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

Features and Attractions

- **20.6 million visitors per year**
- **60 miles of beaches**
- **90 golf courses**
- **425 hotels**
- **2,000+ restaurants**
- **Home of Coastal Carolina University**
- **“Seafood Capital of South Carolina**
- **Restaurant Business Magazine ranks area No. 1 in the US for growth potential**
- **“The Seaside Golf Capital of the World”**
- **“Branson by the Sea”**
- **“The Camping Capital of the World**

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 2023 Myrtle Beach has over 17.6 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 2023, Horry County’s gross retail sales totaled $16.4 billion, while Myrtle Beach saw $11.95 billion in direct visitor spending.

EDUCATION

Coastal Carolina University is the area’s major university. The 11,348 (Fall 2024) 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 2022-2023, CCU was ranked #12 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

2010	2024	2029
269,315	400,542	444,859

HOUSEHOLDS

2010	2024	2029
112,234	171,236	190,086

RETAIL SALES

Apparel & Services
2024 - $309,753,501
2029 - $405,632,753

Food
2024 - $1,558,321,409
2029 - $2,041,313,990

Entertainment
2024 - $580,002,740
2029 - $759,776,021

MAJOR EMPLOYERS

Horry County Schools · Coastal Carolina University · Horry County · City of Myrtle Beach South Carolina · CMC · Grand Strand Medical Center · McLeod Seacoast · Food Lion · HTC · Walmart

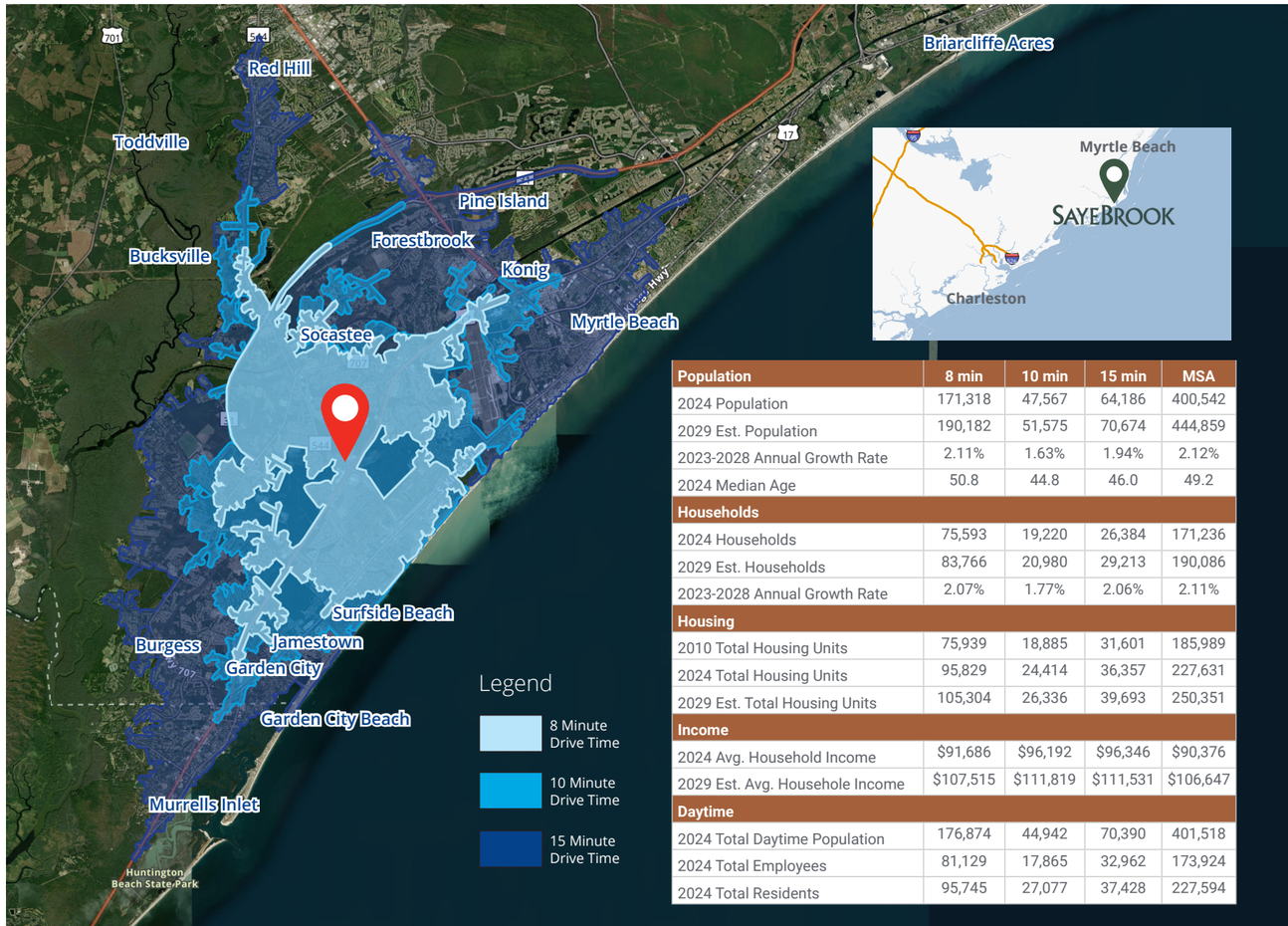
HIGHER EDUCATION

Coastal Carolina University · Horry Georgetown Technical College



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 19.6 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.



Population	8 min	10 min	15 min	MSA
2024 Population	171,318	47,567	64,186	400,542
2029 Est. Population	190,182	51,575	70,674	444,859
2023-2028 Annual Growth Rate	2.11%	1.63%	1.94%	2.12%
2024 Median Age	50.8	44.8	46.0	49.2
Households				
2024 Households	75,593	19,220	26,384	171,236
2029 Est. Households	83,766	20,980	29,213	190,086
2023-2028 Annual Growth Rate	2.07%	1.77%	2.06%	2.11%
Housing				
2010 Total Housing Units	75,939	18,885	31,601	185,989
2024 Total Housing Units	95,829	24,414	36,357	227,631
2029 Est. Total Housing Units	105,304	26,336	39,693	250,351
Income				
2024 Avg. Household Income	$91,686	$96,192	$96,346	$90,376
2029 Est. Avg. Household Income	$107,515	$111,819	$111,531	$106,647
Daytime				
2024 Total Daytime Population	176,874	44,942	70,390	401,518
2024 Total Employees	81,129	17,865	32,962	173,924
2024 Total Residents	95,745	27,077	37,428	227,594

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

target · Trader Joe's · Rack Room Shoes · PETCO Where the pets go · ULTA BEAUTY · Marshalls · Spectrum · CHASE · GEICO · Moe's Southwest Grill · at&t · The Joint ...the chiropractic place · Massage Envy · coccadotts cake shop · Which Wich? Superior Sandwiches · BURGERFI · Kirkland's Home Decor, Gifts & More · crumbl cookies · Firehouse Subs · real hot yoga · BOWLED Healthy Food Company · Club Pilates





SayeBrook Middle School



SayeBrook Residential Phase 2



SayeBrook Residential Phase 1



Selene at SayeBrook
325 unit luxury apartment homes

NOW PRE-LEASING

New Phase

(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



SHOP SPACE

Current Tenants

Franklin Financial, T-Mobile, Professional Rehabilitation, Pure Compounding, European Wax Center and Nails, Spa and Beyond

SAYEBROOK TOWN CENTER

TARGET · Marshalls · at&t · The Joint Chiropractic · real hot yoga · ULTA BEAUTY · PETCO Where the pets go · BURGERFI · RACK ROOM SHOES · KIRKLAND'S Home Décor, Gifts & More · FIREHOUSE SUBS · ME Massage Envy · crumbl cookies · Spectrum · WHICH WICH · eccedolls · Moe's · CLUB PILATES



NEW PHASE
Now Pre-Leasing

FIREHOUSE SUBS · GEICO · Spectrum

Nails, Spa and Beyond

1st Franklin Financial

Professional Rehabilitation

T-Mobile

PURE Compounding

EUROPEAN WAX CENTER

Franklin Financial

Hwy 544 ±30,500 VPD

ZAXBY'S

SAYEBROOK

SITE PLAN





SAYEBROOK TOWN CENTER



Future Development

Available: ±94,950 total SF

Existing Retailers

target
PETCO Where the pets go
RACK ROOM SHOES
ULTA BEAUTY
TRADER JOE'S
Marshalls
CHASE
GEICO
Spectrum
MOE'S Southwest Grill
at&t
HIGH WICH SUPERIOR SANDWICHES
THE JOINT ...the chiropractic place
Massage Envy
coccadotts cake shop
BURGERFI NATURAL BURGERS • FRIES • DOGS • CUSTARD • CRAFT BEERS • WINE
crumbl cookies
BOWLED Healthy Food Company
FIREHOUSE SUBS
CLUB PILATES
real hot yoga
KIRKLAND'S Home Décor, Gifts & More



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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

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