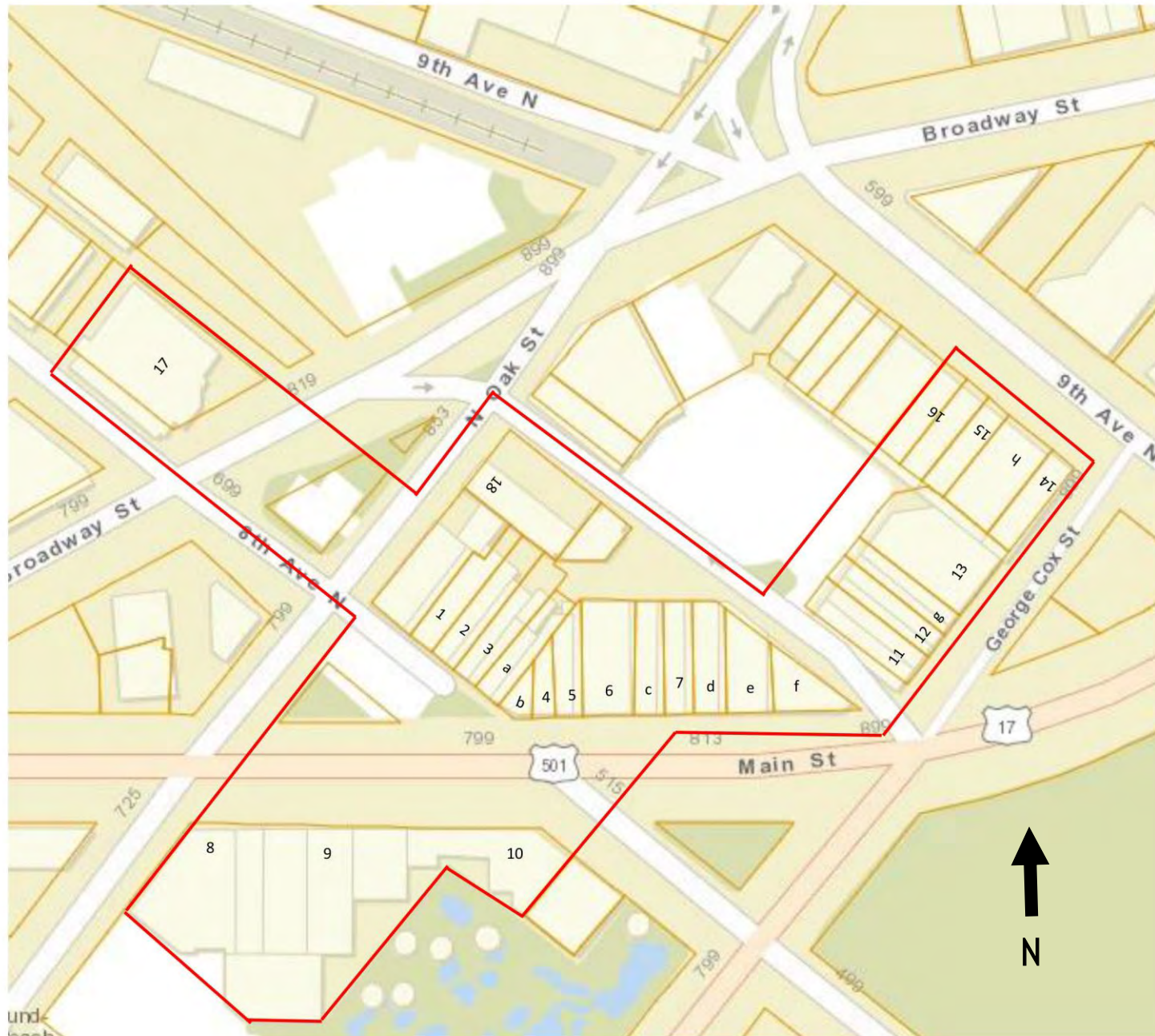
Name of Property

County and State

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.

Myrtle Beach Downtown Historic District

National Register of Historic Places – Horry County Tax Parcel Map



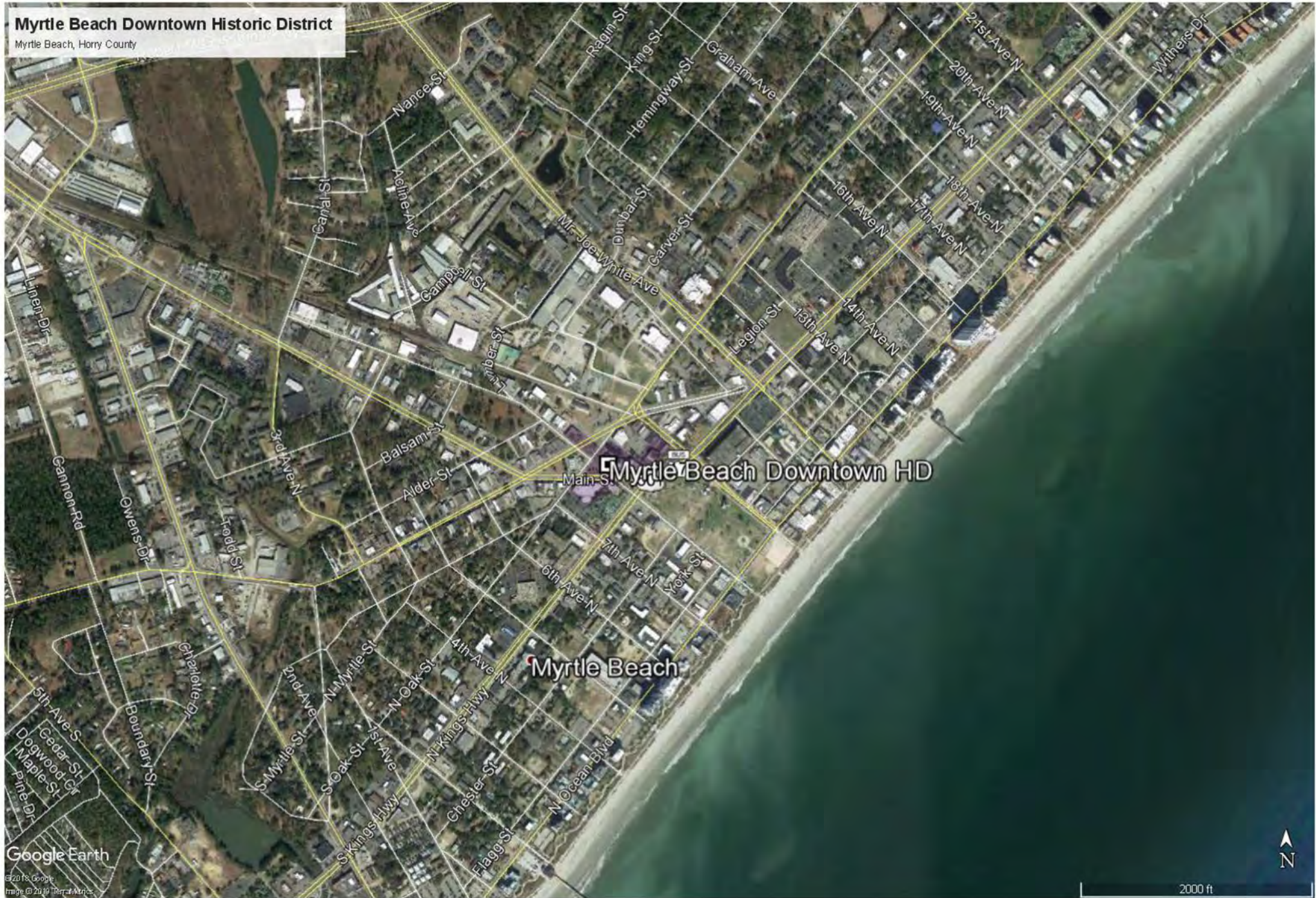
Myrtle Beach Downtown Historic District

Myrtle Beach, Horry County



Myrtle Beach Downtown Historic District

Myrtle Beach, Horry County



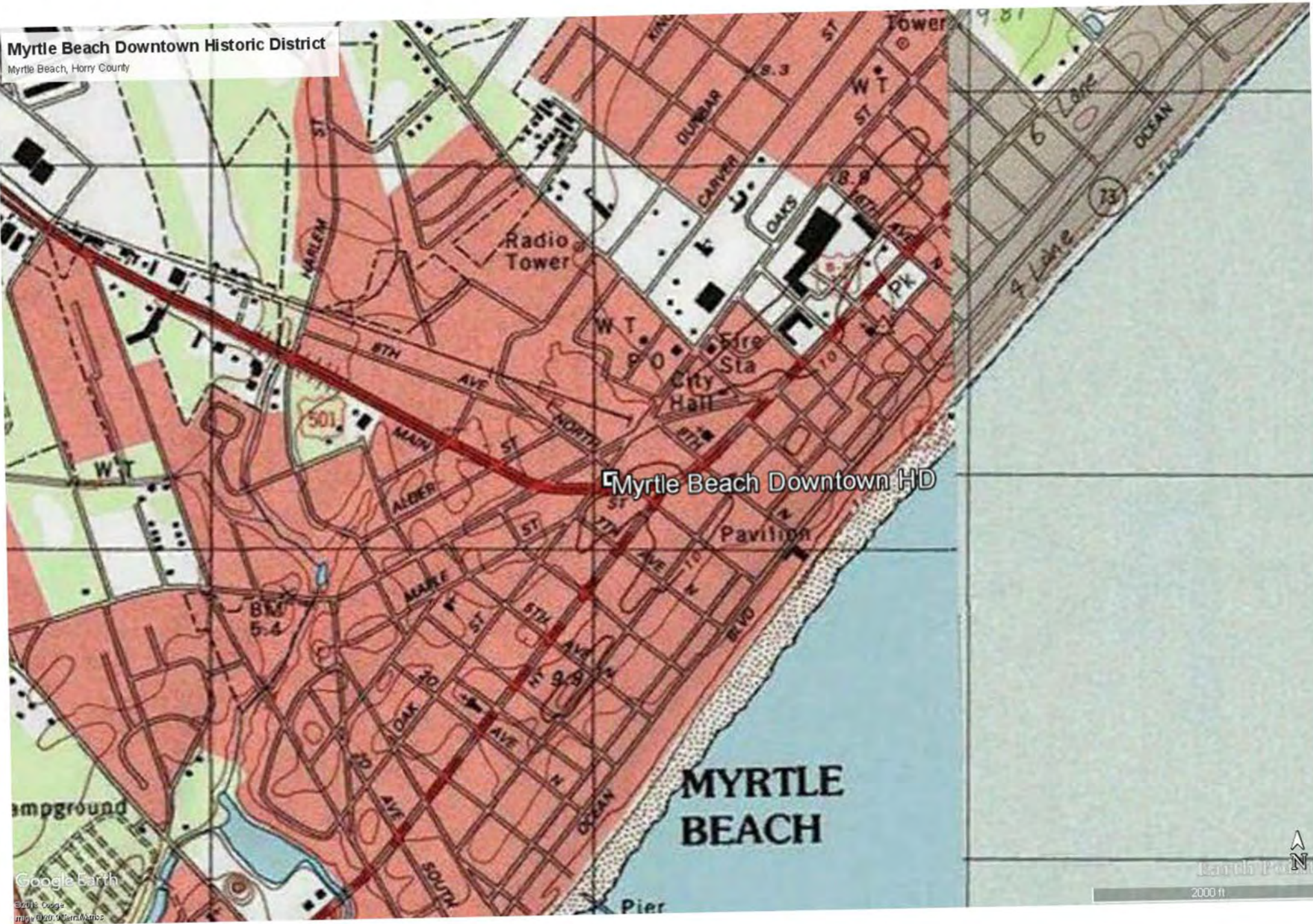
Google Earth

©2018 Google
Image ©2010 TerraMetrics

2000 ft

Myrtle Beach Downtown Historic District

Myrtle Beach, Horry County



Google Earth

©2005 Google
Image ©2005 TerraMetrics

North
2000 ft

THERE

ATTENTION
THE FOLLOWING IS
NOT PERMITTED
HATS, JERSEYS, BANDANAS,
BAGGY CLOTHING OR TANKTOPS
MANAGEMENT RESERVES THE
RIGHT TO REFUSE SERVICE

EST. 2006
CLUB THERE
MONTICELLO, VIRGINIA, VA

EST. 2006
CLUB THERE
MONTICELLO, VIRGINIA, VA

516

NO PARKING
2 A.M.
TO
6 A.M.

HOMESTYLE
RESTAURANT



OPEN

514

VAPES

HALF BAKED

SMOKE SHOP

VAPES

512

E-CIGS

THE VENUE
— 510 —



SUN
CITY
CAFE

NO PUBLIC
RESTROOMS



FOR
\$44 00
222 07
Oppo

803
MAIN
ST

ADDITIONAL PARKING IN REAR



ADDITIONAL PARKING IN BACK

FOR SALE
\$749,900
(843)
222-8497
Opportunity Zoned

PURE

PURE

PURE









HOUSE ARTS, LLC



801

OPEN

*Velux Skylights ~ Mailboxes
House Plaques ~ Door Bell Encasements
Door Knockers
Decorative House Hardware
Knobs ~ Pulls ~ Handles
Door Lock Sets*



Mailboxes
Encasements
Hardware
Handles

NO TRESPASS
AT ANY TIME
PRIVATE PROPERTY

807

STAINED GLASS ETCHED GLASS
MIRRORS TABLE TOPS SHELVING ANTIQUE GLASS
CABINET GLASS REPAIR TOOLS SUPPLIES
ART GIFT DECOR LIGHTING



CATALIAS
BAR & GRILL

Future home of...
M...al...y
enrich community connect
explore innovate power



THREE
HOUR
PARKING
9AM - 6PM MON-SAT
12PM - 6PM SUN
CITY DECALS
MUST COMPLY

NO PARKING
2 A.M.
TO
6 A.M.
←→

Jack Thompson

503

NO TRESPASS
AT ANY TIME
PRIVATE PROPERTY





509

1857-1867
The South's First Great War
The South's First Great War
The South's First Great War

Schools
The South's First Great War
The South's First Great War
The South's First Great War

THREE HOUR
PARKING
MON-THUR 8AM-6PM
FRI-SAT 8AM-5PM
SUN 10AM-5PM
NO PARKING
2 AM TO 6 AM

The 1850s-1860s
The South's First Great War
The South's First Great War
The South's First Great War

The 1860s
The South's First Great War
The South's First Great War
The South's First Great War

The 1860s
The South's First Great War
The South's First Great War
The South's First Great War





THE
LOVELY
LAW FIRM
ATTORNEYS AT LAW

AUTO ACCIDENT WORKERS

CRIMINAL DEFENSE TRAFFIC/DUI DEFENSE

NO PARKING
FIRE
HYDRANT







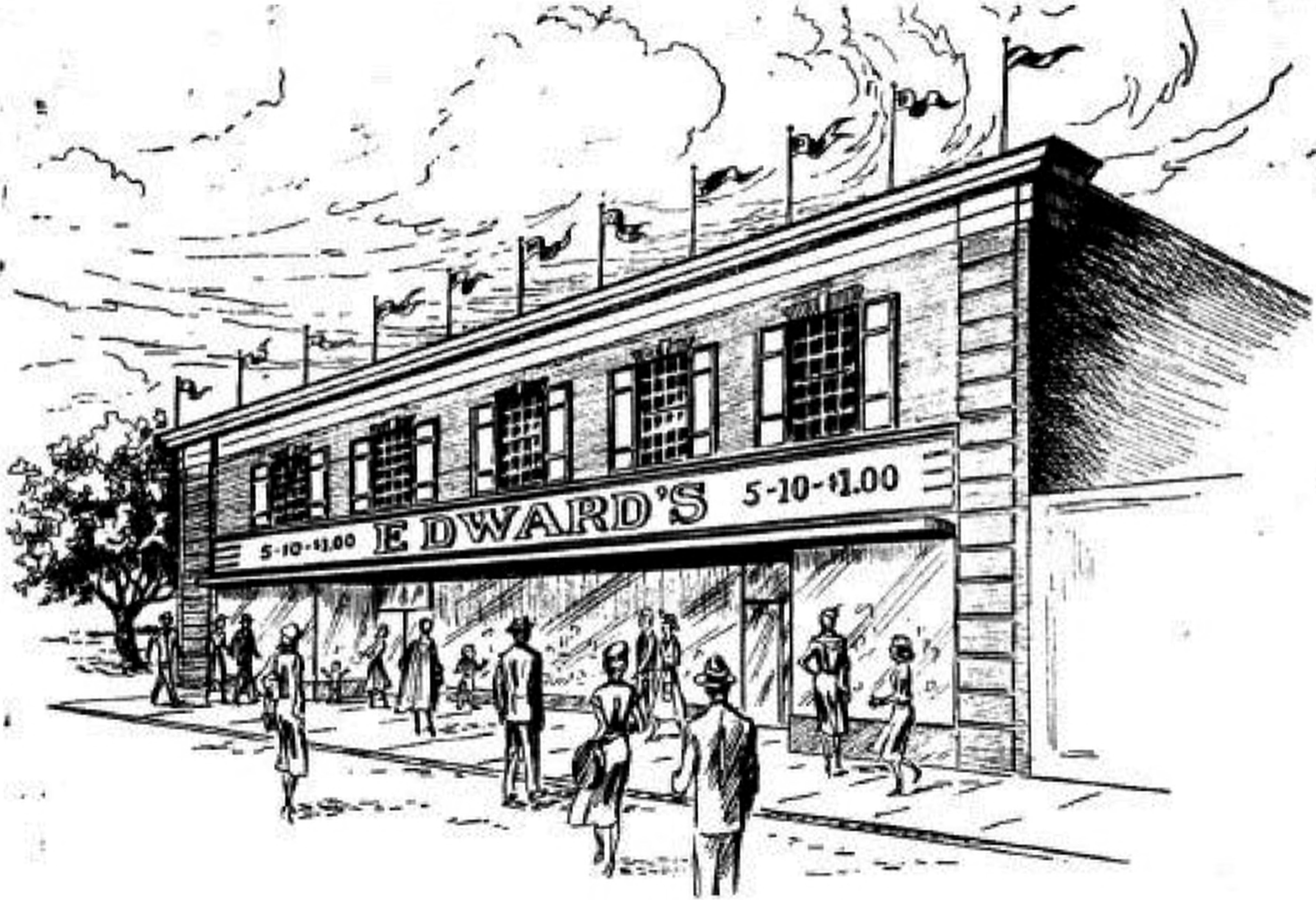
MACK

VER
JACK
FT.





CHAPIN BLOCK, MYRTLE BEACH, SOUTH CAROLINA





MAYFLOWER

RESTAURANT



MYRTLE
BEACH
LUMBER
CO
BUILDERS
SUPPLY

MILLWORK







Street Scene, Myrtle Beach, S. C.



MYRTLE BEACH, S. C., "AMERICA'S FINEST STRAND"



PEK'S

UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES
EVALUATION/RETURN SHEET

Requested Action:

Property Name:

Multiple Name:

State & County:

Date Received: 9/6/2019 Date of Pending List: 9/20/2019 Date of 16th Day: 10/7/2019 Date of 45th Day: 10/21/2019 Date of Weekly List:

Reference number:

Nominator:

Reason For Review:

<input type="checkbox"/> Appeal	<input type="checkbox"/> PDIL	<input type="checkbox"/> Text/Data Issue
<input type="checkbox"/> SHPO Request	<input type="checkbox"/> Landscape	<input type="checkbox"/> Photo
<input type="checkbox"/> Waiver	<input type="checkbox"/> National	<input type="checkbox"/> Map/Boundary
<input type="checkbox"/> Resubmission	<input type="checkbox"/> Mobile Resource	<input type="checkbox"/> Period
<input type="checkbox"/> Other	<input type="checkbox"/> TCP	<input checked="" type="checkbox"/> Less than 50 years
	<input type="checkbox"/> CLG	

☒ Accept ☐ Return ☐ Reject 10/18/2019 Date

Abstract/Summary Comments:

Recommendation/ Criteria:

Reviewer Lisa Deline Discipline Historian

Telephone (202)354-2239 Date 10/18/19

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.

ISS Management Group, LLC

May 31, 2019

Ms. Virginia Harness
South Carolina Department of Archives and History Center
8301 Parklane Road
Columbia, SC 29223

RECEIVED

JUL 01 '19

SC DEPT. OF
ARCHIVES & HISTORY

Reference: ISS Management Group properties located at
514 8th Ave. N, Myrtle Beach, SC 29577 AND
512 8th Ave. N, Myrtle Beach, SC 29577

Dear Ms. Harness,

Please be advised that we are in receipt of the letter from Rogers Lewis Jackson Mann & Quinn, LLC regarding the historic designation for our properties referenced above.

ISS Management Group, LLC **DOES NOT** wish our properties to be included in the historic designation.


Should you have any questions, please feel free to contact me.

Warmest Regards,



Victoria Ishee
Managing Partner
ISS Management Group, LLC
4903 Twin Branches Way
Atlanta, GA 30338
678-787-4974

CC Rogers, Lewis, Jackson, Mann & Quinn, LLC

Notary: 

Kimberley O. Dyson
NOTARY PUBLIC
Cobb County, Georgia
My Comm. Expires
April 14, 2021

GENE HOTM
-photography-
www.geneho.com



2024 Ayershire Lane
Myrtle Beach, SC 29575
1-866-626-3381
gene@geneho.com

Dear Virginia:

Attached is a modern picture of the building up for consideration to be in the National Register of Historical Places.

This building is at 508 8th Ave N in Myrtle Beach.

Also attached is a letter of recommendation for the building written by U.S. Congressman Tom Rice.

Unfortunately – during the Review Board Hearing in July – I will be on a Book Tour on the East Coast. I would have loved to personally be there.

Respectfully,

Gene Ho

A handwritten signature in blue ink, consisting of a large, stylized 'G' followed by 'ene Ho' and a flourish below.



Gene Ho

Yesterday

SC DEPT. OF
ARCHIVES & HISTORY

This building was just nominated by the State Historic Preservation Office to be in the National Register of Historic Places. I started my photo studio here. As a First Generation American and a former janitor at Burger King - I started this studio that would go on to photograph the President of the United States and every sitting South Carolina Governor for the past 25 years.

This is also the building where I photographed children - who grew up - and then had me photograph THEIR children. There's a song by Dan+Shay - whom will perform here next week at the music festival. The song is "19 You + Me." It's a love song - but I attribute it to how I feel about Myrtle Beach when I first came here in 1987. The song starts, "It was our first week at Myrtle Beach - Where it all began."

Tag Photo

Add Location

Edit

487

124 Comments

11 Shares



Write a comment...



UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES
EVALUATION/RETURN SHEET

Requested Action: Nomination

Property Name: Myrtle Beach Downtown Historic District

Multiple Name:

State & County: SOUTH CAROLINA, Horry

Date Received:
9/6/2019

Date of Pending List:
9/20/2019

Date of 16th Day:
10/7/2019

Date of 45th Day:
10/21/2019

Date of Weekly List:

Reference number: SG100004533

Nominator: SHPO

Reason For Review:

☐ Appeal

☐ SHPO Request

☐ Waiver

☐ Resubmission

☐ Other

☐ PDIL

☐ Landscape

☐ National

☐ Mobile Resource

☐ TCP

☐ CLG

☐ Text/Data Issue

☐ Photo

☐ Map/Boundary

☐ Period

☒ Less than 50 years

☒ Accept

☐ Return

☐ Reject

10/18/2019 Date

Abstract/Summary NR Criterion: A
Comments:

Recommendation/ Criteria AOS: Commerce; POS: 1927 - 1975; LOS: local.

Reviewer Lisa Deline

Discipline Historian

Telephone (202)354-2239

Date

10/18/19

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.

ISS Management Group, LLC

May 31, 2019

Ms. Virginia Harness
South Carolina Department of Archives and History Center
8301 Parklane Road
Columbia, SC 29223



Reference: ISS Management Group properties located at
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512 8th Ave. N, Myrtle Beach, SC 29577

Dear Ms. Harness,

Please be advised that we are in receipt of the letter from Rogers Lewis Jackson Mann & Quinn, LLC regarding the historic designation for our properties referenced above.

ISS Management Group, LLC **DOES NOT** wish our properties to be included in the historic designation.

Should you have any questions, please feel free to contact me.

Warmest Regards,

A handwritten signature in black ink that reads "Victoria Ishee".

Victoria Ishee
Managing Partner
ISS Management Group, LLC
4903 Twin Branches Way
Atlanta, GA 30338
678-787-4974

CC Rogers, Lewis, Jackson, Mann & Quinn, LLC

Notary: A handwritten signature in blue ink that reads "Kimberley O. Dyson".

Kimberley O. Dyson
NOTARY PUBLIC
Cobb County, Georgia
My Comm. Expires
April 14, 2021



GENE HO™
-photography-
www.geneho.com



2024 Ayershire Lane
Myrtle Beach, SC 29575
1-866-626-3381
gene@geneho.com

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ARCHIVES & HISTORY

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Tag Photo

Add Location

Edit

487

124 Comments

11 Shares



Write a comment



TOM RICE
7TH DISTRICT, SOUTH CAROLINA

WASHINGTON OFFICE
223 CANNON HOUSE OFFICE BUILDING
WASHINGTON, DC 20515
TEL: (202) 225-9895
FAX: (202) 225-9690



HOUSE COMMITTEE ON
WAYS AND MEANS
SUBCOMMITTEE ON TRADE
SUBCOMMITTEE ON SOCIAL SECURITY
SUBCOMMITTEE ON TAX POLICY

Congress of the United States
House of Representatives
Washington, DC 20515-4007

June 18th, 2019



Virginia Harness – Architectural Historian
State Historic Preservation Office, SC Dept. of Archives & History
8301 Parklane Road
Columbia, SC 29223

Dear Virginia,

I am writing to recommend that 508 8th Ave N. Myrtle Beach, the Gene Ho Photography Studio, be included in the National Register of Historic Places as part of the Myrtle Beach Downtown Historic District. With its unique history and local significance, this building qualifies to be on the official list of historic properties worthy of recognition and preservation.

The oldest photograph that the State Historical Preservation Office has of this building is in 1936, two years before Myrtle Beach was officially incorporated as a town. Operating as the Gene Ho Photography studio for the past 25 years, this building is part of the fabric of our community.

Mr. Gene Ho, owner of Gene Ho Photography, is a first generation American. His first job in this land of opportunity was at a fast food restaurant, but 25 years after the opening of his studio he has now photographed every sitting South Carolina governor, President Obama, and President Trump among other dignitaries and icons. As President Trump's personal campaign photographer from 2015-2016, Mr. Ho captured moments few others have witnessed that are now displayed for free public viewing at the 8th street studio. These photographs tell a story that will impact Americans for generations to come.

In addition to these rare photographs, Mr. Ho displays autographed memorabilia and photographs from previous Presidents, Governors and professional athletes at the studio. These include Super Bowl winners, NCAA Final Four winners and Daytona 500 winners. His curated collection has transformed this building into a landmark museum of South Carolina's and America's history.

Mr. Ho's studio offers South Carolina residents and visitors the opportunity to see various aspects of our history- from successful political campaigns to famous sports victories- as it was made. I strongly recommend that this historic building be included in the National Register of Historic Places.

Sincerely,

Tom Rice
Member of Congress

GRAND STRAND REGIONAL OFFICE
2411 NORTH OAK STREET
SUITE 405
MYRTLE BEACH, SC 29577
TEL: (843) 445-6459
FAX: (843) 445-6418

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PEE DEE REGIONAL OFFICE
1831 WEST EVANS STREET
SUITE 300
FLORENCE, SC 29501
TEL: (843) 679-9781
FAX: (843) 679-9783



September 4, 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 Myrtle Beach Downtown Historic District 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 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 Myrtle Beach Downtown Historic District 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, SC 29223