



SAYEBROOK TOWN CENTER

A PLANNED COMMUNITY

THE SOUTH STRAND | MYRTLE BEACH, SOUTH CAROLINA

RETAIL OPPORTUNITY

NOW PRE-LEASING NEW PHASE & OUTPARCELS FOR LEASE

Rox Pollard Jr.

Vice President
+1 803 401 4242
rox.pollard@colliers.com

Rox Pollard III

Brokerage Associate
+1 803 401 4264
rox3.pollard@colliers.com

Colliers

MYRTLE BEACH MSA FACTS

HIGHLIGHTS

- 18.2 million visitors (2024)
 - 60 miles of beaches
 - 90 golf courses
 - 425 hotels
 - 2,000+ restaurants
 - Home of Coastal Carolina University
- “Seafood Capital of South Carolina”

“Seaside Golf Capital of the World”

“Camping Capital of the World”

#1 U.S. Beach Destination for Summer Travel & #3 Overall U.S. City to Visit

TripAdvisor's 2025 Summer Travel

#1 Fastest-Growing place in the United States Based on Population Migration

U.S News & World Report

Best Family Beach – Consistently recognized as one of America's best family beaches

Travel Channel, U.S. News & World Report and Parents.com

ECONOMY & EMPLOYMENT

The Myrtle Beach economy is largely fueled by tourism with leisure and hospitality and trade, transportation and utilities being among the greatest employment sectors. The Myrtle Beach–North Myrtle Beach–Conway MSA employed a total of 155,891 non-agricultural employees in December 2024. The Leisure and Hospitality sector reported 40,100 jobs and the Trade, Transportation and Utilities sector employed 44,200 workers during the same period.

TOURISM

According to the Myrtle Beach Area Tourism Economic Indicators report 2024 Myrtle Beach has over 18.2 million visitors annually drawn by over 60 miles of beaches, 90+ golf courses (known as the “Golf Capital of the World”) 2,000 restaurants and 425 hotels and resorts.

RETAIL SALES

A thriving tourism industry contributes significantly to maintaining high gross retail sales across the region. In 2024, Horry County's gross retail sales totaled \$16.6 billion, while Myrtle Beach saw \$13.2 billion in direct visitor spending.

EDUCATION

Coastal Carolina University is the area’s major university. The 11,881 (Fall 2025) enrolled students have the option to choose from Bachelors degrees in 30 major fields and 30 Masters degree programs. The University offers a Ph.D. in marine science: coastal and marine systems science, and a Ph.D. in education. According to the U.S. News and World Report College Rankings for 2025, CCU was ranked #7 for Best Undergraduate Teaching for Regional Universities in the South.

Horry-Georgetown Technical College has three campuses in the area, including Myrtle Beach, Conway and Georgetown, and offers more than 70 associate degree diplomas and certificate programs.

MYRTLE BEACH, CONWAY, NORTH MYRTLE BEACH, SC – MSA FAST FACTS

POPULATION



HOUSEHOLDS



RETAIL SALES

Apparel & Services

2025 - \$343,552,261

2030 - \$449,106,882

Food

2025 - \$1,703,248,529

2030 - \$2,226,652,236

Entertainment

2025 - \$618,086,382

2030 - \$808,354,259

MAJOR EMPLOYERS

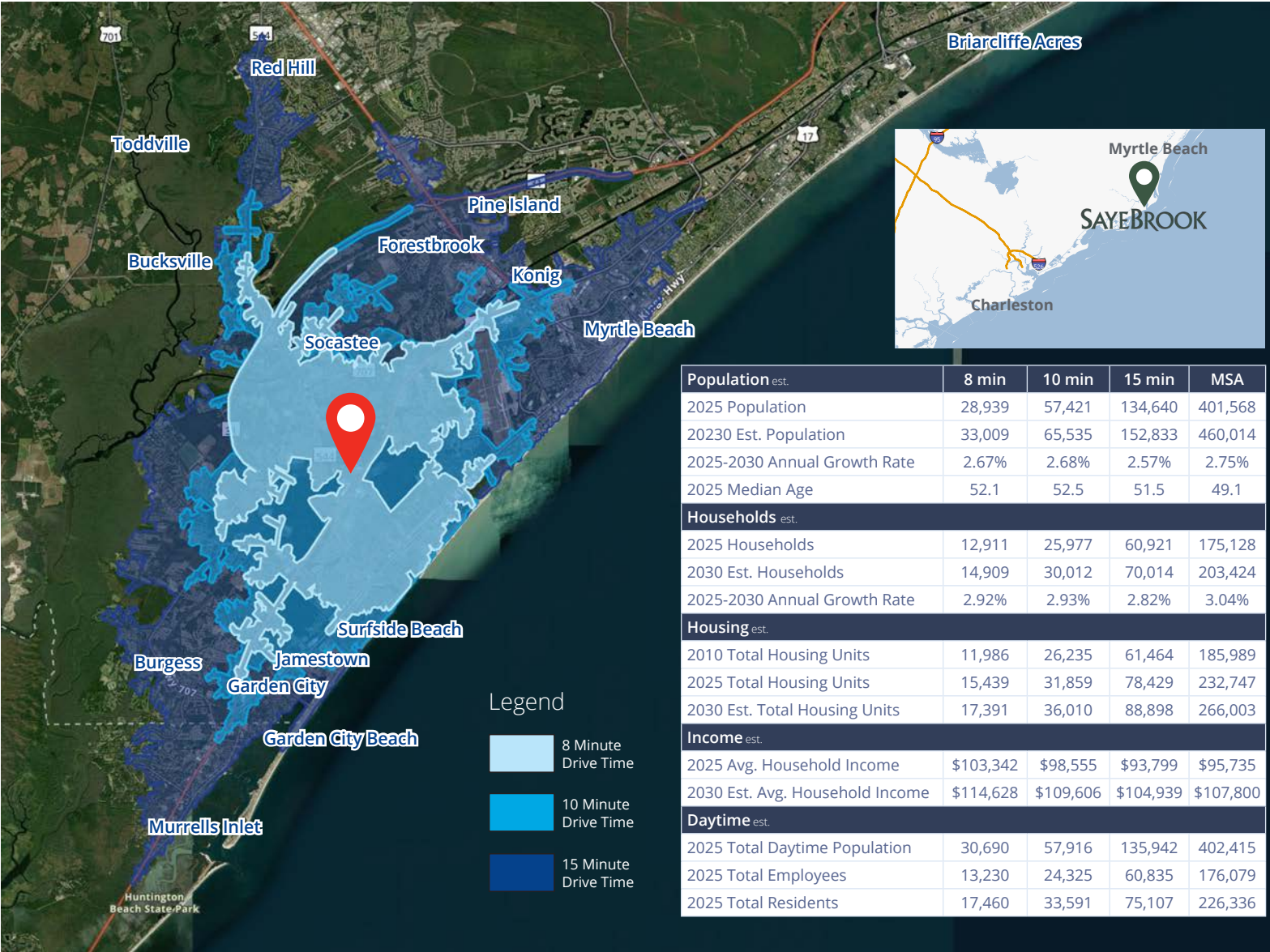
HIGHER EDUCATION



AREA OVERVIEW

Myrtle Beach is a major tourist destination nationally known for its wide beaches and its large selection of golf courses, seafood restaurants and excellent shopping opportunities. Myrtle Beach is situated along a 60-mile stretch of gorgeous, sandy beaches known as the Grand Strand. Its central location between other tourist destinations, such as Charleston, SC and Wilmington, NC, make it the ideal vacation spot on the

Atlantic Coast. The Myrtle Beach area has consistently been ranked as one of the top tourist destinations in the country, attracting over 18.2 million visitors per year. Approximately 63% of the visitors to Myrtle Beach are repeat visitors to the area. The majority of these visitors stay in the South Strand area with close proximity to SayeBrook Town Center.



SOUTH STRAND RETAIL MAP



SAYEBROOK TOWN CENTER

SayeBrook Town Center is a welcome addition to a multitude of existing commercial developments located in the heart of Myrtle Beach's South Strand at the intersection of Highway 17 Bypass and Highway 544. The center has excellent visibility from both highways.

Major retailers at this intersection include: Target, Marshalls, Petco, Kirkland's, Ulta, PetSmart, Walmart Super Center, Lowe's, Kohl's, Ross, Office Depot, Hamrick's, Lowes Foods and Trader Joe's.



SAYEBROOK

COMMUNITY MASTER PLAN

A Planned Community

The SayeBrook project is the new residential and commercial center for the South Strand of Myrtle Beach. Located in the most dense and fastest growing area of the Grand Strand, the center offers the best of destination necessity retail, with Target and Trader Joe's as the main anchor. Junior anchors also include Marshalls and Petco. The SayeBrook Main Street Shops are the gateway to the planned 2,000 unit neo-traditional style SayeBrook Residential Community located on over 740 acres of land. A hybrid lifestyle center, the Town Center brings new customers, as well as repeat visitors, from all of the South Strand for decades to come. Features which set SayeBrook apart from other commercial centers include excellent visibility and access, ample parking, and a beautiful Lowcountry village architectural style.

SayeBrook Town Center Retailers



SayeBrook Middle School



SayeBrook Residential Phase 2



SayeBrook Residential Phase 1



Selene at SayeBrook
325 unit luxury apartment homes

NOW PRE-LEASING

New Phase

Est. completion Q1 2027 | Conceptual rendering



CHARACTER

SAYEBROOK TOWN CENTER

- Neighborhood market village - within a short walk, golf cart or bicycle ride of every home
- Pedestrian friendly promenades with comfortable outdoor places
- Influenced by the beauty and practicality of traditional Lowcountry Architecture
- Thoughtfully interpreted with a fresh, casual sense of style, and comfort for today's coastal lifestyle

SAYEBROOK
TOWN CENTER OVERVIEW



SAYEBROOK
PROPERTY PHOTOS



SAYEBROOK
COMMUNITY



SAYEBROOK
WEST SHOPS OVERVIEW



SAYEBROOK WEST SHOPS

  **Nail Spa & Beyond**

SAYEBROOK TOWN CENTER

NEW PHASE
Now Pre-Leasing





Hwy 544 ±30,500 VPD

SAYEBROOK
SITE PLAN

- New phase now pre-leasing (parcel H)
±1,757 SF - ±4,000 SF
- Available outparcels
±2.16 & ±2.95 acres
- Future development
Ask broker for details



SAYEBROOK
TOWN CENTER

Coming Soon



Existing Retailers





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