

Atlantic Beach Historic District  
Name of Property  
**United States Department of the Interior**  
National Park Service

Horry County, SC  
County and State

## 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: Atlantic Beach 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: Generally bounded by Wiley Drive, 29<sup>th</sup> Avenue S, 32<sup>nd</sup> Avenue S, and the Atlantic Ocean

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

Not For Publication: ☐ Vicinity: ☐

### 3. State/Federal Agency Certification

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

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

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

\_\_\_ national X statewide X local

Applicable National Register Criteria:

X A \_\_\_ B \_\_\_ C \_\_\_ D

\_\_\_\_\_  
Signature of certifying official/Title:

\_\_\_\_\_  
Date

\_\_\_\_\_  
State or Federal agency/bureau or Tribal Government

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

Signature of commenting official:

Date

Title :

State or Federal agency/bureau  
or Tribal Government

#### 4. National Park Service Certification

I hereby certify that this property is:

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

Signature of the Keeper

Date of Action

#### 5. Classification

##### Ownership of Property

(Check as many boxes as apply.)

Private:

☒

Public – Local

☒

Public – State

☐

Public – Federal

☐

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**Category of Property**

(Check only **one** box.)

Building(s) ☐

District ☒

Site ☐

Structure ☐

Object ☐

**Number of Resources within Property**

(Do not include previously listed resources in the count)

Contributing

86

Noncontributing

103

buildings

1

sites

structures

objects

87

103

Total

Number of contributing resources previously listed in the National Register 0

**6. Function or Use**

**Historic Functions**

(Enter categories from instructions.)

DOMESTIC: single dwelling

COMMERCE: hotel

COMMERCE/TRADE: business

RELIGION: religious facility

RECREATION AND CULTURE: music facility

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### Current Functions

(Enter categories from instructions.)

DOMESTIC: single dwelling

COMMERCE: hotel

COMMERCE/TRADE: business

RELIGION: religious facility

GOVERNMENT: city hall

GOVERNMENT: government office

SOCIAL: clubhouse

RECREATION AND CULTURE: outdoor recreation

VACANT/NOT IN USE

## 7. Description

### Architectural Classification

(Enter categories from instructions.)

MODERN MOVEMENT: Ranch Style

OTHER: Frame Vernacular

OTHER: Masonry Vernacular

**Materials:** (enter categories from instructions.)

Principal exterior materials of the property: BRICK, CONCRETE, WOOD

## Narrative Description

### Summary Paragraph

The Atlantic Beach Historic District encompasses the incorporated town of Atlantic Beach, Horry County, South Carolina and is bounded as follows: southeast of Wiley Drive, southwest of 32<sup>nd</sup> Avenue S, northeast of 29<sup>th</sup> Avenue S, and the Atlantic Ocean. The district is approximately 103.5 acres (0.16 square miles) and encompasses 86 contributing buildings, 103 non-contributing buildings, and 1 contributing site. The contributing buildings within the district are representative of residential and commercial vernacular architecture, as well as Ranch Style houses.

Contributing resources in the district were used as domestic single dwellings, hotels, motels and/or inns, commercial businesses, a religious facility (First Missionary Baptist Church, 2806 Highway 17 South), and a music hall (Evans Coliseum, also known as Evans Arena, 495 31<sup>st</sup> Avenue South). In addition to those resources which have retained their historic uses, two government buildings (717 Atlantic Street and 1010 32nd Avenue) and a clubhouse (Evans



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Motel, 408 31<sup>st</sup> Avenue South) are extant but repurposed. The district is bounded on three sides by the city of North Myrtle Beach, with Highway 17 South providing the only road access in or out of Atlantic Beach. North Myrtle Beach is densely developed with commercial and residential buildings, making the boundaries of the less-developed Atlantic Beach clearly evident. The district consists almost entirely of residential streets, with the exception of Atlantic Street and Highway 17 South. Atlantic Street, also known as 30<sup>th</sup> Avenue S, running north-south, has parking to either side and features grassy medians, while Highway 17 South, running east-west, is a six-lane highway with a center turning-lane. The district's smaller residential streets are mostly tree-lined but become open near the Atlantic Ocean. Three of the four north-south streets in the district terminate at sandy trails that provide public ocean access. Except for Highway 17, none of Atlantic Beach's streets intersect with adjacent North Myrtle Beach streets. The "cut-off" nature of the Atlantic Beach street grid is a remnant of segregation. Despite a considerable number of vacant lots and non-historic infill, the Atlantic Beach Historic District retains its integrity as a seasonal recreation destination for African Americans in the segregation era.

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## Narrative Description

### Setting and Character

The Atlantic Beach Historic District is located in northeastern Horry (pronounced "Or-ee") County, South Carolina, in the state's Coastal Zone, bounded to the southeast by the Atlantic Ocean. Originally built as a vacation destination by and for Black Americans during Jim Crow segregation, the town retains its original circulation patterns and public access to the beach itself. Atlantic Beach retains a distinct form and development pattern in the landscape that was established during its original development period and informed by segregation. When the first individual properties were sold starting in 1934, Atlantic Beach provided a more rustic experience. Development was slow, and by 1939 Atlantic Beach was comprised of only the beach itself and one unpaved street (Atlantic Street) with a scattering of small buildings (Figure 1). The beach encompasses the width of the district on its southeastern boundary with the Atlantic Ocean. Approximately 1,200 feet of frontage, the beach is typical of South Carolina's maritime zones, with a natural berm closest to South Ocean Boulevard populated by palmettos, sea oats, and other marine grasses. This berm slopes gently toward the Atlantic Ocean and the grasses give way to fine white sand.

The second period of development, from 1943 to 1956, followed the purchase of the remaining lots and public amenities by the Atlantic Beach Company. The community began to develop in earnest in this period, with the construction of substantial buildings intended to be permanent (Figure 4). Most extant buildings in the district from this period postdate Hurricane Hazel, which devastated the South Carolina coast in 1954. Following the dissolution of the Atlantic Beach Company in 1956, the post-World War II suburban development boom led to the suburban city of North Myrtle Beach surrounding the still separate but eventually incorporated City of Atlantic Beach, with Highway 17 still serving as the only connection to the surrounding area. Most contributing buildings in the district date from this third phase of development, representing the midcentury period of growth prior to the widespread integration of the South's public beaches. The development pattern initiated during the founding of Atlantic Beach is still evident today,

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with its wide central boulevard and public areas that approach the beach. Whereas oceanfront high-rise condominium and hotel buildings along adjacent beaches separate the shoreline from more modest residential stock nearer to Highway 17, no such resources are found along Atlantic Beach, the beachfront of which remains open and almost entirely unbuilt. Its character is further distinguished by the combination of small-scale commercial development and individual houses on notably smaller lots than those of neighboring North Myrtle Beach. Atlantic Beach remains a small-scale oasis from the surrounding area, which has changed dramatically over the years with large modern development and high-rise hotels along the oceanfront.

### **The Enduring Landscape and Vernacular Design of Atlantic Beach**

As discussed in Section 8, Atlantic Beach was established as an isolated and separate development from other local beach communities. Prohibited from visiting other areas beaches, African Americans established Atlantic Beach as a refuge from the burdens of Jim Crow-era segregation, free from constant reminders of a marginalized daily existence. As the Myrtle Beach area developed, Atlantic Beach served as both a beach destination for Black Americans, and as a permanent home for a much smaller population. As post-World War II suburban development came to the Myrtle Beach area, the use of Atlantic Beach as a place of permanent residence increased, but the town still saw its summer population swell seasonally with new and returning visitors.

The initial development pattern of Atlantic Beach still reads to this day. Atlantic Beach retains its main boulevard of Atlantic Street, paralleled by residential streets running perpendicular to the ocean and which are intersected by a series of row streets facing the ocean, creating an internal loop within Atlantic Beach. This street grid pattern leaves the only full connection with the surrounding area along Highway 17 South. In the area between Highway 17 and the Atlantic Ocean, the general formation of lots within the street grid is consistent. Two of three roads parallel the beach with prime building lots and public amenities located where the town of Atlantic Beach meets the beach and ocean. Atlantic Beach's central boulevard of Atlantic Street (also known as 30<sup>th</sup> Avenue S) provides both a central access point to the beach as well as a central distribution point for visitors to the beach.

While there are three identifiable phases of development for the Atlantic Beach Historic District, the current buildings mainly represent the period following the destruction of Hurricane Hazel in 1954. The first phase is the development period that includes the initial land purchase of Atlantic Beach and the expansion of its infrastructure into the current footprint, from 1934 to 1943. This phase of early development is primarily represented by the beach itself and the retained location of Atlantic Street. This period was characterized by the construction of frame vernacular buildings, nearly all of which are gone, though frame buildings continued to be built throughout the district's period of significance. The second phase is the Atlantic Beach Company ownership period, which introduced masonry vernacular structures, from 1943 to the landfall of Hurricane Hazel in 1954. Finally, the third and current phase is represented by the post-Hazel buildings that predominate in the district and coincided with the more intense suburban development in surrounding North Myrtle Beach. This period is represented by Ranch houses in Atlantic Beach as well as the commercial developments seen along Highway 17.

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## Frame & Masonry Vernacular Buildings at Atlantic Beach

Frame vernacular is the use of common wood-frame techniques by lay or self-taught builders, contractors, carpenters, or masons often using locally available resources and constructing buildings responsive to the local environment. Frame vernacular resources in the district are generally one-story in height and constructed of wood structural frames set on concrete block foundations.<sup>1</sup> The house at 509 32nd Avenue S (built 1962, Resource 44) serves as an example of the type of frame vernacular homes found in the district (photo #14).<sup>2</sup> The simple plan of these buildings is also exhibited in the house at 713 31st Avenue S (built 1970, Resource 35), which includes a half-width porch (photo #11). The two frame vernacular houses located at 3102 Highway 17 S (Resource 68, photo #15) and 2820 Highway 17 S (Resource 65, photo #16), both built in 1960, also feature simple rectangular plans and continuous concrete block foundations, but each also features two front-facing gables, adding a decorative element to the otherwise largely unadorned buildings. The building located at 400 32nd Avenue S (built 1950, Resource 37) provides an example of a two-story frame vernacular residence, featuring a rectangular plan, gable roof, and a full-width two-story porch covered by a shed roof overhang (photo #13). Finally, the two frame vernacular residences located next-door to each other at 3001 S Ocean Boulevard (built 1956, Resource 69, photo #5) and 3009 S Ocean Boulevard (also built 1956, Resource 70, photo #6) both feature distinctive, almost full-length front porches covered by hip roofs and represent the last two houses of this design that were once plentiful on the lots located close to the ocean in Atlantic Beach.

The frame vernacular dwellings that contribute to the Atlantic Beach Historic District are small beach residences that would have served both a transient and permanent population. Each building recalls the feeling of a mid- to late-twentieth century beachside residence with ample windows and communication to the outdoors through porches (both screened and open), screened doors, and louvered windows. Constructed throughout the period of significance, these resources exemplify vernacular beachside architecture of the mid-20<sup>th</sup> century.

Like frame vernacular buildings, masonry vernacular buildings were commonly constructed by local builders without oversight from trained architects. In Atlantic Beach, many contributing buildings were constructed by business leaders and residents themselves, including Jim Lewis and Lenon Evans.<sup>3</sup> Examples of masonry vernacular can be found throughout the town, constructed in brick or concrete block, and sometimes clad in stucco. Most of the motels found in the district, as well as many of the residences, are classified as masonry vernacular.

Masonry vernacular motels that contribute to the Atlantic Beach Historic District include the former Levon Motel, 603 Atlantic Street. Built in 1955 by Levon Evans, the masonry vernacular hotel features a simple two story, three bay primary elevation with decorative masonry keys over

<sup>1</sup> Dell Upton and John Michael Vlach, *Common Places: Readings in American Vernacular Architecture* (Athens, Georgia: University of Georgia Press, 1986).

<sup>2</sup> All construction dates are based on Horry County Assessor data unless otherwise noted.

<sup>3</sup> Jake Evans, interviewed by Nick Linville, August 10, 2023, Atlantic Beach Community Center, Atlantic Beach, South Carolina.

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each of its openings. At its rear, the motel has two stories of rooms accessed by an exterior stairway and decorative perforated concrete railing. Characteristic of lodging for the time, room doors and windows open to the exterior colonnade and face the parking lot. The Evans Motel (408 31st Avenue S) and neighboring E&E Motel (410 31st Avenue S) are also masonry vernacular in construction, built in 1955, and embody a “motor court” style, with single-story rooms opening directly to a parking lot. The Evans Motel and its corresponding clubhouse are furthermore constructed with distinctive multicolored “Waccamaw” brick, obtained locally by builder Jim Lewis.<sup>4</sup> The Evans, E&E, and Evans Coliseum are all located on the same block of 31st Avenue S, in sight of the Atlantic Ocean.

Examples of masonry vernacular resources that contribute to the Atlantic Beach historic district include the following. The home at 406 29th Avenue S was constructed in 1967 of concrete block (photo #1). It features a front gable roof and a small front gable entry porch with weatherboard and fish scale siding in the gable ends, respectively. The home has asymmetrical fenestration, and the exterior is concrete block. The residence at 712 32nd Avenue S was built in 1960 and features a front gable roof with a full-length front porch enclosed by screen (photo #21). The exterior is concrete block, and there is weatherboard in the gable ends. The house has a simple rectangular form with no notable ornamentation. In addition to residences, masonry vernacular can be found applied to larger, multi-family buildings in Atlantic Beach. Finally, masonry vernacular is also seen on the First Missionary Baptist Church, located at 2806 Highway 17 S and constructed in 1957 (photo #17). This building has an L-shaped plan and is clad in textured stucco. It features a front gable roof with a gable extension over the front porch. A steeple extends from the peak of the main gable roof.

### Post World-War II Ranch Houses & Commercial Development at Atlantic Beach

The Ranch architectural style is a specifically residential style. Its key characteristics include a wide, horizontal emphasis from a broad roofline and a rectangular-shaped plan.<sup>5</sup> The Ranch style house is noted for its long, close-to-the-ground profile and wide-open layout. While not as plentiful as frame vernacular or masonry vernacular, several examples of the Ranch style can be found scattered throughout the Atlantic Beach Historic District. Examples of Ranch style residences can be found at 709 29th Avenue S (built 1959), 500 29th Avenue S, and 503 32nd Avenue S (built 1962). The home at 709 29th Avenue S was constructed in 1959 and features two different styles of brick as well as weatherboard on the exterior (photo #2). It has asymmetrical fenestration and features a hip roof and an interior brick chimney extending from the roof ridge. The house at 500 29th Avenue S was constructed in 1972 and is a smaller example of the style, featuring a hip roof, recessed front entry, brick chimney, and a picture window. What was once the integral carport has been converted into a screened porch. Similar features can also be seen on the example of the Ranch style house located at 503 32nd Avenue S

<sup>4</sup> Josephine Isom, interviewed by Nick Linville, August 10, 2023, Atlantic Beach Community Center, Atlantic Beach, South Carolina.

<sup>5</sup> Katherine Salant, “The Ranch, an Architectural Archetype Forged on the Frontier.” *Washington Post*. (Washington, D.C.). December 30, 2006; Virginia Savage McAlister, *A Field Guide to American Houses: The Definitive Guide to Identifying and Understanding America’s Domestic Architecture*, 2<sup>nd</sup> edition, (New York: Alfred A. Knopf), 597–614.

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(built 1962, photo #12). Features of this house include a hip roof, recessed main entry, fifteen-light picture window, and faux shutters.

## Vernacular Commercial Development at Atlantic Beach

Vernacular commercial buildings can be found in a wide variety of types. These types include two and one-part commercial block, enframed window walls, stacked vertical block as well as combinations of types. Commercial architecture in the Atlantic Beach Historic District is generally located on Highway 17 S, Atlantic Street, and 31st Street S. The common Commercial architecture types found in the district are one and two-part commercial block buildings.<sup>6</sup>

Examples include the one-part commercial block building at 302 Atlantic Street (photo #18) and the two-part commercial block commercial building at 507 Atlantic Street (photo #4).

Constructed in 1950, 302 Atlantic Street is a single-story commercial building that originally featured two distinct storefronts that have since been combined to serve as one business. The building features a gable roof with a shed roof overhang covering the front entry. Like many contributing properties in Atlantic Beach, 302 Atlantic Street is within easy walking distance of the beach itself, illustrating even in the present day the relationship of the town's businesses to its public beach.

The building at 507 Atlantic Street, constructed in 1941, is a stucco-clad two-part commercial block building with a full-length two-story porch that faces Atlantic Street. The first story includes two commercial entry bays sheltered by the above balcony. Exterior stairs leading to the second story are located on the northwest side of the building. The building has a gable roof and exposed rafter tails. Wood surrounds are present on the front-facing windows and doors, but all windows and doors have been replaced.

One commercial building of note is Evans Coliseum at 495 31st Avenue S (built 1968), which served as the site of many musical performances throughout the years (photo #7). Now serving as a skating arena, the building features pilasters flanking the windows and a Mansard roof overhang on the front, stucco on the front portion of the façade, and a main entry that extends out from the building's main mass, consisting of a modern commercial door and sidelights. The remainder of the building extending to the southwest is comparatively nondescript, with a flat roof and concrete block exterior. The building at 2900 Highway 17 S serves as an example of a small, one-part commercial building (photo #19). Constructed in 1973, the building features a brick veneer on the front façade but vinyl siding on the remainder of the exterior walls. There is a low-slope, side-gabled roof covered in composition shingles, and the front of the building is symmetrically fenestrated with brick window bays flanking the main entry and covered by a slight roof overhang supported by decorative wooden posts.

Another example of a two-part commercial block building is located at 413 31st Avenue S, and currently houses a bakery/eatery (built 1955, photo #20). The two-story building features a

<sup>6</sup> Richard Longstreth, *The Buildings of Main Street: A Guide to American Commercial Architecture*, Updated Edition, (AltaMira Press, 2020).

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mostly concrete block exterior, except for a first story addition at the front that serves as the main entry. The front, two-story portion of the building features a flat roof, awning, brick planters, and brick sills. An exterior staircase leads to the apartment on the second floor. There is a long, gable roof, single-story extension that continues off the two-story portion to the southeast, now used as apartments. The building appears to have originally served as a motel before being turned into an eatery, with apartments behind. It serves as an excellent example of the ways in which commercial buildings in the district have adapted to serve different purposes as the needs of the neighborhood have changed over the years.

### **Non-Contributing Resources**

Of the 103 non-contributing resources located in the Atlantic Beach Historic District, 96 were constructed after the district's period of significance, which ends in 1975. These buildings, constructed between 1976 and 2023, are predominantly single-family residences or vacation rentals similar in size and scale to the historic buildings in the district. In general, buildings constructed between 1976 and 2007 (59 resources), are typically a similar size and type to the resources constructed within the period of significance. In contrast, buildings in the district constructed in or after 2008 (37 resources) tend to be much larger than the contributing resources within the district. Examples of these larger and more recent constructions can be seen in photo #30, #35, and #38. Many of these buildings have been constructed on previously vacant lots nearer to the beach.

Resources constructed within the period of significance but which have undergone visually impactful additions or major alterations are considered non-contributing due to lost integrity. There are seven buildings constructed within the district period of significance that are considered non-contributing. Examples include the additions and exterior modification seen on the commercial building located at 3006 Highway 17 S (photo #24). A large addition with brick veneer has also substantially altered the appearance of the residence located 714 31st Avenue S (photo #25). The appearance of the two-story historic residential buildings located at 509 29th Avenue S (photo #26) and 407 29th Avenue S (photo #27) has been altered by the enclosure of the original first and second-story porches at the front. Finally, the integrity of the residence at 3010 2nd Avenue has also been lost due to additions and changes to the façade. The style and materials of the additions/alterations to these buildings indicate they were altered after the end of the period of significance in 1973.

### **Integrity**

Atlantic Beach Historic District has integrity to its period of significance, despite some later construction after the period of significance and relatively few earlier resources. The district has experienced demolitions, some modifications to historic buildings, and non-historic infill. Of the 189 buildings within the district boundary, 86 contribute to the district. Though this only represents approximately 45 percent of buildings within the district, much of the construction that post-dates the period of significance possesses similar scale, massing, and materials as contributing resources. Collectively, the district retains sufficient historic character still to convey its significance under Criterion A as a 20<sup>th</sup> century seaside beach community. There are

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numerous historic single-family residences, motels, and commercial buildings remaining in Atlantic Beach.

*Location*

The resources included in the Atlantic Beach Historic District reflect the Town of Atlantic Beach's historical development in the strip of land extending away from the Atlantic Ocean along the Atlantic Beach beachfront. The Town's location has been historically anchored by the beach as well as Atlantic Street, both of which are included in the district. The location of the resources in the district has remained consistent and reflects Atlantic Beach's original siting as a separate destination from other area white beaches. The district boundary matches the municipal limits established for the Town of Atlantic Beach upon its formal incorporation in 1966. It therefore includes the total area where Atlantic Beach developed and thus has integrity of location.

*Setting*

While the area just outside the district boundary has undergone significant change, the Atlantic Beach Historic District still retains integrity of setting within its boundaries. The most critical component of the district's setting is its orientation along the Atlantic Ocean beachfront, which remains highly visible and freely accessible. Although the district contains a large number of non-contributing resources, much of this later development is in scale with the district's historic buildings. Residences and commercial buildings, regardless of contributing status, are typically one- or two-stories and have some amount of setback from the street. Mature trees are prevalent, except for the blocks closest to the beach. In the past five to ten years, more large-scale residences have been built, but these constitute a minority of buildings in the district. The integrity of setting within Atlantic Beach is especially evident given it remains as one of the only stretches of area oceanfront without high-rises. The City of North Myrtle Beach surrounds the district on three sides. The surrounding oceanfront properties are largely developed with high-rises, with a mix of large- and small-scale residential development between Highway 17 and the ocean. The loss of historic fabric around Atlantic Beach, however, serves to highlight the community's distinctiveness.

*Design*

Atlantic Beach Historic District retains integrity of design. While the physical isolation of Atlantic Beach's street layout was dictated in part by the exclusion of African Americans from white areas during segregation, it was also an intentional decision by Black developers to protect their resort town from the outside world. The original development pattern of Atlantic Beach has been retained. The street pattern that serviced the town during the period of significance remains today, with the district including its historic street grid—still cut off from neighboring white beaches at every point except Highway 17—as well as generally modest lot sizes, which allow the district to retain a characteristic appearance that is distinct from the surrounding neighborhoods. The design choices at Atlantic Beach invoke the duality of a heightened sense of design as a vacation location combined with the lesser resources for financing and insurance of vacation homes, hotels, motels and other commercial establishments. Often, changes are consistent with previous design choices. As part of a seasonal resort exposed to the Atlantic Ocean, the buildings in Atlantic Beach were updated more frequently than year-round buildings

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in a more stable climate. This situation leaves Atlantic Beach with a persistence of place and form, even as buildings were repaired or replaced over the course of the period of significance.

### *Materials*

The materials found in resources in the Atlantic Beach Historic District have integrity and reflect its evolution as a modest 20<sup>th</sup>-century beach community. Development during the period of significance was led by small-scale developers using common and easily sourced materials, like manufactured wooden windows and wooden lap siding. Later, concrete masonry units and metal framed windows and doors were utilized. Regular budgets at Atlantic Beach would have limited material choices as well. In a beachfront development, the constant wear and tear from punishing winds, salt air, and seafront environment lead to changes to the exteriors of beachside buildings. Often the need for repair may lead to remodeling or restyling of a building. The financial burden of repairs would also lead to business failures, which in turn led to new businesses coming in with additional remodeling and redecorating.

### *Workmanship*

Within the Atlantic Beach community, most of the building work would be completed by the local Black community. Most of these names are unrecorded, but the work of their hand remains. Most of the buildings show a utilitarian and functional vernacular style, using common building methods and affordable materials, such as wood and concrete block. Most of the buildings are on a scale that they could be constructed by an individual builder or a developer with a small team. While the punishing beachfront environment requires constant repairs, the high standard of historic local workmanship is still evident in the craftwork in the Atlantic Beach Historic District.

### *Feeling*

Atlantic Beach Historic District still reflects the original feeling of Atlantic Beach as a place apart, both from the regular cares of daily life and the restrictions of mainstream segregated white society. This separate feeling is maintained today by such attributes as the comparatively less dense development of Atlantic Beach in contrast to surrounding North Myrtle Beach, and especially in the district's separate and internal road network. The contrast between Atlantic Beach and the more recently developed North Myrtle Beach is evident, highlighting the differences in the later, more intense scale of development surrounds Atlantic Beach with smaller lot sizes and large scaled high-rise development that sits on the edges of the Atlantic Beach boundary.

### *Association*

The district still conveys its historical associations with African American recreation during segregation. Contributing resources in the district include a mixture of commercial and residential buildings that speak to the town's significance as a destination for seasonal visitors seeking temporary lodging, entertainment, and, at the beachfront itself, recreation. The Atlantic Beach street plan, which remains largely cut off from the street grids of neighboring beaches, remains intact and speaks to the community's development under segregation. The entire landscape of Atlantic Beach conveys a strong association to its origins as a place created by and for the enjoyment of African Americans in the context of segregation.



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### Conclusion

Overall, the Atlantic Beach Historic District retains integrity of location, setting, design, association, materials, workmanship, and feeling. It remains in its historic location, still set in a mixed residential and commercial area surrounded on three sides by dense development. It has also retained its historic street grid which remains relatively cut off from neighboring communities. Finally, Atlantic Beach clearly expresses its historic development as a segregation-era African American planned resort town through its small lot sizes, extant residences and motels, and its evident separation from North Myrtle Beach. Collectively, these aspects of integrity inform the district's integrity of feeling. Overall, the Atlantic Beach Historic District conveys its sense of time, place, and significance.

### Inventory of Resources

The following table presents the inventory of contributing and noncontributing resources within the Atlantic Beach Historic District. Resources constructed within the district's period of significance, relating to the significance of the district, and retaining historic integrity are considered contributing. Resources constructed outside of the period of significance are considered noncontributing. Resources constructed within the period of significance that no longer retain historic integrity (e.g., visually impactful additions and major alterations that inhibit their ability to add to the qualities for which the district is significant) are considered noncontributing. Highway 17 S is used for street addresses of properties located along Highway 17 S/Kings Highway, and Atlantic Street is used for properties on Atlantic Street/30<sup>th</sup> Avenue South.

### Resource Inventory

Resource No.	Contributing Status	Street Address	Historic Resource Name/Use	Resource Type	Style/Type	Date	Photo Reference
1	Contributing	3107 3 <sup>rd</sup> Street S	Residence	Building	Frame Vernacular	1957	
2	Contributing	306 29 <sup>th</sup> Avenue S	Residence	Building	Ranch	1963	
3	Contributing	403 29 <sup>th</sup> Avenue S	Residence	Building	Frame Vernacular	1965	
4	Contributing	406 29 <sup>th</sup> Avenue S	Residence	Building	Masonry Vernacular	1967	Photo #1
5	Contributing	410 29 <sup>th</sup> Avenue S	Residence	Building	Ranch	1969	
6	Contributing	500 29 <sup>th</sup> Avenue S	Residence	Building	Ranch	1972	Photo #22
7	Contributing	501 29 <sup>th</sup> Avenue S	Residence	Building	Ranch	1969	
8	Contributing	504 29 <sup>th</sup> Avenue S	Residence	Building	Frame Vernacular	1972	
9	Contributing	508 29 <sup>th</sup> Avenue S	Residence	Building	Frame Vernacular	1970	
10	Contributing	601 29 <sup>th</sup> Avenue S	Residence	Building	Modern Movement	1971	
11	Contributing	612 29 <sup>th</sup> Avenue S	Residence	Building	Modern Movement	1967	
12	Contributing	613 29 <sup>th</sup> Avenue S	Residence	Building	Frame Vernacular	1960	

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Resource No.	Contributing Status	Street Address	Historic Resource Name/Use	Resource Type	Style/Type	Date	Photo Reference
13	Contributing	706 29 <sup>th</sup> Avenue S	Residence	Building	Ranch	1964	
14	Contributing	708 29 <sup>th</sup> Avenue S	Residence	Building	Ranch	1964	
15	Contributing	709 29 <sup>th</sup> Avenue S	Residence	Building	Ranch	1959	Photo #2
16	Contributing	714 Atlantic Street	Riviera Motor Lodge	Building	Masonry Vernacular	1971	
17	Contributing	901 29 <sup>th</sup> Avenue S	Residence	Building	Ranch	1973	
18	Contributing	408 31 <sup>st</sup> Avenue S	Evans Motel	Building	Mixed Vernacular	1955	Photo #31
19	Contributing	410 31 <sup>st</sup> Avenue S	E&E Motel	Building	Masonry Vernacular	1955	Photo #8
20	Contributing	413 31 <sup>st</sup> Avenue S	Motel	Building	Masonry Vernacular	1955	Photo #20
21	Contributing	495 31 <sup>st</sup> Avenue S	Commercial	Building	Masonry Vernacular	1968	Photo #7
22	Contributing	500 31 <sup>st</sup> Avenue S	Residence	Building	Masonry Vernacular	1966	
23	Contributing	502 31 <sup>st</sup> Avenue S	Motel	Building	Masonry Vernacular	1955	
24	Contributing	504 31 <sup>st</sup> Avenue S	Motel	Building	Masonry Vernacular	1955	
25	Contributing	509 31 <sup>st</sup> Avenue S, Building B	Residence	Building	Masonry Vernacular	1974	
26	Contributing	507-511 31 <sup>st</sup> Avenue S	Residence	Building	Masonry Vernacular	1974	
27	Contributing	607 31 <sup>st</sup> Avenue S	Woods Apartments (Office)	Building	Masonry Vernacular	1970	Photo #9
28	Contributing	607A 31 <sup>st</sup> Avenue S	Woods Apartments (South Ell)	Building	Masonry Vernacular	1970	
29	Contributing	607B 31 <sup>st</sup> Avenue S	Woods Apartments (South Block)	Building	Masonry Vernacular	1960	
30	Contributing	607C 31 <sup>st</sup> Avenue S	Woods Apartments (North Block)	Building	Masonry Vernacular	1960	
31	Contributing	608 31 <sup>st</sup> Avenue S, Building A	Woods Villas (North Ell)	Building	Masonry Vernacular	1963	Photo #10
32	Contributing	608 31 <sup>st</sup> Avenue S, Building B	Woods Villas (South Block)	Building	Masonry Vernacular	1963	
33	Contributing	705 31 <sup>st</sup> Avenue S	Residence	Building	Masonry Vernacular	1970	
34	Contributing	713 31 <sup>st</sup> Avenue S	Residence	Building	Frame Vernacular	1970	Photo #11

Atlantic Beach Historic District

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Resource No.	Contributing Status	Street Address	Historic Resource Name/Use	Resource Type	Style/Type	Date	Photo Reference
35	Contributing	807 31 <sup>st</sup> Avenue S	Residence	Building	Masonry Vernacular	1972	Photo #23
36	Contributing	400 32 <sup>nd</sup> Avenue S	Residence	Building	Frame Vernacular	1950	Photo #13
37	Contributing	412 32 <sup>nd</sup> Avenue S	Residence	Building	Frame Vernacular	1957	
38	Contributing	501 32 <sup>nd</sup> Avenue S	Residence	Building	Frame Vernacular	1962	
39	Contributing	503 32 <sup>nd</sup> Avenue S	Residence	Building	Ranch	1962	Photo #12
40	Contributing	505 32 <sup>nd</sup> Avenue S	Residence	Building	Frame Vernacular	1960	
41	Contributing	512 32 <sup>nd</sup> Avenue S (rear building)	Residence	Building	No Style	1956	
42	Contributing	508A 32 <sup>nd</sup> Avenue S	Residence	Building	No Style	1956	
43	Contributing	509 32 <sup>nd</sup> Avenue S	Residence	Building	Frame Vernacular	1962	Photo #14
44	Contributing	512 32 <sup>nd</sup> Avenue S	Residence	Building	Modern Movement	1967	
45	Contributing	600 32 <sup>nd</sup> Avenue S	Residence	Building	Ranch	1969	
46	Contributing	603 32 <sup>nd</sup> Avenue S	Residence	Building	Frame Vernacular	1960	
47	Contributing	609 32 <sup>nd</sup> Avenue S	Residence	Building	Masonry Vernacular	1971	
48	Contributing	611 32 <sup>nd</sup> Avenue S	Residence	Building	Frame Vernacular	1962	
49	Contributing	712 32 <sup>nd</sup> Avenue S	Residence	Building	Masonry Vernacular	1960	Photo #21
50	Contributing	302 Atlantic Street	Commercial	Building	Masonry Vernacular	1950	Photo #18
51	Contributing	304 Atlantic Street	Residence	Building	Masonry Vernacular	c. 1958	
52	Contributing	407 Atlantic Street	Commercial	Building	Masonry Vernacular	1955	
53	Contributing	409 Atlantic Street	Gore's Motel	Building	Masonry Vernacular	1955	
54	Contributing	507 Atlantic Street, Building 1	Motel	Building	Masonry Vernacular	1941	Photo #4
55	Contributing	507 Atlantic Street, Building 2	Motel	Building	Masonry Vernacular	1945	
56	Contributing	600 Atlantic Street	Residence	Building	Masonry Vernacular	1965	
57	Contributing	603 Atlantic Street	Levon Motel	Building	Masonry Vernacular	1955	Photo #3
58	Contributing	609 Atlantic Street	Residence	Building	Masonry Vernacular	1960	
59	Contributing	709 Atlantic Street	Residence	Building	Frame Vernacular	1950	
60	Contributing	1003-1005 Atlantic Street	Motel	Building	Masonry Vernacular	1972	
61	Contributing	2806 Highway 17 S	First Missionary Baptist Church	Building	Masonry Vernacular	1957	Photo #17

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Resource No.	Contributing Status	Street Address	Historic Resource Name/Use	Resource Type	Style/Type	Date	Photo Reference
62	Contributing	2820 Highway 17 S	Residence	Building	Frame Vernacular	1960	Photo #16
63	Contributing	2900 Highway 17 S	Commercial	Building	Mixed Vernacular	1973	Photo #19
64	Contributing	3100 Highway 17 S	Canadian Lodge	Building	Modern Movement	1972	
65	Contributing	3102 Highway 17 S	Residence	Building	Frame Vernacular	1960	Photo #15
66	Contributing	3001 S Ocean Boulevard	Residence	Building	Frame Vernacular	c. 1954	Photo #5
67	Contributing	3009 S Ocean Boulevard	Residence	Building	Frame Vernacular	c. 1954	Photo #6
68	Contributing	3103 S Ocean Boulevard	Residence	Building	Masonry Vernacular	1952	
69	Contributing	3105 S Ocean Boulevard	Residence	Building	Masonry Vernacular	1960	Photo #35
70	Contributing	3109 2 <sup>nd</sup> Avenue	Residence	Building	Frame Vernacular	1960	
71	Contributing	Atlantic Beach	Beach	Site	N/A	N/A	
72	Contributing	509 29 <sup>th</sup> Avenue S	Residence	Building	Mixed Vernacular	1969 <sup>7</sup>	Photo #26
73	Contributing	602 29 <sup>th</sup> Avenue S	Residence	Building	Masonry Vernacular	1959	
74	Contributing	3113 Highway 17 S	Commercial	Building	Masonry Vernacular	1950	
75	Contributing	300 29 <sup>th</sup> Avenue S	Residence	Building	Ranch	1974	
76	Contributing	1001 29 <sup>th</sup> Avenue S	Residence	Building	Ranch	1974	Photo #37
77	Contributing	505 31 <sup>st</sup> Avenue S, Building A	DeWitt Motel (Rear Building)	Building	N/A	1975	
78	Contributing	505 31 <sup>st</sup> Avenue S	DeWitt Motel (Main Building)	Building	Modern Movement	1975	
79	Contributing	601 31 <sup>st</sup> Avenue S	Motel Office	Building	Masonry Vernacular	c. 1973	
80	Contributing	704 31 <sup>st</sup> Avenue S	Residence	Building	Masonry Vernacular	1970	
81	Contributing	406 32 <sup>nd</sup> Avenue S	Motel	Building	Masonry Vernacular	1975	
82	Contributing	506 32 <sup>nd</sup> Avenue S	Residence	Building	Masonry Vernacular	1974	
83	Contributing	716 32 <sup>nd</sup> Avenue S	Residence	Building	Frame Vernacular	c. 1973	
84	Contributing	1007-1009 32 <sup>nd</sup> Avenue S	Motel	Building	Mixed Vernacular	c. 1973	

<sup>7</sup> The rear portion of this house with the side-gabled roof appears in the 1954 flyover photo of Atlantic Beach (Figure 4). The two-story front addition was constructed in 1969 and the building has integrity from that renovation.

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Resource No.	Contributing Status	Street Address	Historic Resource Name/Use	Resource Type	Style/Type	Date	Photo Reference
85	Contributing	717 Atlantic Street	Town Hall	Building	N/A	c. 1974	
86	Contributing	300 29 <sup>th</sup> Avenue S	Residence	Building	Ranch	1974	
87	Contributing	1001 32 <sup>nd</sup> Avenue S	Residence	Building	Frame Vernacular	1950	
88	Non-Contributing	1003 4th Street	Motel	Building	Masonry Vernacular	c. 1980	
89	Non-Contributing	510 29 <sup>th</sup> Avenue S	Residence	Building	Mixed Vernacular	1970 <sup>8</sup>	
90	Non-Contributing	401 Atlantic Street	Motel	Building	Masonry Vernacular	1950 <sup>9</sup>	
91	Non-Contributing	502 Atlantic Street	Residence	Building	Frame Vernacular	1964 <sup>10</sup>	
92	Non-Contributing	3010 2 <sup>nd</sup> Avenue	Residence	Building	Mixed Vernacular	1968 <sup>11</sup>	Photo #28
93	Non-Contributing	407 29 <sup>th</sup> Avenue S	Residence	Building	Frame Vernacular	c. 1985	Photo #27
94	Non-Contributing	509 31 <sup>st</sup> Avenue S, Building A	Residence	Building	Masonry Vernacular	1974 <sup>12</sup>	
95	Non-Contributing	714 31 <sup>st</sup> Avenue S	Commercial	Building	Mixed Vernacular	1940 <sup>13</sup>	Photo #25
96	Non-Contributing	3006 Highway 17 S	Commercial	Building	Neo-Egyptian Revival	1964 <sup>14</sup>	Photo #24
97	Non-Contributing	302 29 <sup>th</sup> Avenue S	Residence	Building	Neo-Craftsman	2017	
98	Non-Contributing	303 29 <sup>th</sup> Avenue S		Building	N/A	2022	
99	Non-Contributing	307 29 <sup>th</sup> Avenue S	Residence	Building	Neo-Traditional	2010	
100	Non-Contributing	409 29 <sup>th</sup> Avenue S	Residence	Building	Frame Vernacular	c. 1977	
101	Non-Contributing	413 29 <sup>th</sup> Avenue S	Residence	Building	Frame Vernacular	1989	
102	Non-Contributing	506 29 <sup>th</sup> Avenue S		Building	N/A	2022	
103	Non-Contributing	512 29 <sup>th</sup> Avenue S	Residence	Building	Neo-Traditional	2015	
104	Non-Contributing	604 29 <sup>th</sup> Avenue S		Building	N/A	2021	

<sup>8</sup> Front porch infilled and fenestration pattern significantly altered between 2008 and 2012.

<sup>9</sup> Between 2012 and 2014, this building was heavily modified. Changes include the removal of the stepped parapet, changes to the fenestration of the façade, reorientation of motel entrances from the south to the north elevation, infill of a south porch, and the application of stucco on the painted block exterior.

<sup>10</sup> This building was heavily modified between 2006 and 2008 with large front porch addition.

<sup>11</sup> Major additions were made to this building c. 1983 and in 2020.

<sup>12</sup> Large addition, constructed between 1999 and 2005, attached to the front northeast corner of the building.

<sup>13</sup> It appears that the front addition and brick veneer were likely added after the period of significance.

<sup>14</sup> This building was significantly altered in 2015 and further modified in 2022.

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105	Non-Contributing	605 29 <sup>th</sup> Avenue S		Building	N/A	2018	
106	Non-Contributing	606 29 <sup>th</sup> Avenue S		Building	N/A	2022	
107	Non-Contributing	608 29 <sup>th</sup> Avenue S	Residence	Building	Frame Vernacular	c. 1984	
108	Non-Contributing	609 29 <sup>th</sup> Avenue S	Residence	Building	Ranch	1976	
109	Non-Contributing	611 29 <sup>th</sup> Avenue S	Residence	Building	Frame Vernacular	1993	
110	Non-Contributing	702 29 <sup>th</sup> Avenue S, Building A	Residence	Building	Frame Vernacular	c. 1994	
111	Non-Contributing	702 29 <sup>th</sup> Avenue S, Building B	Residence	Building	Mobile Home	c. 1994	
112	Non-Contributing	702 29 <sup>th</sup> Avenue S, Outbuilding	Outbuilding	Building	Lattice/Screen Shelter	c. 2005	
113	Non-Contributing	703 29 <sup>th</sup> Avenue S	Residence	Building	Frame Vernacular	1984	
114	Non-Contributing	704 29 <sup>th</sup> Avenue S	Residence	Building	Mobile Home	c. 1977	
115	Non-Contributing	710 29 <sup>th</sup> Avenue S	Residence	Building	Frame Vernacular	c. 1983	
116	Non-Contributing	712 29 <sup>th</sup> Avenue S	Residence	Building	Frame Vernacular	1985	
117	Non-Contributing	713 29 <sup>th</sup> Avenue S	Residence	Building	Neo-Traditional	2015	
118	Non-Contributing	1004 29 <sup>th</sup> Avenue S	Residence	Building	Frame Vernacular	2002	
119	Non-Contributing	2818 29 <sup>th</sup> Avenue S	Residence	Building	Frame Vernacular	c. 2002	
120	Non-Contributing	2802 29 <sup>th</sup> Avenue S	Residence	Building	Frame Vernacular	c. 2002	
121	Non-Contributing	1005 29 <sup>th</sup> Avenue S	Residence	Building	Mixed Vernacular	1983	
122	Non-Contributing	1014 29 <sup>th</sup> Avenue S	Residence	Building	Frame Vernacular	2018	
123	Non-Contributing	306 31 <sup>st</sup> Avenue S	Residence	Building	Frame Vernacular	2006	
124	Non-Contributing	400 31 <sup>st</sup> Avenue S		Building	N/A	2022	
125	Non-Contributing	411 31 <sup>st</sup> Avenue S	Residence	Building	Mobile Home	1978	
126	Non-Contributing	509 31 <sup>st</sup> Avenue S	Residence	Building	Frame Vernacular	1998	
127	Non-Contributing	611 31 <sup>st</sup> Avenue S	Commercial	Building	Frame Vernacular	1983	
128	Non-Contributing	700 31 <sup>st</sup> Avenue S	Motel	Building	Masonry Vernacular	1984	
129	Non-Contributing	701 31 <sup>st</sup> Avenue S	Residence	Building	Frame Vernacular	1988	

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Resource No.	Contributing Status	Street Address	Historic Resource Name/Use	Resource Type	Style/Type	Date	Photo Reference
130	Non-Contributing	706 31 <sup>st</sup> Avenue S	Guesthouse	Building	Masonry Vernacular	1983	
131	Non-Contributing	715 31 <sup>st</sup> Avenue S	Residence	Building	Mobile Home	1984	
132	Non-Contributing	716 31 <sup>st</sup> Avenue S	Garage	Building	Masonry Vernacular	c. 1983	
133	Non-Contributing	1018-1020 31 <sup>st</sup> Avenue S	Residence	Building	Frame Vernacular	1978	
134	Non-Contributing	1014-1016 31 <sup>st</sup> Avenue S	Residence	Building	Frame Vernacular	1995	
135	Non-Contributing	1010 31 <sup>st</sup> Avenue S		Building	N/A	2019	
136	Non-Contributing	1007 31 <sup>st</sup> Avenue S	DeWitt's Apartments	Building	Mixed Vernacular	1991	
137	Non-Contributing	1010 32 <sup>nd</sup> Avenue S	Atlantic Beach Community Center	Building	Masonry Vernacular	1977	
138	Non-Contributing	1003 4 <sup>th</sup> Avenue, Outbuilding	Shed	Building	Frame Vernacular	2001	
139	Non-Contributing	307 32 <sup>nd</sup> Avenue S	Residence	Building	Frame Vernacular	2008	
140	Non-Contributing	402 32 <sup>nd</sup> Avenue S		Building	N/A	2022	
141	Non-Contributing	403 32 <sup>nd</sup> Avenue S	Residence	Building	Frame Vernacular	2020	
142	Non-Contributing	404 32 <sup>nd</sup> Avenue S	Residence	Building	Frame Vernacular	1985	
143	Non-Contributing	405 32 <sup>nd</sup> Avenue S		Building	N/A	2022	
144	Non-Contributing	409 32 <sup>nd</sup> Avenue S	Residence	Building	Masonry Vernacular	2001	
145	Non-Contributing	500 32 <sup>nd</sup> Avenue S	Residence	Building	Masonry Vernacular	1994	
146	Non-Contributing	508 32 <sup>nd</sup> Avenue S	Residence	Building	Neo-Traditional	2008	
147	Non-Contributing	513 32 <sup>nd</sup> Avenue S	Residence	Building	Masonry Vernacular	1996	
148	Non-Contributing	602 32 <sup>nd</sup> Avenue S	Residence	Building	Frame Vernacular	1984	
149	Non-Contributing	602 32 <sup>nd</sup> Avenue S, Outbuilding	Outbuilding	Building	N/A	c. 1987	
150	Non-Contributing	604 32 <sup>nd</sup> Avenue S	Residence	Building	Frame Vernacular	1999	
151	Non-Contributing	606 32 <sup>nd</sup> Avenue S	Residence	Building	Masonry Vernacular	1991	
152	Non-Contributing	610 32 <sup>nd</sup> Avenue S	Residence	Building	Shed Style	1986	
153	Non-Contributing	613 32 <sup>nd</sup> Avenue S	Residence	Building	Roundhouse	1992	

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Resource No.	Contributing Status	Street Address	Historic Resource Name/Use	Resource Type	Style/Type	Date	Photo Reference
154	Non-Contributing	704 32 <sup>nd</sup> Avenue S	Residence	Building	Neo-Traditional	2009	
155	Non-Contributing	706 32 <sup>nd</sup> Avenue S		Building	N/A	2022	
156	Non-Contributing	708 32 <sup>nd</sup> Avenue S	Residence	Building	Frame Vernacular	1986	
157	Non-Contributing	710 32 <sup>nd</sup> Avenue S	Residence	Building	Shed Style	1985	
158	Non-Contributing	714 32 <sup>nd</sup> Avenue S	Residence	Building	Frame Vernacular	1999	
159	Non-Contributing	501 Atlantic Street		Building	N/A	c. 1994	
160	Non-Contributing	509 Atlantic Street	Motel (Northeast Block)	Building	Masonry Vernacular	c. 1983	
161	Non-Contributing	711 Atlantic Street	Residence	Building	Masonry Vernacular	1989	
162	Non-Contributing	713 Atlantic Street	Residence	Building	Mobile Home	2007	
163	Non-Contributing	715 Atlantic Street	Residence	Building	Frame Vernacular	1983	
164	Non-Contributing	1003-1005 Atlantic Street, Outbuilding		Building	N/A	2022	
165	Non-Contributing	2901 - 2907 Highway 17 S	Commercial	Building	Masonry Vernacular	1987	
166	Non-Contributing	2902 Highway 17 S	Commercial	Building	Masonry Vernacular	1986	
167	Non-Contributing	2904-2906 Highway 17 S	Commercial (Automotive)	Building	Masonry Vernacular	1987	
168	Non-Contributing	2909 - 2911 Highway 17 S	Commercial	Building	Neo-Traditional	1984	
169	Non-Contributing	2910 Highway 17 S	Commercial	Building	Masonry Vernacular	1987	
170	Non-Contributing	3000 Highway 17 S	Commercial	Building	Masonry Vernacular	1988	
171	Non-Contributing	3106 Highway 17 S	Commercial	Building	Masonry Vernacular	1984	
172	Non-Contributing	3110 Highway 17 S		Building	N/A	1986	
173	Non-Contributing	3201 Highway 17 S	Commercial	Building	Frame Vernacular	2015	
174	Non-Contributing	3201 Highway 17 S, Outbuilding	Shed	Building	Metal Vernacular	2017	
175	Non-Contributing	3104 S Ocean Boulevard	Residence	Building	Frame Vernacular	2018	
176	Non-Contributing	3106 S Ocean Boulevard		Building	N/A	2023	
177	Non-Contributing	3109 S Ocean Boulevard	Residence	Building	Neo-Spanish Colonial Revival	1994	



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Resource No.	Contributing Status	Street Address	Historic Resource Name/Use	Resource Type	Style/Type	Date	Photo Reference
178	Non-Contributing	3111 S Ocean Boulevard	Residence	Building	Frame Vernacular	2019	
179	Non-Contributing	3112 S Ocean Boulevard	Residence	Building	Frame Vernacular	2020	
180	Non-Contributing	3201 S Ocean Boulevard	Residence	Building	Frame Vernacular	2022	
181	Non-Contributing	3207 S Ocean Boulevard		Building	N/A	2023	
182	Non-Contributing	3012 Seaview Street (2 <sup>nd</sup> Avenue)	Residence	Building	Frame Vernacular	2022	
183	Non-Contributing	3104 Seaview Street	Residence	Building	Frame Vernacular	2020	
184	Non-Contributing	3106 Seaview Street	Residence	Building	N/A	2021	
185	Non-Contributing	3108 Seaview Street	Residence	Building	Neo-Traditional	2019	
186	Non-Contributing	2812 S Ocean Boulevard	Residence	Building	Frame Vernacular	2023	
187	Non-Contributing	2819 Highway 17 S	Commercial	Building	Frame Vernacular	2012	
188	Non-Contributing	707 31 <sup>st</sup> Avenue S	Residence	Building	N/A	2023	
189	Non-Contributing	303 32 <sup>nd</sup> Avenue S	Residence	Building	Neo-Traditional	2022	
190	Non-Contributing	3102 Seaview Street (2 <sup>nd</sup> Avenue)	Residence	Building	N/A	2023	

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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.)

Ethnic Heritage: Black

Entertainment/Recreation

\_\_\_\_\_

**Period of Significance**

1934 - 1975

\_\_\_\_\_

\_\_\_\_\_

**Significant Dates**

1943

1954

1966

**Significant Person**

(Complete only if Criterion B is marked above.)

N/A

\_\_\_\_\_

\_\_\_\_\_

**Cultural Affiliation**

N/A

\_\_\_\_\_

\_\_\_\_\_

**Architect/Builder**

N/A

\_\_\_\_\_

\_\_\_\_\_

**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.)

Located in Atlantic Beach, South Carolina, the Atlantic Beach Historic District is eligible for listing in the National Register of Historic Places under Criterion A in the areas of Ethnic Heritage: Black and Entertainment/Recreation at the local and state level as a significant cultural, commercial, and recreational center for Blacks during segregation. Established in 1934, Atlantic Beach was one of the only oceanfront recreational sites open to Blacks in South Carolina during Jim Crow segregation and was widely regarded to as the state's premiere beachfront community for African Americans. Atlantic Beach was governed and owned by Blacks throughout the

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period of significance, which begins in 1934 when African American businessman George W. Tyson acquired the land and began developing it as a destination for Black recreation. In 1943, Tyson sold his remaining stake in the town to a group of resident-investors known as the Atlantic Beach Company. Atlantic Beach suffered damage from category-four Hurricane Hazel in 1954, a punishing blow that caused the loss of many buildings. The town recovered, however, and successfully incorporated in 1966. Atlantic Beach residents first experienced the effects of desegregation in their town in the early 1970s. Desegregation's toll was a gradual process, and the period of significance ends fifty years from the date of listing in 1975 to reflect its slow erosion of the town economy into the late 1970s. The historic built environment of the Atlantic Beach Historic District, including residential, commercial, and recreational buildings, bears witness to the laws and customs of segregation in mid-20<sup>th</sup> century South Carolina. More importantly, the environment was shaped by the successful efforts of Blacks to thrive, prosper, and enjoy themselves in a discriminatory society.

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## Narrative Statement of Significance

### Criterion A: Entertainment/Recreation and Ethnic Heritage: Black

#### *History of the Grand Strand*

Atlantic Beach is situated on the northern Atlantic coast of South Carolina in Horry County. Horry County (pronounced "Or-ee") is the northernmost seaboard county in South Carolina, bounded by Brunswick County, North Carolina to the northeast; Dillon County and Marion County, SC to the northwest; and Georgetown County, SC to the southwest. The area's colonial-era history reaches back to the eighteenth century, when its swampy terrain and meandering Waccamaw River were utilized to produce rice and turpentine. With a topography better suited to small subsistence farms than large-scale plantations, the enslaved population of Horry County remained relatively small compared to the Black-majority counties of the state's Lowcountry, hovering around 30 percent in the antebellum period. While inland Horry County remained rural, the county's coastline transitioned from a center of lumber extraction to a popular tourist destination by the early twentieth century. From the 1860s to around 1900, Horry County was dominated by naval stores and lumber interests. Those interests helped draw railroad lines to the area in part to transport extracted resources. However, business leaders eventually realized the railroad's potential for beach access and resort development. In 1901, railroad lines extended to New Town, which was renamed Myrtle Beach for the attractive wax myrtles that grew in the area. Planned and sold by the Burroughs Company, which originated in lumber, Myrtle Beach soon developed into a beach community. The pace of growth was later augmented by the rise of automobile transportation.<sup>15</sup>

For the next thirty years, Myrtle Beach expanded into a large regional beach resort town. The addition of hotels, department stores, boardwalks, and golf courses added to the area's appeal. It was during this time that the sixty-mile stretch of Atlantic coastline from the North Carolina

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<sup>15</sup> New South Associates, "Horry County Historic Resource Survey, Horry County, South Carolina," 2009, 5-24.

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border south to Winyah Bay at Georgetown, S.C. became known as “Grand Strand,” after a promotional brochure that described Myrtle Beach as “America’s Finest Strand.”<sup>16</sup> This booming time for Myrtle Beach was also a period of severe and ubiquitous Jim Crow segregation in South Carolina. While white vacationers at Myrtle Beach could enjoy its amenities, the African Americans they employed as servants were housed in separate quarters and were not permitted access to beachfront recreation.<sup>17</sup>

### ***Segregation of Beaches in South Carolina***

Atlantic Beach developed during a period of deeply rooted segregation. In 1895, the state legislature of South Carolina adopted a new constitution that segregated schools along lines of race. The segregation of other facilities, from railway station waiting rooms to water fountains, followed. Historian Walter Edgar wrote about the entrenchment of segregation in the late nineteenth century saying, “What was not segregated by law was segregated by custom. South Carolinians, black and white, had to learn an intricate social minuet. Life became an elaborate ritual of dos and don’ts. For whites, a misstep could be socially embarrassing; for blacks, it could be fatal.”<sup>18</sup>

By the 1920s, the South’s extensive beaches were burgeoning in popularity as recreational attractions. The ocean was a draw for both Blacks and whites who sought leisure time in this economically prosperous decade. Horry County’s coastline in particular was an area of growing interest for developers and beachgoers. Myrtle Beach, a swamp until the early twentieth century, boomed in the 1920s and 1930s as dance pavilions, restaurants, and hotels arose to cater to the increasing flow of tourists.<sup>19</sup> At the same time, white authorities across the South moved to keep beaches closed to Blacks.<sup>20</sup> South Carolina, which had an extensive coastline, was no exception. Not only were its beaches largely off limits to Blacks, but motels, restaurants, and other attractions along the shore refused to serve Blacks.<sup>21</sup>

With whites limiting access to public space, African Americans across the state responded by building their own community institutions. These included Black churches, schools, restaurants, barbershops, and sites of recreation, including beaches. For instance, Magnolia Beach Club opened on the Georgetown County mainland near Pawleys Island in 1934.<sup>22</sup> Riverside Beach

<sup>16</sup> Barbara Stokes, “Grand Strand,” *South Carolina Encyclopedia*, electronic document, May 17, 2016, <https://www.sce/entries/grand-strand/>, accessed June 25, 2024.

<sup>17</sup> New South Associates, “Horry County Historic Resource Survey, Horry County, South Carolina,” 2009, 68.

<sup>18</sup> Walter Edgar, *South Carolina: A History* (Columbia, South Carolina: University of South Carolina Press, 1998), 448–449.

<sup>19</sup> Jane Campbell, “National Register of Historic Places Nomination: Sun Fun Motel (Horry County, South Carolina),” 2009, 8–9.

<sup>20</sup> Andrew W. Kahrl, *The Land Was Ours: African American Beaches from Jim Crow to the Sunbelt South* (Chapel Hill: University of North Carolina Press, 2016), 8–9.

<sup>21</sup> New South Associates, “Horry County Historic Resource Survey, Horry County, South Carolina,” 2009, 24, 63, 107.

<sup>22</sup> Andrew W. Kahrl, Malcolm Cammeron, Brian Katen, *African American Outdoor Recreation Theme Study: Historic Context and National Historic Landmark Survey* (Washington, DC: United States National Park Service and Organization of American Historians, 2022), 216.

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Park opened at Mount Pleasant in Charleston County several years prior.<sup>23</sup> The Charleston area had other sites: Seaside Beach on Edisto Island; Frasier Beach on Seabrook Island; Peter Miller's Pavilion on Wallace Creek; and Mosquito Beach on Sol Legare Island. However, while still important spaces for Black leisure, those sites in Charleston County were also typically not true oceanfront beaches, but rather were situated along marshes and rivers that were difficult to access and less desirable for white recreation. Riverside Beach and Seaside Beach were the only ones convenient to the Atlantic Ocean. The latter was a rock-strewn shoreline while the former consisted of heavy marsh near the Charleston sewer disposal site.<sup>24</sup> The greater Atlantic coastline of the South had several beach communities for Blacks, among them Freeman Beach-Seabreeze near Wilmington, North Carolina; American Beach at Fernandina, Florida; and Butler Beach near St. Augustine, Florida.<sup>25</sup> However, for Blacks in South Carolina, Atlantic Beach was the premiere oceanfront attraction.

***"Building the Black Pearl": The Founding of Atlantic Beach, 1934–1943***

Atlantic Beach was the vision of a successful Black laundromat owner from nearby Conway, South Carolina named George W. Tyson (1890–1967).<sup>26</sup> Tyson launched his plan in 1934, focusing on a 47-acre tract of land along what was, at the time, the rural coastline of Horry County north of Myrtle Beach. In April of that year, he hired a surveyor to create a plat for what he dubbed "Atlantic Beach, Horry County, S.C." The plat consisted of a long, rectangular tract divided into 180 lots that extended from the Atlantic Ocean inland across Highway 17 (also known as Kings Highway). Most of the tract was on the beach side of the highway. Two primary streets—Atlantic and Tyson—ran from the ocean to the highway; First, Second, and Third streets ran parallel to the shoreline; and Fourth Street was across Kings Highway.<sup>27</sup> Two months after his plat was completed, Tyson purchased the acreage from its owners, R.V. and E.V. Ward.<sup>28</sup> By planning Atlantic Beach, Tyson carved out a sizable section of South Carolina's beachfront for African Americans. One of the first to buy a lot was Dr. A.J. Henderson, who built a vacation home there in approximately 1935 (not extant).<sup>29</sup> Millard Rucker, a restaurant worker from Darlington, also acquired a lot and other property from Tyson in the 1930s. He eventually

<sup>23</sup> Kahrl, Cammeron, Katen, *African American Outdoor Recreation Theme Study*, 216.

<sup>24</sup> Brittany V. Lavelle Tulla, "National Register of Historic Places Nomination: Mosquito Beach Historic District" (Charleston County, South Carolina 2019), 8, 23.

<sup>25</sup> Kahrl, Cammeron, and Katen, *African American Outdoor Recreation Theme Study*, 217.

<sup>26</sup> P. Nicole King, *Sombreros and Motorcycles in a Newer South: The Politics of Aesthetics in South Carolina's Tourism Industry* (Oxford, Mississippi: University Press of Mississippi, 2012), footnote 6, 149.

<sup>27</sup> Tyson Street, Atlantic Street, and Third Avenue later were known as 29<sup>th</sup> Avenue South, 30<sup>th</sup> Avenue South, and Ocean Boulevard, respectively. Atlantic Street and 30<sup>th</sup> Avenue South both continue to be used for the town's main north/south thoroughfare. P.T. Baker, Field Sketch Showing Proposed Plan of Atlantic Beach, Horry Co., S.C. (April 2, 1934), Alice Graham, private historical records collection, Atlantic Beach, South Carolina.

<sup>28</sup> Deed from R.V. and E.V. Ward to G.W. Tyson (photocopies), Alice Graham, private historical records collection, Atlantic Beach, South Carolina; Sherry A. Suttles, *Atlantic Beach* (Charleston, South Carolina: Arcadia, 2009), 14–15.

<sup>29</sup> Stokes, *Myrtle Beach*, 199. Dr. Henderson's 1935 home is not extant.

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opened several businesses and, in the late 1960s, became the town's second mayor.<sup>30</sup> During his term as mayor, Rucker used his personal funds to keep the town afloat.<sup>31</sup>

Despite the Great Depression of the 1930s, Tyson sold approximately 100 lots in the period, primarily to Blacks from South and North Carolina.<sup>32</sup> Indeed, although Atlantic Beach had few amenities in this period, that did not diminish its enjoyment by Blacks, who had few if any other options for oceanfront recreation in South Carolina. Among those who frequented the beach were African Americans specifically from other parts of Horry County, where no other public beachfronts were accessible to Black residents. Blacks from rural inland communities such as Wampee as well as the county seat of Conway patronized the beach from the beginning. Earlene Evans Woods, who later became a business owner in Atlantic Beach, recalled the modest setting of the town's early years. When she visited with her family as a child in the 1930s, they traveled there in a wagon pulled by oxen. There was no electricity; therefore, visitors who wished to stay overnight brought candles and lanterns so they could see.<sup>33</sup>

A 1939 aerial photograph illustrates the landscape of Atlantic Beach in the period (Figure 1). One street—Atlantic Street—had been opened and ran, as originally envisioned, from the highway to the beach. Midway down this sand road, and on either side, were several small structures, with several more closer to the shore (none of these are extant).<sup>34</sup> Beyond Tyson's tract, to the north and south, was undeveloped land. Crescent Beach, about a mile north of Atlantic Beach, was slightly more developed. About a mile south, where Windy Hill would be platted after World War II, there was nothing but sand and scrub.<sup>35</sup>

Tyson expanded Atlantic Beach in 1941 when he acquired an additional forty-nine acres to the south from Viola Bell. The addition—known as Pearl Beach after Bell's daughter, Ila Pearl—doubled the size of Atlantic Beach to 96 acres.<sup>36</sup> Eventually, this section was the location of two new streets that ran from the highway to the ocean: Carolina and Virginia streets, which were later renamed 31st and 32nd avenues, respectively. The addition of Pearl Beach gave birth to a nickname for Atlantic Beach that referenced its evolving identity as a seaside treasure for Blacks: The Black Pearl.<sup>37</sup>

<sup>30</sup> Rosa Rucker, phone interview by Nick Linville, August 10, 2023, Atlantic Beach Community Center, Atlantic Beach, South Carolina.

<sup>31</sup> Ibid.

<sup>32</sup> Deed from Geo. W. Tyson to Atlantic Beach Co. (photocopies), Alice Graham, private historical records collection, Atlantic Beach, South Carolina

<sup>33</sup> Earlene Woods, quoted in King, *Sombreros and Motorcycles*, 115. Josephine Isom, interviewed by Nick Linville, August 10, 2023, Atlantic Beach Community Center, Atlantic Beach, South Carolina; John Sketers, interviewed by Nick Linville, August 10, 2023, Atlantic Beach Community Center, Atlantic Beach, South Carolina; Jake Evans, interviewed by Nick Linville, August 10, 2023, Atlantic Beach Community Center, Atlantic Beach, South Carolina.

<sup>34</sup> None of the 1939 buildings are extant in the present day.

<sup>35</sup> Windy Hill was platted after World War II. United States Department of Agriculture, South Carolina Aerial Photograph Indexes, 1937–1989, *Digital Collections*, University of South Carolina, electronic document, <https://digital.library.sc.edu/>, accessed August 22, 2023.

<sup>36</sup> Suttles, *Atlantic Beach*, 14–15.

<sup>37</sup> Helen M. Pierce, phone interview by Althea R. Wunderler-Selby, September 7, 2023, Atlantic Beach Community Center, Atlantic Beach, South Carolina.

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The contributing residence complex at 507 Atlantic Street (Resources #54 and #55, photo #4), built in 1941, speaks to this early period. The non-contributing commercial building at 714 31st Avenue South (Resource #95, photo #25) dates to this period as well, but is heavily modified with brick veneer and fixed glass windows with metal frames that indicate changes following the period of significance. Most importantly, the extent of the community, layout of streets, number and location of lots, and oceanfront beach still convey the early period of Atlantic Beach.

The deeds for Atlantic Beach in these early days carried covenants to ensure the community maintained a consistent, tidy appearance. The covenants forbade residents to raise or keep horses, mules, cows, hogs, or livestock. Each residential lot could have only one residence, and businesses could not operate upon these lots. Surface toilets (i.e. outhouses) were not permitted. The covenants also established height limits of thirty-five feet that persist into the present.<sup>38</sup>

Atlantic Beach benefitted from the construction of Myrtle Beach Army Airfield, which the U.S. Army established in 1940. Construction and operation of the base—later known as Myrtle Beach Air Force Base—required the labor of many, including Blacks from the region. Due to segregation, there was no housing for Blacks at the airfield. Therefore, Atlantic Beach provided space for a temporary camp for construction workers during America's involvement in World War II (1941–1945).<sup>39</sup>

Segregation and the greater American pursuit of entertainment and recreation made Atlantic Beach a hub of Black social life in South Carolina from the time of its founding. Music, dancing, amusement rides, motels, and dining maintained a steady flow of visitors to the community, and relatively later resources in the district maintain its overall association with these aspects of the town's longer historical significance.<sup>40</sup> The resource that best connects the district to the town's earliest days of recreation, though, is the beach itself. Swimming in the Atlantic Ocean was a major attraction since the early days of the 1930s, when Atlantic Beach had little infrastructure. The Atlantic Beach Company later solidified the importance of this form of recreation by establishing the beachfront as a public amenity. Historic aerial photographs and postcards from the period of significance show throngs of people enjoying the sun and surf (Figure 2). Company advertisements spread Atlantic Beach's reputation by describing it as "the Finest Beach" and one of "the finest natural strands to be found on the Atlantic."<sup>41</sup> As the largest oceanside attraction

<sup>38</sup> See for example Horry County Register of Deeds, Estate of Mable L. Daniels, Deed Book 4160, Page 337, November 19, 2018, on file, Horry County Register of Deeds, Conway, South Carolina.

<sup>39</sup> Emma Lee Vereen, Earlene Woods, and Ronald Isom, "The Black Pearl: A History: Atlantic Beach, South Carolina (1994)," pamphlet, in Alice Graham, private historical records collection, Atlantic Beach, South Carolina, 1–3; Stokes, *Myrtle Beach*, 58.

<sup>40</sup> Amusements were available in Atlantic Beach by the 1940s, when they were mentioned in advertisements. Businessman Millard Rucker set up a small amusement park with carnival rides each season along Atlantic Street. There were bumper cars and a merry-go-round. The Ferris wheel, illustrated in a postcard from the period, was the largest of the amusement rides in Atlantic Beach (Figure 3). Entertainment of this nature was difficult for Blacks to find elsewhere in South Carolina during times of segregation. Unfortunately, these amusement landmarks are no longer extant. "Company Gets Charter," *The State* (Columbia, South Carolina), April 2, 1943. Kahrl, Cammeron, Katen, *African American Outdoor Recreation Theme Study*, 216.

<sup>41</sup> "Negroes Own and Operate Atlantic Beach Southland's Newest Playground," *New York Age* (New York, New York), April 20, 1946, 7; Atlantic Beach, S.C. advertisement. *The Southern News* (Asheville, North Carolina), May 25, 1946.



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for Blacks in the state, Atlantic Beach pulled in crowds of visitors each season.<sup>42</sup> The beach (Resource #71) is little changed from the founding of Atlantic Beach in 1934 and remains publically accessible. It also retains its historic relationship with Atlantic Street (Figure 1), with the south end of the street dovetailing into the town's main beach access point.

### ***The Black Pearl Shines: The Atlantic Beach Company, 1943–1956***

When Tyson expanded Atlantic Beach in 1941, he did so via a mortgage that financially strained him. To relieve this burden, he entered into an agreement in 1943 to sell the remaining lots in the community to a group of eleven Black investors, many of them doctors and professors, organized as the Atlantic Beach Company.<sup>43</sup> Among the prominent members were Dr. James Ward Seabrook and Dr. Robert Keith Gordon. Seabrook, who was appointed president of the company, was a local leader and educator from Fayetteville, North Carolina. At the time, he served as president of Fayetteville State Teachers College. Dr. Robert Keith Gordon was a well-known physician from Dillon, South Carolina, the seat of neighboring Dillon County. Gordon ultimately opened the Gordon Hotel and built a vacation home in Atlantic Beach, neither of which are extant. One of the company's members, Dr. A.J. Henderson, already had built a home in Atlantic Beach (not extant).<sup>44</sup> Company member Dr. Leroy Upperman stated that the company's goal was to create a "first class beach" for Blacks as "a business venture." Its members, in acquiring Tyson's interests, were also motivated by a desire to preserve Atlantic Beach as a recreational and residential area for Blacks. Their motivation was evidenced by the fact that they did not sell the oceanfront itself, but rather kept it as a public beach for Blacks.<sup>45</sup>

The Atlantic Beach Company operated for thirteen years, promoting tourism and property sales in Atlantic Beach while also serving as an informal government. Their efforts, along with those of Black businesspeople and visitors from many places, marked the beginning of a golden era for Atlantic Beach. The community evolved from a minimally developed seaside attraction into a bona fide vacation destination for Blacks that rivaled others in the Carolinas. These years also saw the Ku Klux Klan and a devastating hurricane test the community's resolve.

Following World War II, the revived national economy spurred the expansion of the Black middle class, whose members found themselves increasingly able to afford opportunities for recreation and entertainment. Among them were African Americans seeking leisure along the shorelines of Horry County. Guiding them to its shores was the *Negro Motorist Green Book*, a nationwide travel directory of lodgings, restaurants, and other establishments that welcomed Blacks.<sup>46</sup> In addition, the Atlantic Beach Company embarked on a publicity campaign to attract

<sup>42</sup> Kahrl, Cammeron, Katen, *African American Outdoor Recreation Theme Study*, 216.

<sup>43</sup> "Company Gets Charter," *The State* (Columbia, South Carolina), April 2, 1943.

<sup>44</sup> In addition to Henderson, Gordon, and Seabrook, the original members of the Atlantic Beach Company were Dr. Peter Carlisle Kelly; Dr. Leroy Upperman; Samuel W. Taggard; Charles Baggett; F.L. Atkins; Dr. H.H. Creft; Dr. W.P. DeVane; and Dr. J.D. Douglass. King, *Sombreros and Motorcycles*, 149; Suttles, *Atlantic Beach*, 14–15.

<sup>45</sup> Upperman, quoted in King, *Sombreros and Motorcycles*, 115–116.

<sup>46</sup> Two of Atlantic Beach's early hotels, Hotel Theresa and Hotel Gordon, appeared in the late 1940s and early 1950s issues of this important guidebook for Black travelers. Neither still stands, with the Hotel Gordon having been destroyed in 1954 by Hurricane Hazel. Schomburg Center for Research in Black Culture, Manuscripts, Archives and Rare Books Division, The New York Public Library, "The Negro Motorist Green Book," multiple years, *The New*

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buyers and visitors. A rare company document from the period tells that the Company budget included a line item for advertising, and in the early 1950s, the company had a publicity director in member Dr. Leroy Upperman.<sup>47</sup> They ran advertisements in *Ebony* and *Jet* magazines.<sup>48</sup>

One indication of Atlantic Beach's ascendant profile during this period are newspaper advertisements and articles on the Beach and Company from outlets based in the Carolinas and other states. An advertisement in an Asheville, N.C. paper from 1946 read "Buy and Build on the Finest Beach for Negroes in the Nation."<sup>49</sup> Veteran S.C. Black journalist and civil rights activist John McCray became a frequent visitor to Atlantic Beach and lauded it in 1941 as "the pride of race resorts in America" in his *Atlanta Daily World* column, later promising readers who visited that they would "then have more faith in the ability of Negroes to develop and progress."<sup>50</sup> The *New York Age*, an influential African American newspaper, described the community as the "playground of the South for Negroes." There was a "development program" that was "going at full speed" under Seabrook's guidance. The Atlantic Beach Company was selling lots by the week. The Company was interested in making money; however, their main objective, according to the article, was "to provide Negroes with a fine piece of recreational property." The article continued:

The natural advantages of Atlantic Beach are unsurpassed. It is a unique situation for the south for Negroes to have one of the finest natural strands to be found on the Atlantic Coast, sandwiched in by white beaches and property owned by whites, with a hard surfaced state highway running through the property and with no 'back alley' approach on a swamp or anything else to indicate an inferior parcel of land.

Such promotional efforts were effective. Among those who purchased property by 1946 were several Black college presidents and doctors from the Carolinas and Tennessee.<sup>51</sup> Because Blacks usually could not obtain loans from banks, the Atlantic Beach Company often transferred property via promissory notes.<sup>52</sup>

Blacks interested in starting businesses viewed Atlantic Beach as a potential goldmine, and entrepreneurs staked their claim with hotels, patios, and amusements. Many of the business

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York Public Library Digital Collections, <https://digitalcollections.nypl.org/items/6fa574f0-893f-0132-1035-58d385a7bbd0>, accessed October 24, 2023.

<sup>47</sup> "Atlantic Beach Company, Inc., December 11, 1948," Alice Graham, private historical records collection, Atlantic Beach, South Carolina.

<sup>48</sup> "Fun in the Sun at Atlantic Beach," advertisement, *Ebony* 4(10), 1949; "Atlantic Beach Capers," advertisement, *Jet*, Vol. 6, No. 20, Sept. 23, 1954.

<sup>49</sup> Atlantic Beach, S.C. advertisement, *The Southern News* (Asheville, North Carolina), May 25, 1946.

<sup>50</sup> John H. McCray, "Cooperative Plans Considered by Group," *Atlanta Daily World*, August 25, 1941, p. 3. John H. McCray, "The Need for Changing," *Atlanta Daily World*, July 13, 1944, p. 6.

<sup>51</sup> "Negroes Own and Operate Atlantic Beach Southland's Newest Playground," *New York Age* (New York, New York), April 20, 1946, 7.

<sup>52</sup> Letter from Attorney M.A. Wright to Dr. P.C. Kelly, July 17, 1945, Alice Graham, private historical records collection, Atlantic Beach, South Carolina.

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establishments of this timeframe and later years were multi-purpose properties. The census worker who enumerated Atlantic Beach in 1950 noted that “Approximately 90% of buildings have something to eat in front, a living room or 2 in the back part of building and rooms to rent upstairs or cabins in rear... some of these are in a block away from the business street, the others are on the ocean front, some very nice homes.”<sup>53</sup> Families that went on to hold long tenures as business owners and leaders in the community—the Isoms, the Ruckers, the Gores, and others—settled in Atlantic Beach in this period.<sup>54</sup> Although many resources associated with their work no longer stand, a number do still survive from this period and speak to the town’s commercial and residential development. About twenty Atlantic Beach buildings from this period endure in the present. Among them are Sketers’ Grocery (Resource #20), built in 1955 at 413 31<sup>st</sup> Avenue South; the properties eventually known as the Evans Motel (Resource #18, 408 31<sup>st</sup> Avenue S, built 1955, photo #31) and E&E Motel (Resource #19, 410 31<sup>st</sup> Avenue S, built 1955, photo #8); the Atlantic Inn, later Gore’s Motel (Resource #55, 409 Atlantic Street, built 1955); and an unidentified commercial building at 407 Atlantic Street (Resource #52), all of which contribute to the district. Brown’s Inn (Resource #90, 401 Atlantic Street, built 1950) also dates to this period but is non-contributing due to alterations. The motel structure at 603 Atlantic Street, known at one time in history as the Levon Motel, was completed in 1955 and is also contributing to the district (Resource #57, photo #3).

Among those who patronized such resources were church buses crowded with families from South Carolina cities like Charleston, Conway, Loris, Georgetown, and Dillon, as well as others from North Carolina, came to Atlantic Beach for day trips.<sup>55</sup> Helen Pierce of Wilmington, North Carolina visited in the 1950s as a child on bus trips with her family. “We sort of migrated to Atlantic Beach on special occasions,” she remembered, to enjoy the beach, amusements, and

<sup>53</sup> U.S Bureau of the Census, 1950 Population Census, Horry County, South Carolina, Sheet Number 22A, May 15, 1950, signed by census enumerator Mrs. Mildred H. Mather, *FamilySearch*, electronic document, <https://familysearch.org>, accessed August 17, 2023.

<sup>54</sup> Lefuel and Leah Sketers of Wilmington, North Carolina bought property in the community in 1948 and soon after opened Sketers’ Place, a small restaurant with accommodations in the rear for overnight visitors. These Spartan “cabins” were little more than standalone rooms with a bed, wash basin, and electric fan. From Onslow County, North Carolina, Frank A. “F.A.” Isom and his wife Laura came in 1950 to open their own motel which they dubbed the Blue Bird Inn; it was destroyed by fire in the 1960s. Esau Jenkins, a successful farmer from Johns Island, opened J&P Motel and Restaurant in 1950. An emerging voting rights leader, Jenkins held voter education workshops in the Charleston area. Afterwards, he sometimes brought his students via bus to Atlantic Beach. John Sketers, interviewed by Nick Linville, August 10, 2023, Atlantic Beach Community Center, Atlantic Beach, South Carolina. U.S Bureau of the Census, 1950 Population Census, South Carolina, *FamilySearch*, electronic document, <https://familysearch.org>, accessed August 17, 2023; Josephine Isom, interviewed by Nick Linville, August 10, 2023, Atlantic Beach Community Center, Atlantic Beach, South Carolina; Jannie Isom, interviewed by Nick Linville, August 10, 2023, Atlantic Beach Community Center, Atlantic Beach, South Carolina. John Laurens and Leigh Scott, “National Register of Historic Places Nomination: The Progressive Club (Charleston County, South Carolina),” n.d.: 16–17. The nomination preparers were not able to document the historic location of J&P Motel and Restaurant. While Sketers’ Place restaurant and cabins no longer exist, neighboring Sketers’ Grocery at 413 31<sup>st</sup> Avenue South is now the C&G Bakery and Eatery (Resource #20). The original location of the J&P Motel is unknown and it is presumed to be non-extant.

<sup>55</sup> Vereen, Woods, and Isom, “The Black Pearl: A History: Atlantic Beach, South Carolina (1994),” pamphlet, in Alice Graham, private historical records collection, Atlantic Beach, South Carolina, 3.

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seafood restaurants.<sup>56</sup> White farm owners from rural areas brought their sharecroppers by the truckload to spend a weekend at the beach.<sup>57</sup> White employers from nearby Myrtle Beach dropped off their maids.<sup>58</sup> Dorothy Floyd, a child in the late 1940s, recalls riding with her parents from Nichols, South Carolina to Atlantic Beach for day trips in this period. They would visit Punk's Patio (not extant), the most popular of several open-air "patio" venues, for music, dancing, and enjoying fried shrimp.<sup>59</sup> Reflecting on these years, she explained that the beach and its attractions were "the entertainment back then" for Blacks.<sup>60</sup> Earlene Evans Woods, a longtime resident and business owner in Atlantic Beach, emphasized the specialness of the place to Blacks in times of segregation. "Anyone in North Carolina, Virginia, all over the states was here in Atlantic Beach because they were free to do what they wanted to do and eat where they pleased and be served by waitresses and treated like human beings."<sup>61</sup>

Many residents and visitors who came to Atlantic Beach in the 1950s recalled that the town could get so busy that it was difficult to walk down its streets. Atlantic Street was the center of activity along with the beach itself. A flyover photograph, taken not long before Hurricane Hazel in 1954, shows Atlantic Street crowded with vehicles and pedestrians (Figure 4). Nearly every lot on the street has a building on it. The crowd, appearing to be several hundred, spills off this main drag onto the beach and into the water. Residences are visible on each of the side streets and avenues, yet there are undeveloped lots.<sup>62</sup> To deal with the side effects of such large crowds, the Atlantic Beach Company helped form the Atlantic Beach Civic League. Once formed, the League organized services such as garbage removal and law enforcement.<sup>63</sup>

Atlantic Beach's rise in popularity coincided with that of popular forms of American music such as beach music, rhythm n' blues, and rock n' roll. Piccollos (i.e. jukeboxes) blared recorded music at clubs and patios as patrons danced the Shag.<sup>64</sup> The most popular Black musicians of the time stayed at Atlantic Beach and entertained there. Many of them were booked at Myrtle Beach to play in front of white audiences. Due to segregation, these artists had little or no accommodations available in Myrtle Beach, so they slept in Atlantic Beach. Toby Rowell Dixon,

<sup>56</sup> Helen M. Pierce, phone interview by Althea R. Wunderler-Selby, September 7, 2023, Atlantic Beach Community Center, Atlantic Beach, South Carolina.

<sup>57</sup> John Sketers, interviewed by Nick Linville, August 10, 2023, Atlantic Beach Community Center, Atlantic Beach, South Carolina.

<sup>58</sup> Vereen, Woods, and Isom, "The Black Pearl," 3.

<sup>59</sup> Punk's Patio was destroyed in 1989 Hurricane Hugo and its remaining ruins demolished in 2002.

<sup>60</sup> Dorothy Floyd, interviewed by Nick Linville, August 10, 2023, Atlantic Beach Community Center, Atlantic Beach, South Carolina.

<sup>61</sup> Stokes, *Myrtle Beach*, 201.

<sup>62</sup> Jack Thompson, Atlantic Beach flyover photograph (c.1954), North Myrtle Beach Area Historical Museum, North Myrtle Beach, South Carolina.

<sup>63</sup> "Atlantic Beach Civic League, Meeting Minutes, May 16, 1954," Alice Graham, private historical records collection, Atlantic Beach, South Carolina.

<sup>64</sup> Betty "Toby" Rowell Dixon, interviewed by Nick Linville, August 10, 2023, Atlantic Beach Community Center, Atlantic Beach, South Carolina.

The Shag, or Carolina Shag, known now as South Carolina's "official dance," originated in the 1930s with African Americans dancing to rhythm and blues "beach music." It bears resemblance to, but is distinct from, swing dancing or "jitterbug" of the period.

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the daughter of Atlantic Beach's Rowell Motel owner Ransom Rowell, recalled her father booking rooms for top Black musicians in the 1950s and 1960s. A-list musical acts regularly included Atlantic Beach on their tours, playing their music at patios, restaurants, and clubs. Among them were Ray Charles, Count Basie, Bobby Blue Bland, Bo Diddley, Wilson Pickett, Chubby Checker, Al Green, Marvin Gaye, Tina Turner, and Patti LaBelle.<sup>65</sup> John Sketers, whose father, Lefuel, ran a motel, specially recalled that Fats Domino, James Brown, and Little Richard were patrons.<sup>66</sup> Describing one of the patios, Earlene Evans Woods recalled, "It was an open building with just a top and a lot of piccollos all around. They had a wood plank floor out there and let me tell you, that floor ate up many, many soles of shoes." Josephine Isom, who settled in Atlantic Beach in 1962, similarly recalled that she and her friends literally danced until the soles of their shoes fell apart.<sup>67</sup> By their nature, patios were open spaces without walls and with minimal support posts of their overhanging roofs. This construction unfortunately made them especially vulnerable to the elements, and no historic patios remain in the district.<sup>68</sup>

While Atlantic Beach's local economy revolved around a seasonal flow of visitors, the town always had at least a small population of permanent residents. Some locals, such as Millard Rucker, James Lewis, and Thelton Gore, invested in the fishing industry in the winter. Others resided full-time in Atlantic Beach not only because of its attractive setting but because there were few places along the Grand Strand where Blacks could live due to segregation. The 1950 census provides a glimpse of the makeup of Atlantic Beach. There were 50 inhabitants, all of whom were Black, and 20 households (the census did not enumerate individuals who were on vacation). Both middle-class and working-class Blacks lived in Atlantic Beach, as evidenced by the occupations listed: brick masons, hotel and motel managers, restaurant managers, cafe cooks, carpenters, plumbers, nurses, cement workers, truck drivers, grocery store managers, laundry workers, and domestic workers.<sup>69</sup> Whether they housed seasonal or permanent residents is unclear, but among those residential buildings that date to this middle period of Atlantic Beach's development are 709 Atlantic Street (Resource #59) and 3103 S. Ocean Boulevard (Resource #68).

As Atlantic Beach flourished, local whites continued to use Jim Crow laws and occasional threats of violence to oppress African Americans. John Sketers, who was a teenager in Atlantic Beach in the 1940s and 1950s, recalled the Grand Strand as an atmosphere of "hardcore

<sup>65</sup> Betty "Toby" Rowell Dixon, interviewed by Nick Linville, August 10, 2023, Atlantic Beach Community Center, Atlantic Beach, South Carolina; Stokes, *Myrtle Beach*, 201; Rosa Rucker, phone interview by Nick Linville, August 10, 2023, Atlantic Beach Community Center, Atlantic Beach, South Carolina; King, *Sombreros and Motorcycles*, 121–122.

<sup>66</sup> John Sketers, interviewed by Nick Linville, August 10, 2023, Atlantic Beach Community Center, Atlantic Beach, South Carolina.

<sup>67</sup> Woods, quoted in Stokes, *Myrtle Beach*, 201; Josephine Isom, interviewed by Nick Linville, August 10, 2023, Atlantic Beach Community Center, Atlantic Beach, South Carolina.

<sup>68</sup> The most popular of these establishments, Punk's Patio, was destroyed in Hurricane Hugo in 1989, and no other patios remain extant. Suttles, *Atlantic Beach*, 61.

<sup>69</sup> U.S. Bureau of the Census, 1950 Population Census.

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segregation.”<sup>70</sup> Along Highway 17, at both sides of Atlantic Beach’s boundaries, were signs warning Blacks not to cross into the adjacent white communities of Windy Hill and Crescent Beach.<sup>71</sup> Even on the beach there were warnings for Blacks to stay in their place. Orange ropes extending into the water were meant to separate swimmers at Atlantic Beach from those of the neighboring white beaches.<sup>72</sup> In the present day, this stark division between Black and white space is evident in the Atlantic Beach street grid, which does not connect with streets of neighboring communities. Many who remember Atlantic Beach in this period acknowledge that segregation was an oppressive, unjust institution, but also recognize that this separation of races was the reason this exclusively Black place thrived.<sup>73</sup>

Segregation from white Myrtle Beach did not mean that Atlantic Beach was safe from racial intimidation and violence from the outside. In August 1950, the Ku Klux Klan conducted a motor parade through Atlantic Beach. The cars were outfitted with overt symbols of intimidation, such as crosses applied as hood ornaments and illuminated with red light bulbs to give the appearance of flames. The parade had originated in the nearby Myrtle Beach neighborhood known as “the Hill,” approximately thirteen miles south of Atlantic Beach. There, the Klan intimidated the owner and patrons of a Black club, “Charlie’s Place,” which was known to allow interracial dancing. The act of intimidation escalated into overt violence that night. After driving through Atlantic Beach, the Klan returned to Charlie’s Place, where they attacked. They fired hundreds of gunshots into the building and brutally attacked the owner, Charlie Fitzgerald, and his patrons. One Klansman, a Conway police officer, was shot to death in the melee.<sup>74</sup> In a 2024 oral history, town leader John Sketers recalled that the people of Atlantic Beach braced themselves, fearing the Klan violence would spread to their community. Black businesspeople in Atlantic Beach organized a meeting with law enforcement, where they emphasized their record of peacefully keeping to themselves. In this way, said Sketers, the spread of mob violence was averted. This may refer to the efforts extended by Horry County Sheriff Earnest Sasser at the time, wherein he held Charlie Fitzgerald in protective custody after the riot, verbally condemned the violence, and eventually arrested Klan members for their crimes.<sup>75</sup>

<sup>70</sup> John Sketers, interviewed by Nick Linville, August 10, 2023, Atlantic Beach Community Center, Atlantic Beach, South Carolina.

<sup>71</sup> Betty “Toby” Rowell Dixon, interviewed by Nick Linville, August 10, 2023, Atlantic Beach Community Center, Atlantic Beach, South Carolina; King, *Sombreros and Motorcycles*, 117.

<sup>72</sup> Vereen, Woods, and Isom, “The Black Pearl,” 3.

<sup>73</sup> John Sketers, interviewed by Nick Linville, August 10, 2023, Atlantic Beach Community Center, Atlantic Beach, South Carolina; Joe Montgomery, interviewed by Nick Linville, August 10, 2023, Atlantic Beach Community Center, Atlantic Beach, South Carolina.

<sup>74</sup> Gerard Albert, “The Night KKK attacked Charlie’s Place, Myrtle Beach’s melting pot during segregation,” *The Sun News* (Myrtle Beach), February 25, 2021, electronic document, <https://www.myrtlebeachonline.com/news/local/article249490740.html>, accessed June 26, 2024; Margaret Dunlap, “Remembering Atlantic Beach, S.C.,” *Richland Library*, February 8, 2024, blog post, <https://www.richlandlibrary.com/blog/2024-01-13/remembering-atlantic-beach-sc>, accessed June 26, 2024.

<sup>75</sup> King, *Sombreros and Motorcycles*, 123–125; Betty “Toby” Rowell Dixon, interviewed by Nick Linville, August 10, 2023, Atlantic Beach Community Center, Atlantic Beach, South Carolina; John Sketers, interviewed by Nick Linville, August 10, 2023, Atlantic Beach Community Center, Atlantic Beach, South Carolina.



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A threat of a different nature descended upon Atlantic Beach in 1954. On October 15 of that year, Hurricane Hazel struck South Carolina. The eye of the storm passed over Myrtle Beach, leaving power outages, flooding, and loss of lives and property in its path. At Atlantic Beach, the destruction was similarly extensive. Resident Willie L. Isom remembered that thirty-five homes were destroyed. His family's hotel, the Blue Bird Inn, became an emergency shelter during the storm because it was the only concrete block building in town. "Everyone came there for protection," he said.<sup>76</sup> Dr. Gordon suffered heavy losses as the sea smashed his hotel "into kindling wood," according to a report in the *Pittsburg Courier*, while his "luxurious two-story home" was swept into the ocean.<sup>77</sup> The storm also claimed another establishment of the period, the Lodge Hotel. According to Isom, the ruins of the Lodge presented such a hazard that the Coast Guard "blew it up."<sup>78</sup>

Based on reporting by the Black-owned *Baltimore Afro-American*, Hazel did some \$750,000 (\$8.7 million, inflation-adjusted) worth of damage due to Atlantic Beach but also reported that, "Fortunately, some of the places hardest hit reported insurance coverage," a point reflected in the revival of the beach's built environment over the next several years.<sup>79</sup> At the same time, discriminatory practices of insurance providers had left some property owners in Atlantic Beach without insurance, leaving them unable to rebuild. Yet, they were reluctant to abandon the land they owned. As Earlene Evans Woods stated, "All you could do is pay your taxes and try to keep the dirt, so that's what we did."<sup>80</sup> The Atlantic Beach Company was working to dissolve their business in the months leading up to the hurricane for reasons that are unclear. The Company still had undeveloped lots for sale, and several of its members lived in the community.<sup>81</sup> The Company finally folded in 1956.<sup>82</sup>

***Perseverance and Incorporation: Atlantic Beach, 1956-1966***

Atlantic Beach emerged from the ruins of Hurricane Hazel into a new period of popularity and development. Black businesses that survived the storm carried on, while new motels, restaurants, and entertainment venues opened to cater to the seemingly endless buses of tourists and other seasonal visitors. New residential development followed, increasing the population. About two dozen residences remain from this immediate post-Hazel period. As these years passed, Atlantic Beach's leaders dealt with growing pressure to form a consolidated government with neighboring white communities. They considered their fate as the Civil Rights Movement made inroads in South Carolina.<sup>83</sup>

<sup>76</sup> Isom, quoted in Stokes, *Myrtle Beach*, 183.

<sup>77</sup> "Unexpected Guest," *Pittsburg Courier* (Pittsburg, Pennsylvania), October 30, 1954, 3.

<sup>78</sup> Isom, quoted in Stokes, *Myrtle Beach*, 183.

<sup>79</sup> B.T. Gillespie and John H. McCray, "She Came...She Saw...She Goofed!," *Baltimore Afro-American*, December 4, 1954, p. A7. Bureau of Labor and Statistics, CPI Inflation Calculator, <https://data.bls.gov/cgi-bin/cpicalc.pl?cost1=750%2C000&year1=195408&year2=202409>.

<sup>80</sup> Woods, quoted in King, *Sombreros and Motorcycles*, 121.

<sup>81</sup> "Atlantic Beach Civic League, Meeting Minutes, May 16, 1954," Alice Graham, private historical records collection, Atlantic Beach, South Carolina.

<sup>82</sup> King, *Sombreros and Motorcycles*, 219.

<sup>83</sup> Jake Evans, interviewed by Nick Linville, August 10, 2023, Atlantic Beach Community Center, Atlantic Beach, South Carolina; King, *Sombreros and Motorcycles*, 127.

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In general, the 1960s proved to be a flourishing time for Atlantic Beach entrepreneurs, with the opening of new motels, restaurants, patios, shops, as well as a gas station and photography business.<sup>84</sup> The seasonal flow of visitors continued to provide livelihood for business owners and residents of Atlantic Beach in this period.<sup>85</sup> Buses brought Black schoolchildren for field trips from Charleston, Wilmington, and other cities and towns. A resident of Charleston, Arthur Lawrence recalled, “On Atlantic Beach, you had just about everything there: restaurants, a motel, and anything that you wanted. You had entertainment.”<sup>86</sup> Of the busy times, resident businessman Willie Isom recalled, “Quite naturally our people could not go anywhere but right here, so you can imagine how clustered Atlantic Beach was at the time. People would dance in the street, and you can see the dust flying.”<sup>87</sup>

A number of commercial and recreational resources from this period—primarily motels or apartments—still survive in the Atlantic Beach Historic District and serve to convey its continued significance as a destination for Black beachgoers. Leonard Evans was a native South Carolinian who had relocated to New Jersey when Atlantic Beach attracted him to return to the state. Armed with an entrepreneurial spirit and his knowledge as a construction worker, Evans settled in the community in the mid-1960s. Along with his wife, he took over operations at several rental Atlantic Beach properties that subsequently became known as Evans Motel, Levon Motel, and the E&E Motel, all of which are extant. His wife Earlene Evans eventually served on the town council.<sup>88</sup> One extant lodging property first built in 1960 and expanded in 1970 is Woods Apartments, a complex of several buildings found at 607 31st Avenue S (Resources #27-30, photo #9). Woods Apartments is also significant as a representation of the design and construction work of longtime Atlantic Beach resident James “Jim” Lewis, a prolific contractor and businessman who had lived at the beach full-time since at least the 1940s. Many of the structures that he built in this period featured multi-colored bricks purchased from Waccamaw Brick, a Myrtle Beach brick maker, laid in distinct design patterns like those found at Woods Apartments. Among Lewis’s own businesses were a pool hall, sandwich shop, and motel.<sup>89</sup>

<sup>84</sup> For additional non-extant examples of these businesses, please see Additional Context.

<sup>85</sup> Betty “Toby” Rowell Dixon, interviewed by Nick Linville, August 10, 2023, Atlantic Beach Community Center, Atlantic Beach, South Carolina.

<sup>86</sup> Arthur Lawrence, “Interview of Arthur Lawrence,” Lowcountry Digital Library, Historic Charleston Foundation, March 20, 2019.

<sup>87</sup> Isom, quoted in Stokes, *Myrtle Beach*, 200.

<sup>88</sup> Jake Evans, interviewed by Nick Linville, August 10, 2023, Atlantic Beach Community Center, Atlantic Beach, South Carolina.

<sup>89</sup> Jake Evans, interviewed by Nick Linville, August 10, 2023, Atlantic Beach Community Center, Atlantic Beach, South Carolina. Josephine Isom, interviewed by Nick Linville, August 10, 2023, Atlantic Beach Community Center, Atlantic Beach, South Carolina; John Sketers, interviewed by Nick Linville, August 10, 2023, Atlantic Beach Community Center, Atlantic Beach, South Carolina. Randy Woods, interviewed by Nick Linville, August 10, 2023, Atlantic Beach Community Center, Atlantic Beach, South Carolina. “James Lewis,” 1950 U.S. Census Returns, Atlantic Beach. Gary Ward, “7 Seek 3 Atlantic Beach Posts,” *Myrtle Beach Sun News*, November 4, 1979, p. 1, 13. Rosa Rucker, phone interview by Nick Linville, August 10, 2023, Atlantic Beach Community Center, Atlantic Beach, South Carolina.



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Atlantic Beach's permanent population in 1958 was 163, a figure about three times that of the 1950 census.<sup>90</sup> When the season closed, residents maintained a close connection to the beach, with the ocean serving as an important site for swimming as well as fishing. Every September, after the season ended, men in the community would wade into the water at Atlantic Beach with seine nets to catch migrating fish. They shared their catch with local families and also sold it. Once they made their catches, the Lewis and Gore families announced it via radio, inviting anyone interested in purchasing fish to come to Atlantic Beach.<sup>91</sup> Other residents of Atlantic Beach would harvest sea turtle eggs from the beach right as they were laid. They also gathered mussels which they would cook in soup. At Thanksgiving, residents would hold feasts on the beach, where they would bake clams, corn, and other fare.<sup>92</sup>

### ***Integration and Incorporation, 1966–1975***

As Atlantic Beach rebuilt from Hurricane Hazel and resumed its role as a recreation destination, civil rights activists in the Carolinas and increasingly won legal and political victories that would have long-term ramifications for the beach. After the famous sit-in demonstration at a lunch counter in Greensboro, North Carolina in 1960, Blacks in Charleston, Columbia, and other South Carolina cities followed suit. These demonstrations along with other activist initiatives like boycotts and legal action opened new doors to Blacks, such as the state's public colleges and universities, in the mid-1960s. Pressure from civil rights organizations and image-conscious white businessmen, led some South Carolina cities to take down "whites only" signs in the early 1960s.<sup>93</sup>

Civil rights activists targeted the state's segregated beaches initially with minimal success. In the mid-1950s, a group of men from the National Association for the Advancement of Colored People (NAACP) failed to integrate all-white Edisto Beach State Park. In 1963, eight black men entered the waters of all-white Folly Beach as part of broader protests around Charleston. Segregationists ran them off. Others who attempted to integrate white recreational areas across the state met resistance. Meaningful progress in desegregated previously all-white beaches would not come until passage of the 1964 Civil Rights Act. Even then, several years would pass before the Act would be reliably enforced on southern beaches, and many African Americans understandably remained wary of how white beachgoers would react to their presence. In time, though, African Americans would make their way to traditionally white shorelines and be able to take advantage of previously inaccessible recreational spaces, including other beaches along the Grand Strand of South Carolina.<sup>94</sup> By the early 1970s, enforcement of segregation at Charleston-

<sup>90</sup> "Atlantic Beach Town Proposed," *The Columbia Record* (Columbia, South Carolina), July 23, 1958, 6.

<sup>91</sup> Rosa Rucker, interviewed by Nick Linville, August 10, 2023, Atlantic Beach Community Center, Atlantic Beach, South Carolina; Betty "Toby" Rowell Dixon, interviewed by Nick Linville, August 10, 2023, Atlantic Beach Community Center, Atlantic Beach, South Carolina; John Sketers, interviewed by Nick Linville, August 10, 2023, Atlantic Beach Community Center, Atlantic Beach, South Carolina.

<sup>92</sup> Emma Lee Vereen, Earlene Woods, and Ronald Isom, "The Black Pearl: A History: Atlantic Beach, South Carolina (1994)," pamphlet, in Alice Graham, private historical records collection, Atlantic Beach, South Carolina, 5.

<sup>93</sup> Walter Edgar, *South Carolina: A History* (Columbia: University of South Carolina Press, 1998), 536–544.

<sup>94</sup> Tulla, "Mosquito Beach Historic District," 25–26. Kahrl, Cammeron, Katen, *African American Outdoor Recreation Theme Study*, 104-08.

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area beaches yielded. Black patronage at Folly Beach soon eclipsed that of whites.<sup>95</sup> While some sources suggest Myrtle Beach beaches integrated earlier, it is likely that Myrtle Beach followed a similar timeline of effective integration.<sup>96</sup>

As was true of African Americans' newfound access to other previously all-white spaces, the opening up of South Carolina's white beaches inevitably drew beachgoers away from the Black-owned beaches that served them during segregation. Many at Atlantic Beach found desegregation to be a mixed blessing. Although it opened society's doors to Blacks, it closed the doors of many Black-owned businesses. Former town clerk and mayor, Joe Montgomery, stated that the pivotal summer when local businesses first felt the impact of desegregation was 1973.<sup>97</sup> In Montgomery's words, the integration of Black and white beaches "killed us."<sup>98</sup> Some considered integration the worst event in the town's history since Hurricane Hazel in 1954. Businesses failed and left Atlantic Beach for good.<sup>99</sup> The caravans of buses that came from Easter through the end of summer stopped as Blacks chose to patronize beaches closer to home. Seasonal visitors now had more options as to where they could spend their vacations or make a second home.

As desegregation loomed and eventually arrived, town leaders worked to solidify Atlantic Beach's identity as South Carolina's premiere beachfront resort town for African Americans by becoming an officially incorporated municipality. Atlantic Beach residents first petitioned the state for incorporation in 1958, but it did not come to pass.<sup>100</sup> Discussion reemerged in the early 1960s, at a time when Atlantic Beach had seventy-nine businesses, including motels, grocery stores, restaurants, and patios. Services, including water and a fire department, came from neighboring white communities. Atlantic Beach had a contracted police force of two officers. At that time, the community was under growing pressure to unite with the neighboring white communities of Cherry Grove, Crescent Beach, Windy Hill, and Ocean Drive to form North Myrtle Beach. Consolidation would leave Atlantic Beach with one vote in the proposed new city council. Fearing they would lose control of their unique community, Atlantic Beach decided to remain on its own course.<sup>101</sup> Helping to guide Atlantic Beach's incorporation pursuit was the

<sup>95</sup> Tulla "Mosquito Beach Historic District," 19–20.

<sup>96</sup> Dewey Clayton, "The struggle for human equality," *Courier Journal* (Louisville, Kentucky), June 28, 2014, electronic document, <https://www.courier-journal.com/story/opinion/contributors/2014/06/28/struggle-humanequality/11542217/>, accessed June 27, 2024; New South Associates, "Horry County Historic Resource Survey, Horry County, South Carolina," 2009, 68.

<sup>97</sup> Joe Montgomery, interview by Nick Linville, August 10, 2023, Atlantic Beach Community Center, Atlantic Beach, South Carolina; Phyoncia "Phe" Montgomery, interview by Nick Linville, August 10, 2023, Atlantic Beach Community Center, Atlantic Beach, South Carolina. Phe Montgomery taught at Chestnut Consolidated School in nearby Wampee, which formally desegregated in 1970.

<sup>98</sup> Joe Montgomery, interview by Nick Linville, August 10, 2023, Atlantic Beach Community Center, Atlantic Beach, South Carolina.

<sup>99</sup> Stokes, *Myrtle Beach*, 201–202.

<sup>100</sup> "Atlantic Beach Town Proposed," *The Columbia Record* (Columbia, South Carolina), July 23, 1958, 6.

<sup>101</sup> Jake Evans, interview by Nick Linville, August 10, 2023, Atlantic Beach Community Center, Atlantic Beach, South Carolina; King, *Sombreros and Motorcycles*, 127.

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town's lawyer, Franklin Roosevelt DeWitt (1936–2008), whose experience included work as a trial attorney in the Department of Justice under Robert F. Kennedy.<sup>102</sup>

Beginning in 1965, town leaders Emery Gore, Millard Rucker, LeGrand Gore, and Mark Simmons organized the Atlantic Beach Merchants Association to promote incorporation to the 140 registered voters who lived in the community. They chose to incorporate as the Town of Atlantic Beach in 1966. Residents elected Emery Gore their first mayor, a position he held from 1966 to 1969. Gore, the owner of a motel and restaurant in town, became the first Black mayor in Horry County since Reconstruction. Gore's newly formed municipal government began operating a town hall out of a leased space, the location of which is unknown. By c.1974, the Town a new brick hall built at 717 Atlantic Street (Resource #85). Possibly the town's first purpose-built municipal building, it stands as a contributing resource to the Atlantic Beach Historic District and a key physical representation of residents' struggle for self-determination and self-governance, despite pressures to consolidate with surrounding white beach communities.<sup>103</sup>

Incorporation in 1966 formalized Atlantic Beach's identity as a Black-owned and -governed community sustained by the strength of continued patronage from Blacks across South Carolina and beyond. New businesses opened in town to cater to tourists, and new settlers expanded the residential footprint. Through the late 1960s and early 1970s, the town government took steps to improve infrastructure and assess taxes while launching plans for a convention center. When desegregation finally became a reality at the close of this period, Atlantic Beach entered a long struggle to survive. Although the town began to feel the impact of integration on the local economy in the early 1970s, a series of motel developments between 1970 and 1975 indicate local landowners initially remained optimistic for continued patronage. Additionally, the town's population remained 100 percent Black in 1975, demonstrating its continued presence as an African American enclave despite integration. Based on the existing building stock in the town, development slowed significantly between the mid-1970s and mid-1980s, as the effects of integration took a firmer hold.

About thirty-five buildings still present in Atlantic Beach were completed in this period between incorporation 1966 and 1975. Businessman Leonard Evans opened Evans Coliseum (495 31<sup>st</sup> Avenue S, photo #7) in 1968. The venue carried on Atlantic Beach's long tradition of hosting concerts and other entertainment. Several extant and contributing motel buildings also opened in this period. Thaxton Dixon opened the Riviera Motor Lodge (1971) at 714 Atlantic Street and Ernest and Doris Canada opened the Canadian Lodge (1972) at a prominent spot on the highway

<sup>102</sup> King, *Sombreros and Motorcycles*, 133; "Franklin Roosevelt Dewitt," obituary, electronic document, <https://www.legacy.com/us/obituaries/myrtlebeachonline/name/franklin-dewitt-obituary?id=8938609>, accessed August 22, 2023.

<sup>103</sup> Ellen Horton, "Urban Renewal Funds Would Make Possible Beach Work," *Sun-News* (Myrtle Beach, South Carolina), September 8, 1966, 1, 2; Eldridge Thompson, "Negro is New Mayor of Atlantic Beach," *Sun-News* (Myrtle Beach, South Carolina), August 25, 1966, 2A; Mark Hodges, "Elections in Atlantic Beach Near," *Sun-News* (Myrtle Beach, South Carolina), March 10, 1975, p. 1; Josephine Isom, interviewed by Nick Linville, August 10, 2023, Atlantic Beach Community Center, Atlantic Beach, South Carolina.

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(3100 Highway 17 South – known today as the Budget Inn). Small motels at 1003 4<sup>th</sup> Street and 406 32<sup>nd</sup> Avenue were constructed in 1973 and 1975 respectively. The large Modern DeWitt Motel was also built in 1975, at 505 31<sup>st</sup> Avenue S. Also on Highway 17, Josephine and Ronald Isom operated a commercial complex including a gas station, a ceramic shop, a liquor store, a souvenir store, and a fireworks store, one building of which remains extant (2900 Highway 17 S, photo #19).<sup>104</sup> Another couple who left a mark upon Atlantic Beach was Eugene and Ethel Woods. Seasonal visitors in the 1950s, the Woodses became permanent residents of the town in 1967. They opened Woods Guesthouse and Restaurant, which catered to a steady stream of seasonal renters and later evolved into the present-day Woods Villas Apartments (608 31<sup>st</sup> Avenue S, Bldg. A, photo #10), which local contractor Jim Lewis built in 1963.<sup>105</sup> There was also new residential development such as the home of educators Phyoncia “Phe” and Joe Montgomery at 807 31<sup>st</sup> Avenue S (photo #23). Both the Woods Villas Apartments and the Montgomery’s home remain and are also contributing to the district, along with about twenty other residences from this period.

Atlantic Beach remained a residential enclave for middle- and working class-Blacks in the Grand Strand. Joe and Phe Montgomery settled in town in 1966. They were among the first Black educators to integrate the county school system. Joe Montgomery became involved in the town’s government, first as a clerk, then as mayor in the later 1970s and 1980s. Atlantic Beach offered the Montgomery family and other newcomers’ modern apartments and residences as well as all-Black entertainment venues and other amenities.<sup>106</sup>

Following the close of Emery Gore’s final term as mayor in 1969, the town elected Millard Rucker, longtime businessman and resident, its second mayor in 1969. He served from 1969 to 1976. For many years, the taxes that Atlantic Beach property owners paid were never returned to the community. Instead, they went to the county government. With incorporation, the town took action to confirm their tax base. Phe Montgomery, a resident with bookkeeping knowledge, recalled that she and several other local women searched the county tax rolls to identify taxable properties in Atlantic Beach. From this information, Montgomery said, they were able to update the town’s bookkeeping.<sup>107</sup> These efforts helped the town pave its sandy roads around 1970, and funded other projects.<sup>108</sup> Atlantic Beach leaders Joe Montgomery, John Sketers, Earlene Evans, and others also reached out to South Carolina’s U.S. Senators J. Strom Thurmond and Fritz

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<sup>104</sup> Suzanne Brown, “Black Woman a Leader,” *The Sun News* (Myrtle Beach, South Carolina), August 14, 1977; Josephine Isom, interviewed by Nick Linville, August 10, 2023, Atlantic Beach Community Center, Atlantic Beach, South Carolina. In this interview, Mrs. Isom refers to the building by its current name, the Affordable Cut, and doesn’t specify which of their stores it was originally, although it was not the gas station or fireworks stand.

<sup>105</sup> Randy Woods, phone interview by Nick Linville, August 10, 2023, Atlantic Beach Community Center, Atlantic Beach, South Carolina.

<sup>106</sup> Joe Montgomery, interview by Nick Linville, August 10, 2023, Atlantic Beach Community Center, Atlantic Beach, South Carolina; Phyoncia “Phe” Montgomery, interview by Nick Linville, August 10, 2023, Atlantic Beach Community Center, Atlantic Beach, South Carolina.

<sup>107</sup> Phyoncia “Phe” Montgomery, interview by Nick Linville, August 10, 2023, Atlantic Beach Community Center, Atlantic Beach, South Carolina.

<sup>108</sup> Joe Montgomery, interview by Nick Linville, August 10, 2023, Atlantic Beach Community Center, Atlantic Beach, South Carolina.

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Hollings to aid in the establishment of what became the Millard Rucker Auditorium in the Atlantic Beach Convention Center (non-contributing Resource #137, alternatively known as the Community Center). The building was completed several years later in 1977.<sup>109</sup>

Although desegregation eroded much of the town's commerce and general prominence, Atlantic Beach nonetheless remained a distinctly Black coastal enclave that attracted yearly visitors. The Town's 215 residents were 98 percent black in 1970 and 100 percent black in 1975.<sup>110</sup> It was only one of six communities in South Carolina that had a Black mayor in the mid-1970s.<sup>111</sup> Today, Blacks still govern the town. The majority of the population, and also the majority of property owners, are Black.<sup>112</sup> While the segregation-era masses of seasonal visitors may no longer define Atlantic Beach, the town's annual Black Pearl Cultural Heritage and Bike Festival (also known as "Black Bike Week"), has drawn as many as 400,000 visitors each Memorial Day weekend since 1980, and continues to sustain its long tradition as a destination for Black visitors to the South Carolina coast.<sup>113</sup>

### Conclusion

The Atlantic Beach Historic District is eligible for the National Register of Historic Places at the local and state levels under Criterion A: Ethnic Heritage: Black and Entertainment/Recreation for its decades of distinction as South Carolina's premiere coastal resort town for African Americans, and the only such community in Horry County. Its period of significance begins with the beach's initial development in 1934 and continues until 1975, i.e. fifty years from the time of listing, which reflects the beach's gradual post-desegregation decline as a Black tourist destination over the course of the 1970s. Although the district contains more recent infill, most of these newer resources are in keeping with the scale and size of the beach's historic residential and commercial built environment. The historic district contains a variety of property types that convey Atlantic Beach's significance as a segregation-era destination for Black beachgoers, including residences, motels, restaurants, and, perhaps most importantly, the beach itself. Here, generations of African Americans, barred from other white-controlled beachfronts, came from across South Carolina and beyond to swim, fish, and socialize in comfort and dignity. The Atlantic Beach Historic District stands as a vital piece of Horry County's and South Carolina's built history and a physical testament to the determination of Black South Carolinians to make the most of their state's natural environment in spite of the restrictions placed on it by their white counterparts.

<sup>109</sup> Joe Montgomery, interview by Nick Linville, August 10, 2023, Atlantic Beach Community Center, Atlantic Beach, South Carolina; John Sketers, interview by Nick Linville, August 10, 2023, Atlantic Beach Community Center, Atlantic Beach, South Carolina.

<sup>110</sup> King, *Sombreros and Motorcycles*, 128; "Black Mayors," *Ebony* 31(1), 1975.

<sup>111</sup> The other South Carolina communities that had black mayors in 1975 were Lincolville (pop. 504, 50% black), Gifford (280, 99% black), Eastover (817, 76% black), Sellers (565, 98% black), and Santee (137, 70% black). "Black Mayors," *Ebony* 31(1), 1975.

<sup>112</sup> Catherine Toth Fox, "These U.S. Beach Towns are Even Better in the Fall," September 27, 2023. *National Geographic*, electronic document, [www.nationalgeographic.com/travel/article/beaches-even-better-in-fall](http://www.nationalgeographic.com/travel/article/beaches-even-better-in-fall), accessed October 24, 2023.

<sup>113</sup> Town of Atlantic Beach, "Atlantic Beach Memorial Day Black Pearl Cultural Heritage and Bike Festival," <https://www.townofatlanticbeachsc.com/page/abmd-overview>, accessed May 14, 2024.



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**Developmental history/additional historic context information** (if appropriate)

*Black Resort Towns in the United States*

The Atlantic Beach Historic District is one of only a few remaining historic Black resort towns in the United States. Other African American resort towns include the following: Idlewild, Michigan; Highland Beach, Maryland; Wink's Panorama Lodge in Colorado; Fox Lake, Indiana; Oak Bluffs, Massachusetts; and American Beach, Florida.<sup>114</sup> The history and significance of American Beach parallels that of Atlantic Beach in many ways. However, while each suffered significant loss of built resources due to hurricanes, Atlantic Beach spent the 1960s rebuilding after 1954's Hurricane Hazel. American Beach, contrastingly, lost much of its building stock in 1964's Hurricane Dora.<sup>115</sup> These factors have produced two distinct built environments in the two Black resort towns. Another nearby Black resort town, Freeman Beach-Seabreeze in North Carolina, while sharing many similarities to Atlantic Beach, developed at a different pace, seeing its heyday in the 1950s rather than Atlantic Beach's height in the 1960s.<sup>116</sup> Furthermore, Atlantic Beach is the only historically Black beach resort town to remain governed and owned by a majority Black community in the present day.<sup>117</sup>

*Additional Examples of Non-Extant Atlantic Beach Businesses*

In the 1960s, Ronald Isom, the son of local businessowners F.A. and Laura Isom, became a second-generation Atlantic Beach businessowner when he opened a Shell gas station along Highway 17. Along with his wife Josephine, he later opened other businesses along this busy corridor.<sup>118</sup> Other members of the Isom family—Willie and Jannie Isom—ran a successful photography business. Willie photographed visiting tourists as well as local families. During the busy months of summer, they also operated a novelty stand.<sup>119</sup> Buildings like the novelty stands and photography booths were semi-permanent buildings with “chicken-wire” walls to let in the breeze. Neither these nor the Shell station and fireworks store belonging to Ronald and Josephine Isom survive to the present day. However, the contributing building at 2900 Highway 17 South

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<sup>114</sup> Katie Elizabeth Martin, *Waves of Change: An Analysis of Protective Measures at Historically African American Beaches and their Application to American Beach, Florida*, 2018, Clemson University Master's Thesis, *TigerPrints* [https://tigerprints.clemson.edu/cgi/viewcontent.cgi?article=3869&context=all\\_theses](https://tigerprints.clemson.edu/cgi/viewcontent.cgi?article=3869&context=all_theses).

<sup>115</sup> A.L. Lewis Museum at American Beach Florida, “The Origins & History of American Beach,” <https://allewismuseum.org/origins-and-history/>, accessed May 14, 2024.

<sup>116</sup> North Carolina Department of Natural and Cultural Resources, “Seabreeze and Freeman Beaches (D-124),” <https://www.dncr.nc.gov/blog/2023/12/12/seabreeze-and-freeman-beaches-d-124>, accessed May 14, 2024.

<sup>117</sup> Alison Bethel, “Bruce's Beach was stolen a century ago. It's finally been returned,” *National Geographic*, June 27, 2022, <https://www.nationalgeographic.com/history/article/whats-next-for-california-historically-black-bruces-beach>, accessed May 16, 2024.

<sup>118</sup> Josephine Isom, interviewed by Nick Linville, August 10, 2023, Atlantic Beach Community Center, Atlantic Beach, South Carolina.

<sup>119</sup> Jannie Isom, interviewed by Nick Linville, August 10, 2023, Atlantic Beach Community Center, Atlantic Beach, South Carolina.

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(Resource #63), constructed in 1973 and discussed earlier, once housed another business run by the couple.<sup>120</sup>

A property owner, resident, and leader in Atlantic Beach for many years, Millard Rucker had opened several businesses in the community by the mid-1960s. The Baby Grand was his restaurant (not extant). Hundreds of visitors had their picture taken in front of the colorful backgrounds at his photo booths. He had two patios, an ice cream parlor, Hotel Theresa (behind Baby Grand), and a sandwich window called the Big Sausage (none of which are extant).<sup>121</sup> Anyone who visited Atlantic Beach in the period recalled his amusement attraction where visitors could drive bumper cars and ride a merry-go-round. Another successful businessman of the period was Ransom Rowell, who bought a lot on Atlantic Street in the 1950s to build what he named the Rowell Motel (not extant).<sup>122</sup> Rowell's daughter, Toby Rowell Dixon, recalled famous musicians B.B. King, James Brown, Bo Diddley, and Bobby Blue Bland as visitors to the motel.<sup>123</sup>

<sup>120</sup> Josephine Isom, interviewed by Nick Linville, August 10, 2023, Atlantic Beach Community Center, Atlantic Beach, South Carolina; Rosa Rucker, phone interview by Nick Linville, August 10, 2023, Atlantic Beach Community Center, Atlantic Beach, South Carolina.

<sup>121</sup> Rosa Rucker, phone interview by Nick Linville, August 10, 2023, Atlantic Beach Community Center, Atlantic Beach, South Carolina.

<sup>122</sup> The Baby Grand restaurant, Hotel Theresa, and Big Sausage sandwich window are no longer extant. The Rowell Motel does not survive into the present.

<sup>123</sup> The Rowell Motel has been demolished. Betty "Toby" Rowell Dixon, interviewed by Nick Linville, August 10, 2023, Atlantic Beach Community Center, Atlantic Beach, South Carolina.

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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):** \_\_\_\_\_

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**10. Geographical Data**

**Acreage of Property** 103.5 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: | Longitude: |
| 2. Latitude: | Longitude: |
| 3. Latitude: | Longitude: |
| 4. Latitude: | Longitude: |

**Or**

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### UTM References

Datum (indicated on USGS map):

☐ NAD 1927 or ☒ NAD 1983

- |              |                        |                          |
|--------------|------------------------|--------------------------|
| 1. Zone: 17S | Easting: 710838.00 m E | Northing: 3743042.00 m N |
| 2. Zone: 17S | Easting: 711211.00 m E | Northing: 3743245.00 m N |
| 3. Zone: 17S | Easting: 711322.00 m E | Northing: 3743069.00 m N |
| 4. Zone: 17S | Easting: 711720.00 m E | Northing: 3742354.00 m N |
| 5. Zone: 17S | Easting: 711349.00 m E | Northing: 3742140.00 m N |
| 6. Zone: 17S | Easting: 710939.00 m E | Northing: 3742860.00 m N |

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

The district's boundaries are rectangular in shape and generally as follows: southeast of Wiley Drive, southwest of 32<sup>nd</sup> Avenue S, northeast of 29<sup>th</sup> Avenue S, and the Atlantic Ocean. This area comprises the incorporated town of Atlantic Beach.

### Boundary Justification (Explain why the boundaries were selected.)

The boundaries of the Atlantic Beach Historic District correspond with the historic footprint of the historically segregated community and encompass all extant buildings associated with the district.

## 11. Form Prepared By

name/title: Nick Linville, Historian; Althea Wunderler-Selby, Jason Newton, Dean Baker, Lillian Hutzell, Michelle Evans, Gina Lane, & Emily Ford, Architectural Historians

organization: Chronicle Heritage

street & number: 916 E Park Avenue

city or town: Tallahassee state: FL zip code: 32301

e-mail: jnewton@paleowest.com

telephone: 850-296-3669

date: 9/15/2023

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**Paperwork Reduction Act Statement:** This information is being collected for nominations 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.). We may not conduct, or sponsor and you are not required to respond to a collection of information unless it displays a currently valid OMB control number.

**Estimated Burden Statement:** Public reporting burden for each response using this form is estimated to be between the Tier 1 and Tier 4 levels with the estimate of the time for each tier as follows:

Tier 1 – 60-100 hours

Tier 2 – 120 hours

Tier 3 – 230 hours

Tier 4 – 280 hours

The above estimates include time for reviewing instructions, gathering and maintaining data, and preparing and transmitting nominations. Send comments regarding these estimates or any other aspect of the requirement(s) to the Service Information Collection Clearance Officer, National Park Service, 1201 Oakridge Drive Fort Collins, CO 80525.



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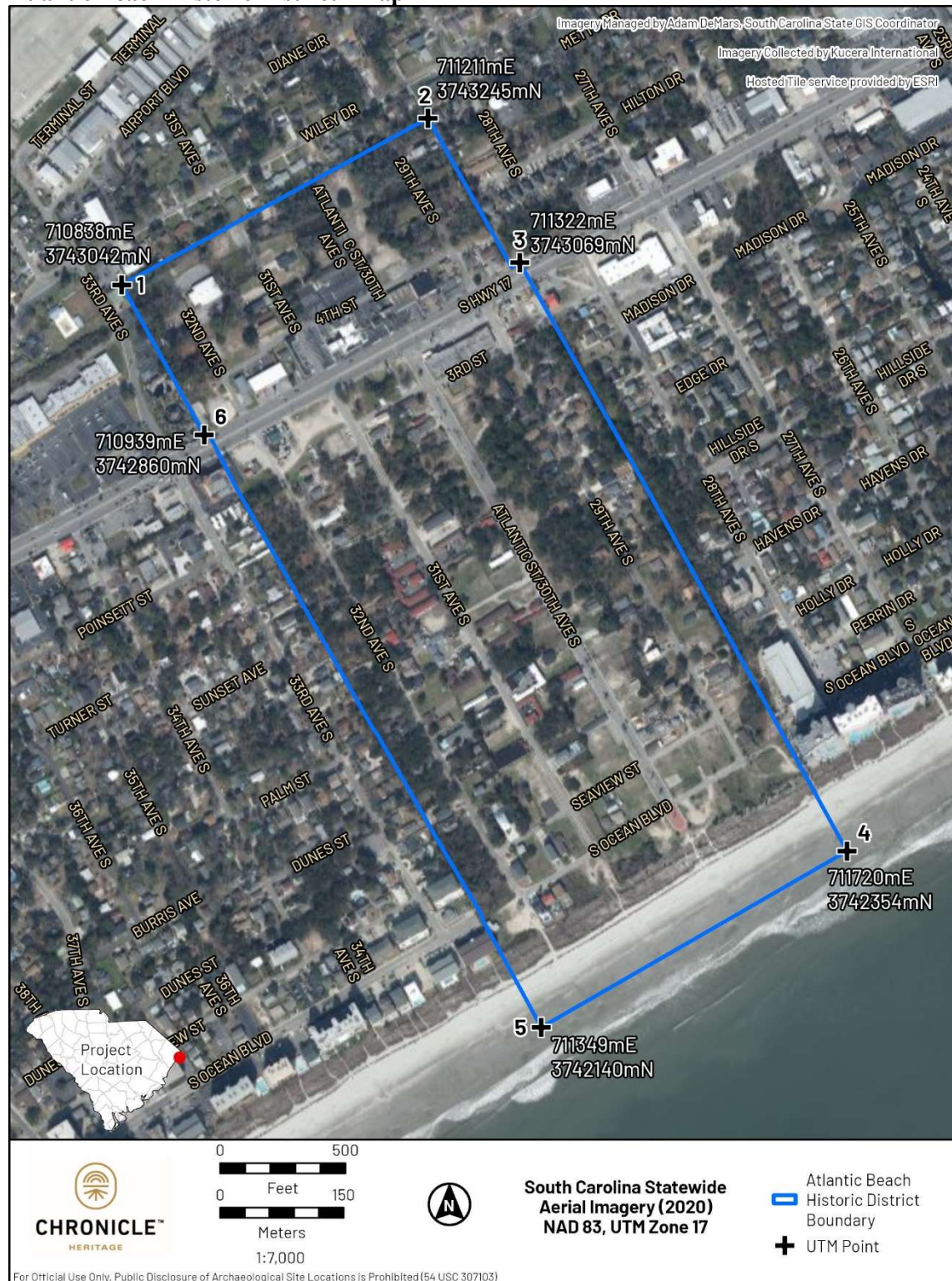
Horry County, SC

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Name of multiple listing (if applicable)

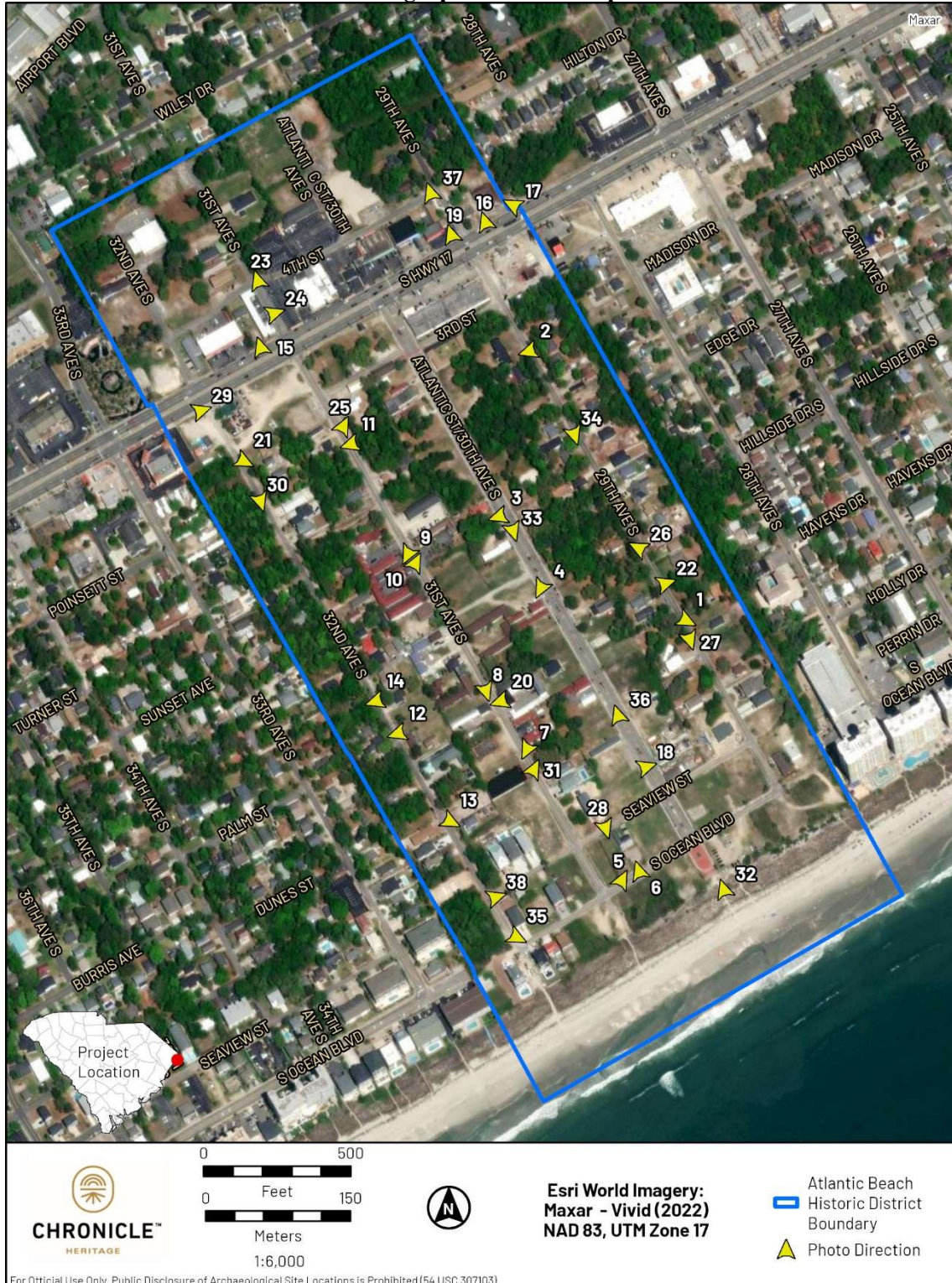
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Atlantic Beach Historic District –Map 2





Name of multiple listing (if applicable)

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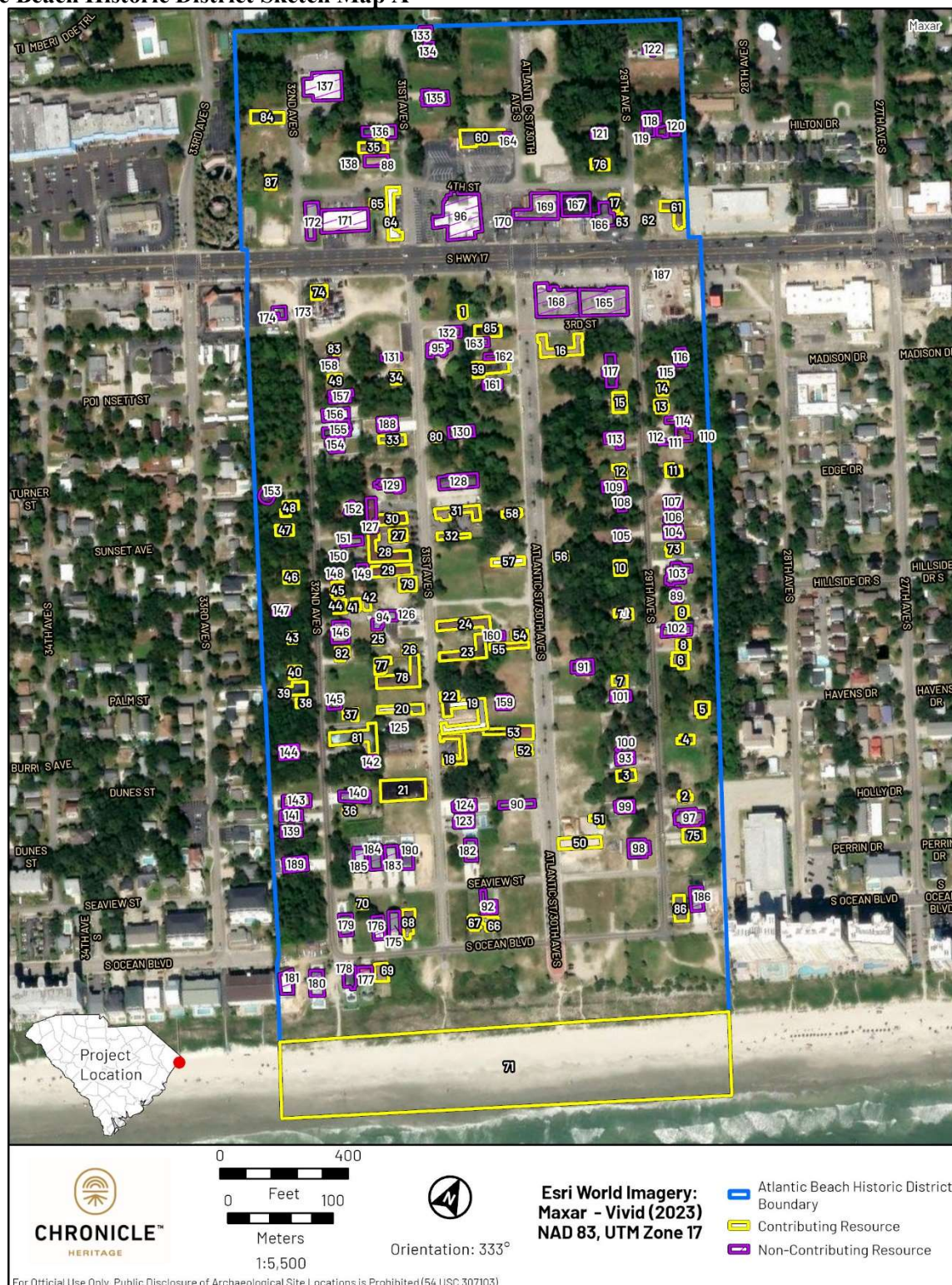
Horry County, SC

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## Atlantic Beach Historic District Sketch Map A





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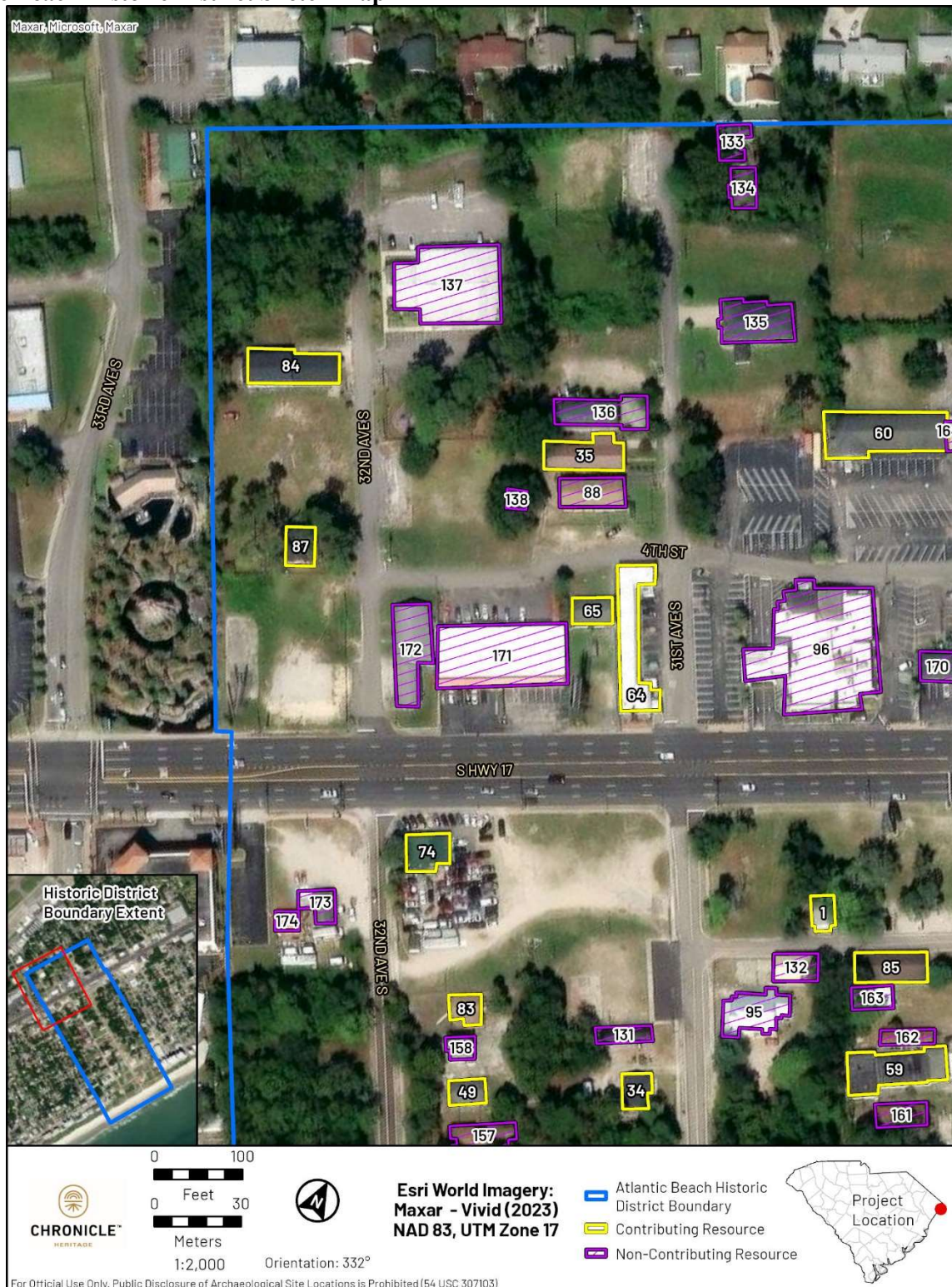
Horry County, SC

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## Atlantic Beach Historic District Sketch Map B





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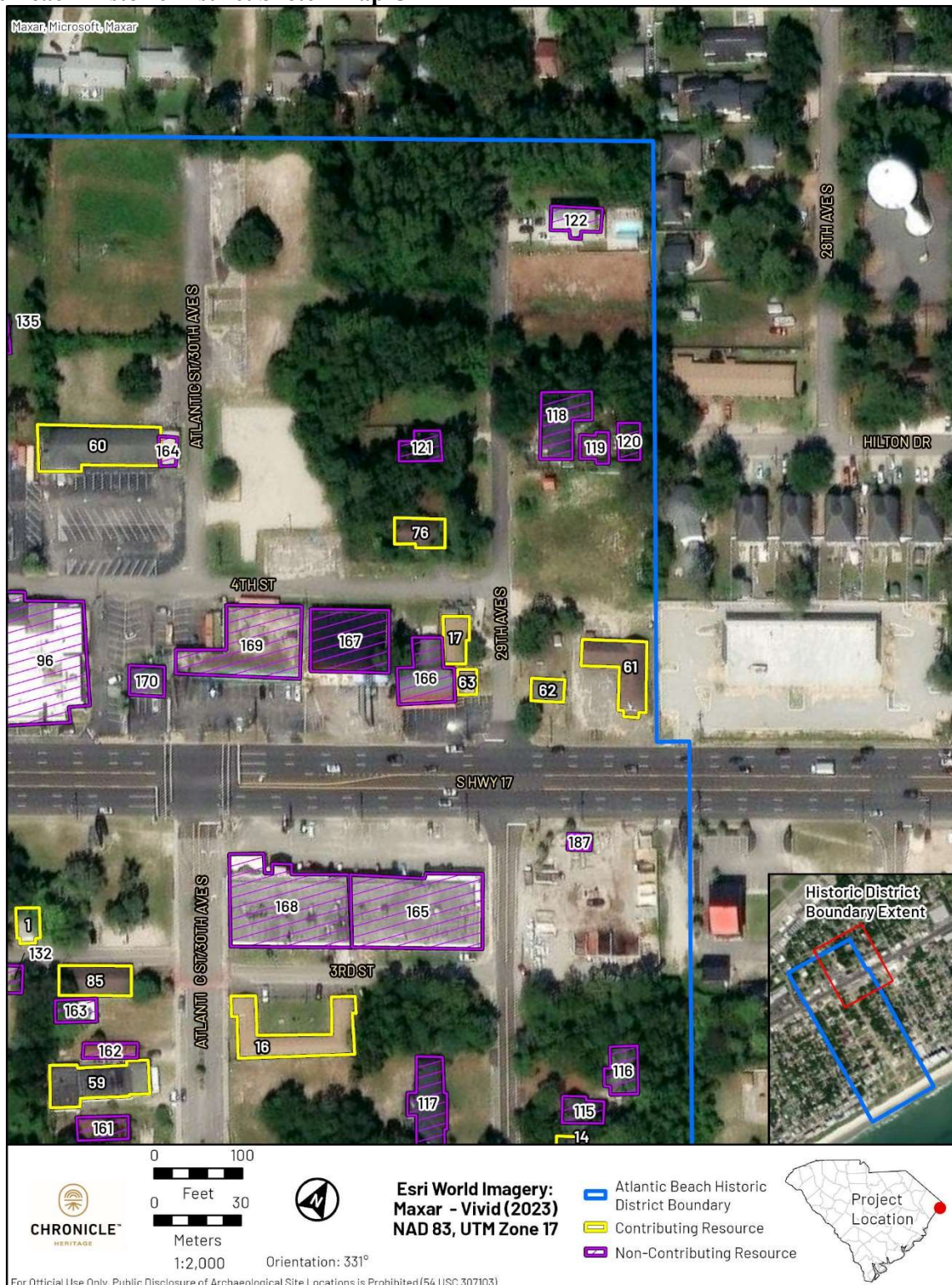
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**Atlantic Beach Historic District Sketch Map C**





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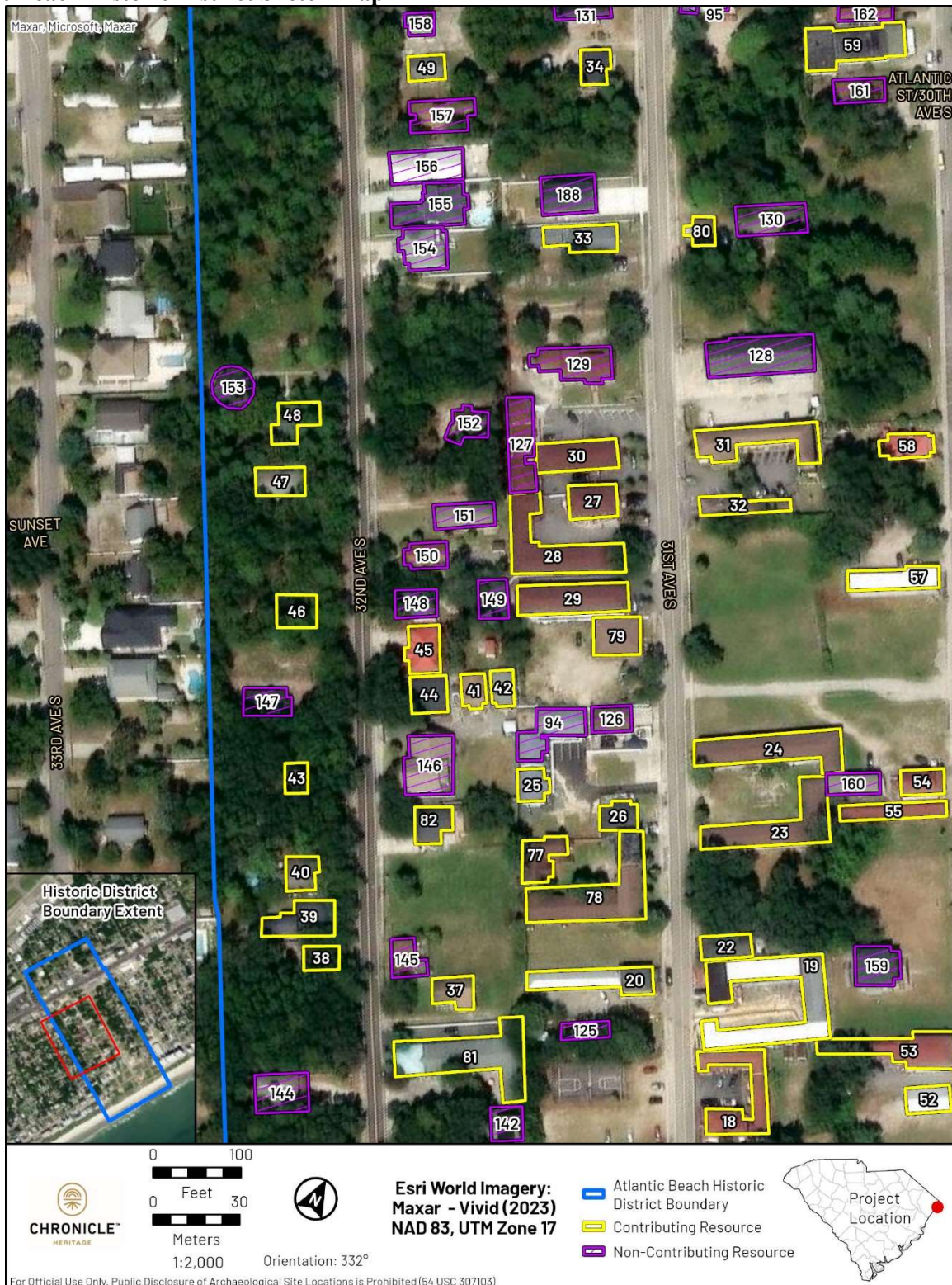
Name of Property  
Horry County, SC

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## Atlantic Beach Historic District Sketch Map D





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Name of Property

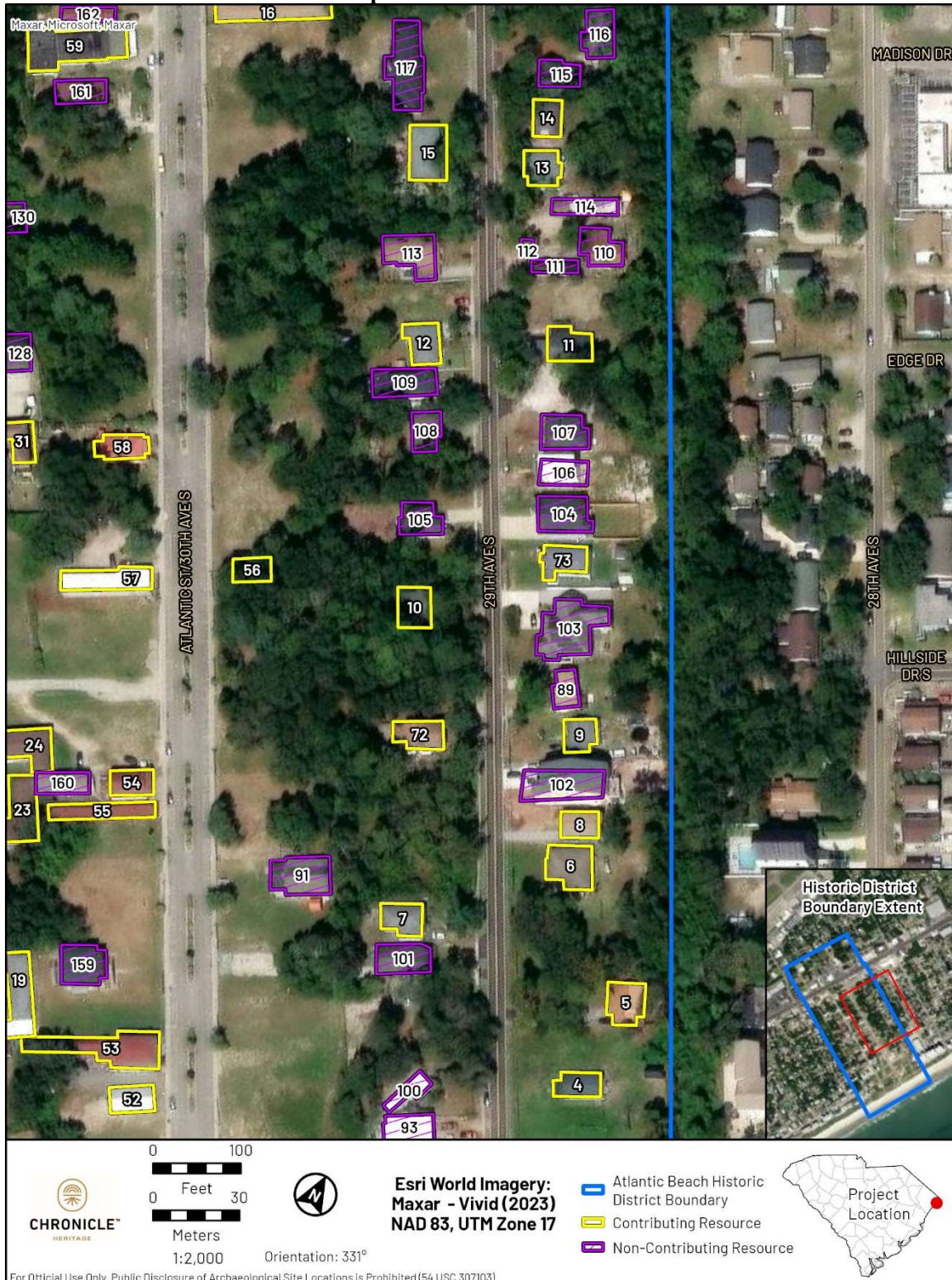
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## Atlantic Beach Historic District Sketch Map E





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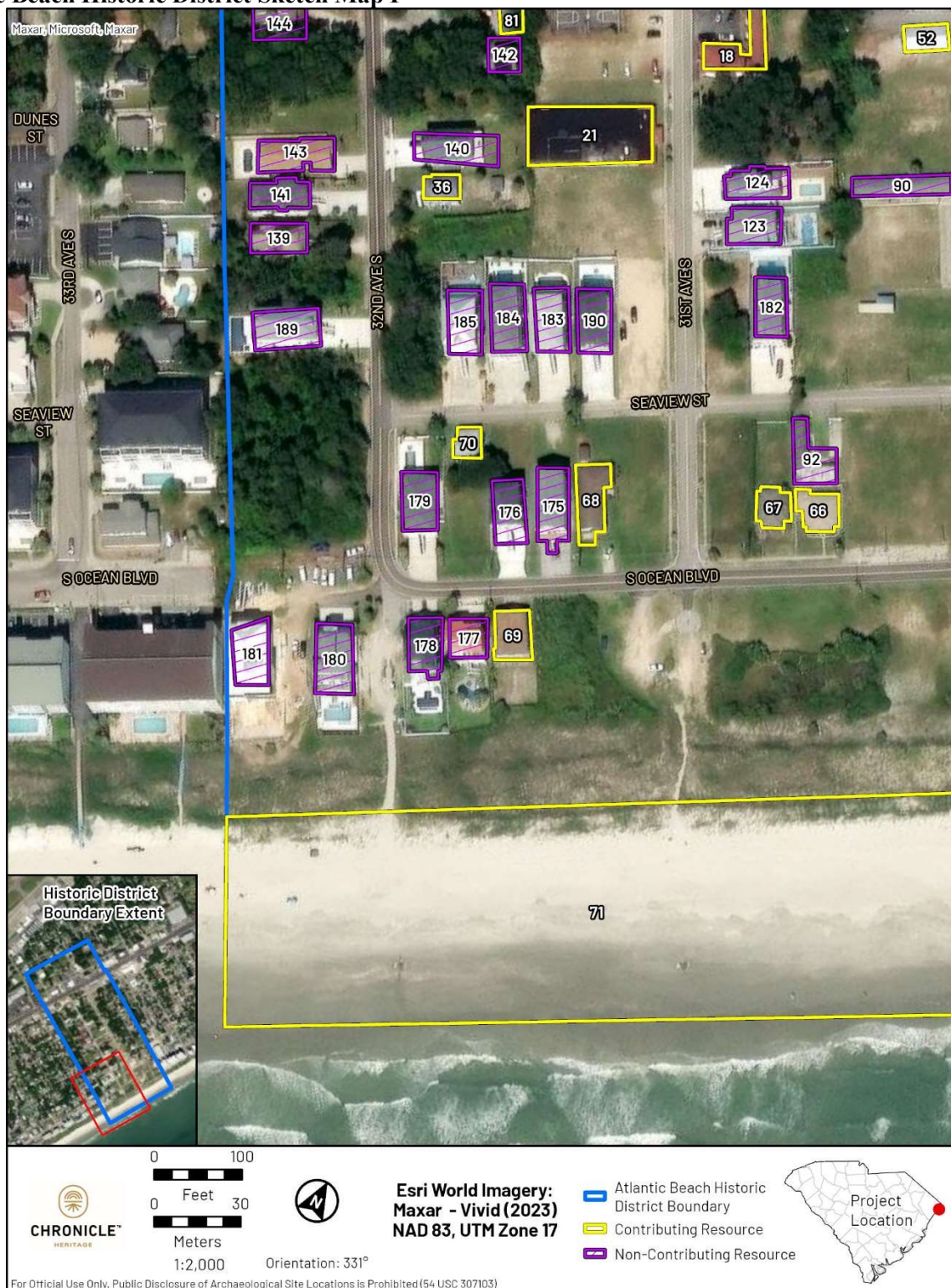
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## Atlantic Beach Historic District Sketch Map F





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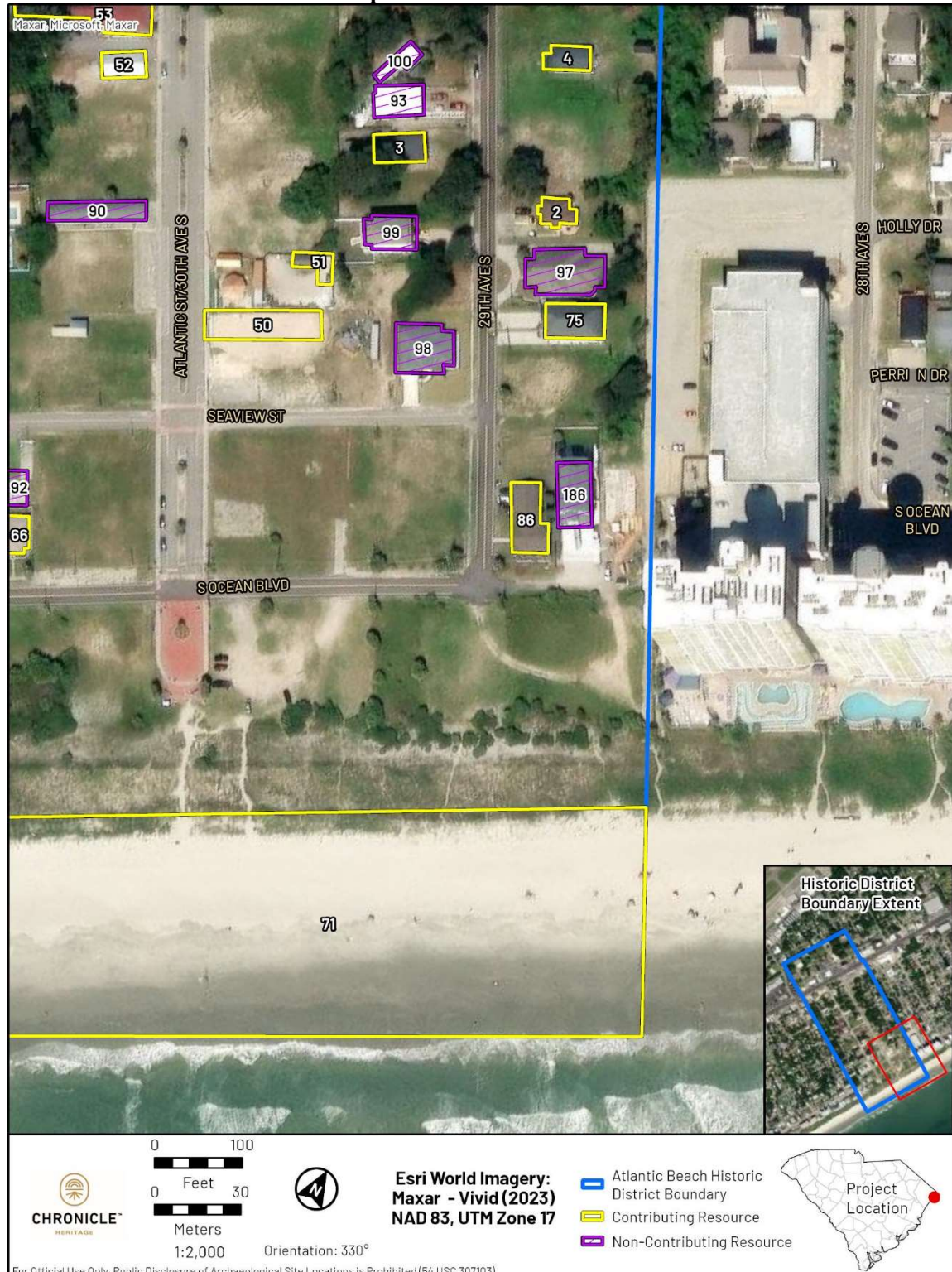
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## Atlantic Beach Historic District Sketch Map F



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**Photograph Log**

**City or Vicinity:** Atlantic Beach

**County:** Horry

**State:** South Carolina

**Photographer:** Althea Wunderler-Selby

The above information is the same for the following photographs provided in the photo log:



**Name of Property:** 406 29<sup>th</sup> Avenue S, constructed 1967, a contributing resource to the Atlantic Beach Historic District

**Date Photographed:** 08/15/2023

**Description:** Facing east

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**Name of Property:** 709 29<sup>th</sup> Avenue S, constructed 1959, a contributing resource to the Atlantic Beach Historic District

**Date Photographed:** 08/15/2023

**Description:** Facing southwest

Photo 2 of 38



**Name of Property:** Levon Motel (603 Atlantic Street, constructed 1955), a contributing resource to the Atlantic Beach Historic District

**Date Photographed:** 08/15/2023

**Description:** Facing southwest

Photo 3 of 38

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**Name of Property:** 507 Atlantic Street, Building 1, constructed 1941, a contributing resource to the Atlantic Beach Historic District

**Date Photographed:** 08/15/2023

**Description:** Facing south  
Photo 4 of 38



**Name of Property:** 3001 S Ocean Boulevard, constructed 1956, a contributing resource to the Atlantic Beach Historic District

**Date Photographed:** 08/15/2023

**Description:** Facing north  
Photo 5 of 38



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**Name of Property:** 3009 S Ocean Boulevard, constructed 1956, a contributing resource to the Atlantic Beach Historic District

**Date Photographed:** 08/15/2023

**Description:** Facing northwest  
Photo 6 of 38



**Name of Property:** Evans Coliseum / Skate Arena (495 31<sup>st</sup> Avenue S, constructed 1968), a contributing resource to the Atlantic Beach Historic District

**Date Photographed:** 08/15/2023

**Description:** Facing south  
Photo 7 of 38

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**Name of Property:** E&E Motel (410 31<sup>st</sup> Avenue S, constructed 1955), a contributing resource to the Atlantic Beach Historic District

**Date Photographed:** 08/15/2023

**Description:** Facing southeast

Photo 8 of 38



**Name of Property:** Wood's Apartments Office (607 31<sup>st</sup> Avenue S, constructed 1970), a contributing resource to the Atlantic Beach Historic District

**Date Photographed:** 08/15/2023

**Description:** Facing south

Photo 9 of 38



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**Name of Property:** Woods Villas (608 31<sup>st</sup> Avenue S, building A), a contributing resource to the Atlantic Beach Historic District

**Date Photographed:** 08/15/2023

**Description:** Facing north

Photo 10 of 38



**Name of Property:** 713 31<sup>st</sup> Avenue S, constructed 1970, a contributing resource to the Atlantic Beach Historic District

**Date Photographed:** 08/15/2023

**Description:** Facing southwest

Photo 11 of 38

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**Name of Property:** 503 32<sup>nd</sup> Avenue S, constructed 1962, a contributing resource to the Atlantic Beach Historic District

**Date Photographed:** 08/15/2023

**Description:** Facing southwest  
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**Name of Property:** 400 32<sup>nd</sup> Avenue S, constructed 1950, SCDHA ID #2497, a contributing resource to the Atlantic Beach Historic District

**Date Photographed:** 08/15/2023

**Description:** Facing east  
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**Name of Property:** 509 32<sup>nd</sup> Avenue, constructed 1962, a contributing resource to the Atlantic Beach Historic District

**Date Photographed:** 08/15/2023

**Description:** Facing southwest

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**Name of Property:** 3102 Highway 17 S, constructed 1960, a contributing resource to the Atlantic Beach Historic District

**Date Photographed:** 08/15/2023

**Description:** Facing northwest

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**Name of Property:** 2820 Highway 17 S, constructed 1960, a contributing resource to the Atlantic Beach Historic District

**Date Photographed:** 08/15/2023

**Description:** Facing northwest

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**Name of Property:** First Missionary Baptist Church (2806 Highway 17 S, constructed 1957), a contributing resource to the Atlantic Beach Historic District

**Date Photographed:** 08/15/2023

**Description:** Facing west

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**Name of Property:** 302 Atlantic Street, constructed 1950, a contributing resource to the Atlantic Beach Historic District

**Date Photographed:** 08/15/2023

**Description:** Facing northeast  
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**Name of Property:** 2900 Highway 17 S, constructed 1973, a contributing resource to the Atlantic Beach Historic District

**Date Photographed:** 08/15/2023

**Description:** Facing northwest  
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**Name of Property:** 413 31<sup>st</sup> Avenue S, constructed 1955, a contributing resource to the Atlantic Beach Historic District

**Date Photographed:** 08/15/2023

**Description:** Facing southwest

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**Name of Property:** 712 32<sup>nd</sup> Avenue S, constructed 1960, a contributing resource to the Atlantic Beach Historic District

**Date Photographed:** 08/15/2023

**Description:** Facing east

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**Name of Property:** 500 29<sup>th</sup> Avenue S, constructed 1972, a contributing resource to the Atlantic Beach Historic District

**Date Photographed:** 08/15/2023

**Description:** Facing northeast  
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**Name of Property:** 1003 31<sup>st</sup> Avenue South (to left, non-historic [non-contributing]) and 807 31<sup>st</sup> Avenue S (to right, historic and contributing), from 31<sup>st</sup> Avenue and 4<sup>th</sup> Street

**Date Photographed:** 08/15/2023

**Description:** Facing northwest  
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**Name of Property:** 3006 Highway 17 S, constructed 1964, non-contributing to the Atlantic Beach Historic District

**Date Photographed:** 08/15/2023

**Description:** Facing northeast  
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**Name of Property:** 714 31<sup>st</sup> Avenue S, constructed 1940, non-contributing to the Atlantic Beach Historic District

**Date Photographed:** 08/15/2023

**Description:** Facing north  
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**Name of Property:** 509 29<sup>th</sup> Avenue S, constructed 1969, non-contributing to the Atlantic Beach Historic District

**Date Photographed:** 08/15/2023

**Description:** Facing west

Photo 26 of 38



**Name of Property:** 407 29<sup>th</sup> Avenue S, constructed 1960, non-contributing to the Atlantic Beach Historic District

**Date Photographed:** 08/15/2023

**Description:** Facing southeast

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**Name of Property:** 3010 2<sup>nd</sup> Avenue, constructed 1968, non-contributing to the Atlantic Beach Historic District

**Date Photographed:** 08/15/2023

**Description:** Facing southeast

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**Name of Property:** Highway 17 S from 32<sup>nd</sup> Avenue, looking toward 3100 Highway 17 S

**Date Photographed:** 08/15/2023

**Description:** Facing northeast

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**Name of Property:** Non-historic, non-contributing buildings along the east side of 32<sup>nd</sup> Avenue S (704, 706, and 708 32<sup>nd</sup> Avenue)

**Date Photographed:** 08/15/2023

**Description:** Facing southeast

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**Name of Property:** Streetscape along 31<sup>st</sup> Avenue S showing the contributing Evans Motel at 408 31<sup>st</sup> Avenue S, constructed 1955

**Date Photographed:** 08/15/2023

**Description:** Facing north

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**Name of Property:** View from the beach near the southern terminus of Atlantic Street

**Date Photographed:** 08/15/2023

**Description:** Facing northwest

Photo 32 of 38



**Name of Property:** Streetscape along the west side of Atlantic Street (near 603 Atlantic Street)

**Date Photographed:** 08/15/2023

**Description:** Facing southeast

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**Name of Property:** Streetscape along SE 29<sup>th</sup> Avenue showing non-historic buildings

**Date Photographed:** 08/15/2023

**Description:** Facing southeast

Photo 34 of 38



**Name of Property:** Streetscape of S Ocean Boulevard from 32<sup>nd</sup> Avenue S, with 3107 S Ocean Boulevard (contributing) visible at the center and non-historic 3109 S Ocean Boulevard (non-contributing) visible on the right

**Date Photographed:** 08/15/2023

**Description:** Facing east

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**Name of Property:** Streetscape along the west side of Atlantic Street, looking toward 401 Atlantic Street

**Date Photographed:** 08/15/2023

**Description:** Facing northwest

Photo 36 of 38



**Name of Property:** Non-historic (non-contributing) house constructed in 1974 located at 1001 4<sup>th</sup> Avenue S

**Date Photographed:** 08/15/2023

**Description:** Facing northwest

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**Name of Property:** Non-historic (non-contributing) buildings along the north side of 2<sup>nd</sup> Avenue, constructed between 2019 and 2022

**Date Photographed:** 08/15/2023

**Description:** Facing northeast

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**Figure Log**

**Figure 1: 1938-1939 Aerial Photograph of Atlantic Beach and Surrounds, from University of South Carolina Aerial Photograph Index, Horry County**





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**Figure 2: Undated postcard, "Beach Scene at Atlantic Beach, SC," Massengill Postcard Collection, State Archives of North Carolina**



**Figure 3: 1930-1945 postcard, "Amusement Center at Night, Atlantic Beach, SC," Tichnor Brothers Collection, Boston Public Library**





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**Figure 4: 1954 Flyover Photograph of Atlantic Beach. Jack Thompson, photographer. Courtesy North Myrtle Beach Area Historical Museum**

