



Ocean Lakes Village

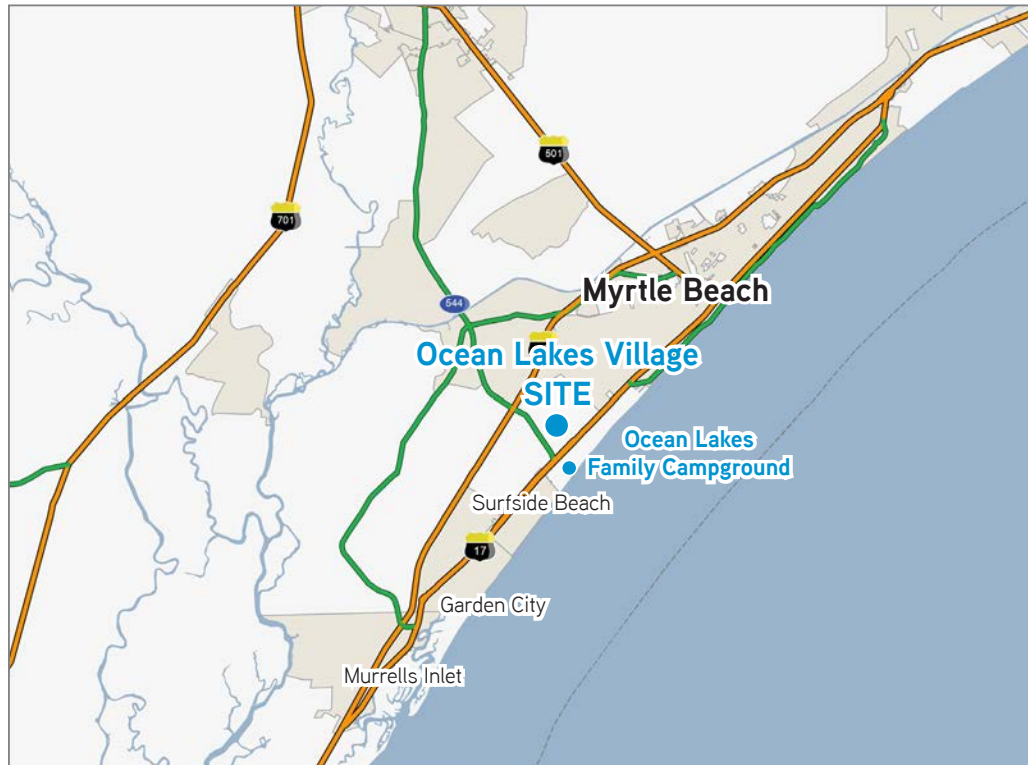
Redevelopment of the Northwest Corner of Highway 544 & Highway 17 Business
Myrtle Beach, South Carolina 29575

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EXECUTIVE SUMMARY



The corner of Highway 544 and Highway 17 Business is the “Main and Main” intersection for the entire south end of Myrtle Beach’s Grand Strand. It is the primary access point for the Campground Area, Surfside Beach, Garden City Beach and the entire southern end of Myrtle Beach. Ocean Lakes Village is now home to Wal-Mart Neighborhood Market, Walgreens, Popeye’s Fried Chicken and a number of small shop tenants.

The Northwest corner of the Highway 544 and Highway 17 Business is a twenty-seven acre tract that is owned by FJ Property Investors, LLC, an affiliate of the Jackson Companies. The Jackson Companies is one of the largest property owners in the Myrtle Beach market. In addition to this property, they own several hundred acres in the immediate vicinity including the 300 acre Ocean Lakes Family Campground whose entrance is at this same intersection.

The corner serves a captive trade area with over 28,000 permanent residents in the trade area plus visitors of over 60,000 per week during the busy vacation season which extends from May to October. These demographics make this site one of the absolute busiest in the entire Myrtle Beach market.

The Jackson Companies has master-planned and developed this property with a variety of lots available for ground lease or build to suit development.

SITE DEVELOPMENT

The corner of Highway 544 and Highway 17 Business carries traffic counts in excess of 35,000 vehicles per day. These traffic counts along with the demographics, visibility and access of this corner and the Jackson Companies’ commitment to a complete redevelopment makes this one of the very best location options in the entire Myrtle Beach market.

Please refer to the attached aerial photograph and conceptual site plan on the following pages.

Various sized parcels are available for lease or ground lease. Walgreens is currently located on the corner and occupies Parcel A. Wal-Mart Neighborhood Market and several small shops occupy Parcel G. Popeye’s Louisiana Kitchen, fried chicken, occupies Parcel C. The development of the balance of the property will be based on market demand. The remainder of parcels will complete the connectivity of the entire tract with the completion of the traffic signal on Highway 17 Business as shown on the conceptual Master Plan.

AVAILABLE

A	Walgreens	
B	+1.24 AC (Restaurant/Retail).....	\$67,500/year
D	+1.66 AC (Restaurant).....	\$79,000/year
E	+2.92 AC (Restaurant/Retail).....	\$86,000/year
G	Walmart Neighborhood Market	
I	+0.92 AC.....	\$48,500/year
J	+1.44 AC.....	\$68,150/year
K	+1.63 AC.....	\$77,000/year
L	+1.47 AC.....	\$60,000/year
N	+1.64 AC.....	\$84,400/year
O	+1.80 AC.....	\$95,000/year

SITE AERIAL > NORTH VIEW



SITE AERIAL > SOUTH VIEW



SITE PLAN



SITE PLAN



TRADE AREA AERIAL



TRADE AREA

The Highway 544 and Highway 17 Business intersection is centered in a trade area that extends approximately 2.5 miles north to the Myrtle Beach International Airport, 1.5 miles west to Highway 17 Bypass, 0.5 mile east to the Atlantic Ocean, and 5 miles south to Murrells Inlet. See trade area map on following page.

FULL TIME RESIDENT

The full time resident demographics for year-round residents trade area. A summary is as follows:

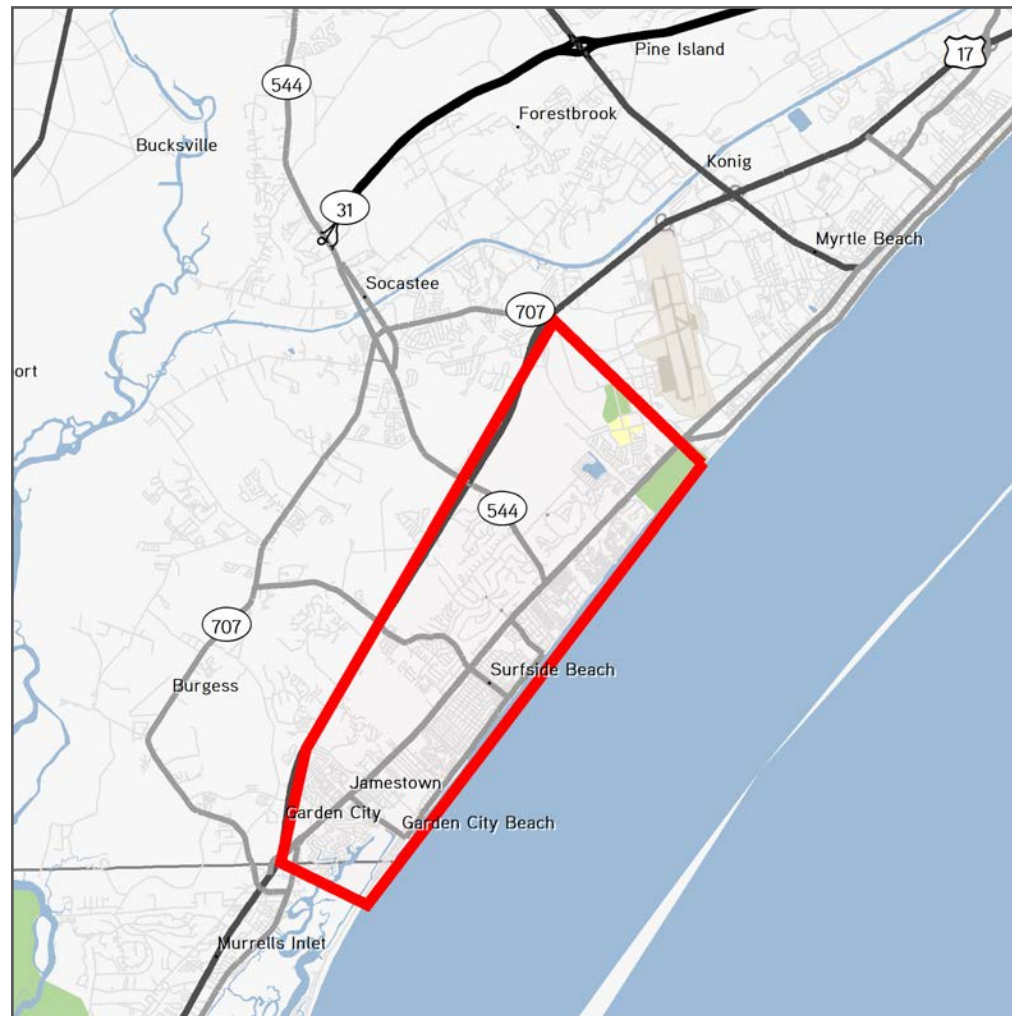
Population (2017):	30,773
Average HH Income (2017):	\$63,354
Median HH income (2017):	\$46,322
Households (2017):	14,868

CAMPGROUND AND RESORT CONDOMINIUM MARKET IMPACT AND DEMOGRAPHICS

The above full time resident numbers do not account for the impact of the resort campground and resort condominium facilities adjacent to this intersection. Located directly across Highway 17 Business from this site are Ocean Lakes Family Campground, Lakewood Campground, Pirateland Campground and Myrtle Beach Resort. These facilities are the destination for approximately 60,000 visitors per week from June through August and roughly half that amount in April, May and September through mid-October. While three of these facilities are called campgrounds, which would connote tent or trailer camping, over two-thirds of each campground are actually permanent multi-story beach houses (see photos). The visitor population in addition to the captive trade area population form a powerful economic engine for the south end of the Grand Strand which this site serves. Demographics are as follows:

	Size	Full Service Camp Sites	Permanent/Rental Homes or Condos	Weekly Summer Population
Ocean Lakes Family Campground:	310 acres	893	2,554	30,000
Lakeside Campground:	179 acres	1,100	800	17,000
Pirateland Campground:	125 acres	725	450	13,000
Myrtle Beach Vacation Resort	33 acres	N/A	996	2,490

TRADE AREA MAP



DEMOGRAPHICS

Population	Polygon 1	%
2022 Projection	34,897	
2017 Estimate	30,773	
2010 Census	25,410	
Growth 2000-2010		0.14%
Growth 2010-2017		2.68%
Growth 2017-2022		2.55%
Households		
2022 Projection	16,875	
2017 Estimate	14,868	
2010 Census	12,207	
Growth 2000-2010		0.35%
Growth 2010-2017		2.76%
Growth 2017-2022		2.56%
2017 Est. HHs by HH Income	14,868	
CY HHs, Inc < \$15,000	1,413	9.5%
CY HHs, Inc \$15,000-\$24,999	1,769	11.9%
CY HHs, Inc \$25,000-\$34,999	1,918	12.9%
CY HHs, Inc \$35,000-\$49,999	2,870	19.3%
CY HHs, Inc \$50,000-\$74,999	3,152	21.2%
CY HHs, Inc \$75,000-\$99,999	1,576	10.6%
CY HHs, Inc \$100,000-\$149,999	1,353	9.1%
CY HHs, Inc \$150,000-\$199,999	401	2.7%
CY HHs, Inc \$200,000+	416	2.8%
2017 Est. Median HH Income	\$46,322	

OCEAN LAKES FAMILY CAMPGROUND





