



Ocean Lakes Village

RETAIL FOR LEASE

Parcels and
Freestanding Building
Available at Hwy 544 &
Hwy 17 Business

Myrtle Beach, SC 29575

CONTACT

Rox Pollard Jr.

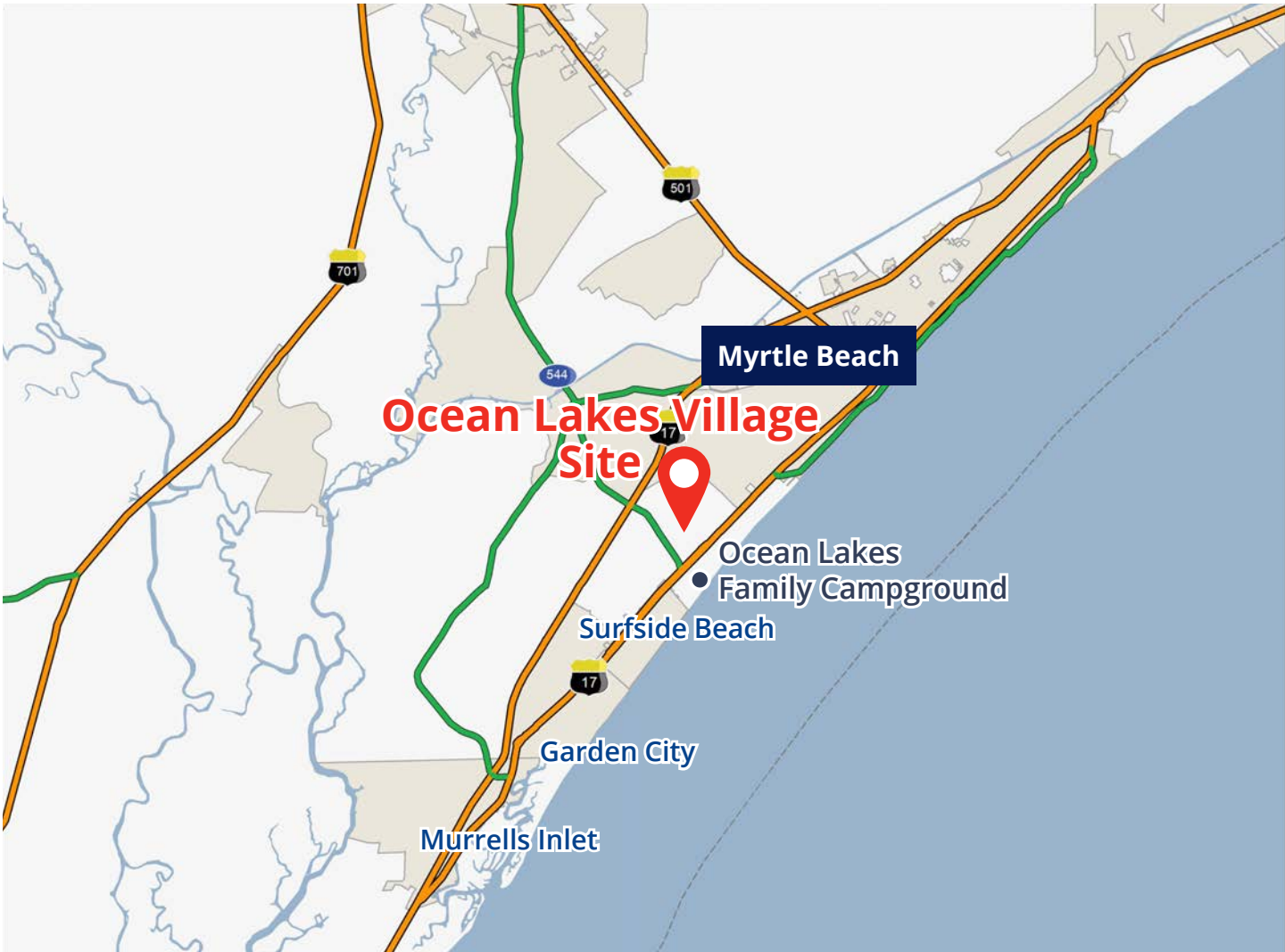
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Executive Summary



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, Starbucks, McDonalds 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 32,000 permanent residents in the area plus visitors of over 60,000 per week during the busy vacation season which extends from April to October. These demographics make this site one of the busiest in the Myrtle Beach market.

Site Development

The corner of Highway 544 and Highway 17 Business carries traffic counts in excess of 61,000 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.

Various sized parcels are available for lease or ground lease. Walgreens is currently located on the corner and occupies Parcel A. Starbucks occupies Parcel B. Wal-Mart Neighborhood Market and several small shops occupy Parcel G. McDonald’s, fast-food, occupies Parcel D.

Now available for lease, Parcel C is a high-visibility freestanding building positioned in a bustling area with strong traffic and tourist appeal. This former Popeyes offers a fully built-out kitchen, drive-thru capabilities and ample parking. Perfect for a quick-service restaurant or new dining concept looking to capitalize on the area’s steady local and seasonal traffic. 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.

AVAILABILITIES

- A Walgreens, McDonalds
- B Starbucks
- C ±2,695 SF freestanding building on ±1.37 acres
- E ±2.92 acres (restaurant/retail)
- G Walmart Neighborhood Market
- I ±0.92 acres
- J ±1.44 acres
- K ±1.63 acres
- L ±1.47 acres
- N ±1.64 acres

Site Aerial | North View



Site Aerial | South View



Shopping Center Overview



Location Overview

With a local population of over 32,000 and seasonal visitor numbers exceeding 60,000 per week from April to October, the intersection of Highway 544 and Highway 17 Business is among the busiest in Myrtle Beach.

TRADE AREA

The Highway 544 and Highway 17 Business intersection serves as a key commercial hub within a trade area extending north to Myrtle Beach International Airport, west to Highway 17 Bypass, east to the Atlantic Ocean and south to Murrells Inlet. In addition to a strong year-round residential base, the area benefits from nearby resort campgrounds and condominiums, including Ocean Lakes, Lakewood, Pirateland and Myrtle Beach Resort. These destinations attract up to 60,000 visitors per week in peak season, with most accommodations being permanent multi-story beach houses rather than traditional campsites. This combination of residents and visitors drives a thriving economic engine for the southern Grand Strand.

FULL TIME RESIDENT

2024 Demographics for year-round residents trade area

Population	Median HH income
±35,263	±\$66,818
Average HH Income	Households
±\$96,001	±18,781

CAMPGROUND AND RESORT CONDOMINIUM

Market Impact & Demographics

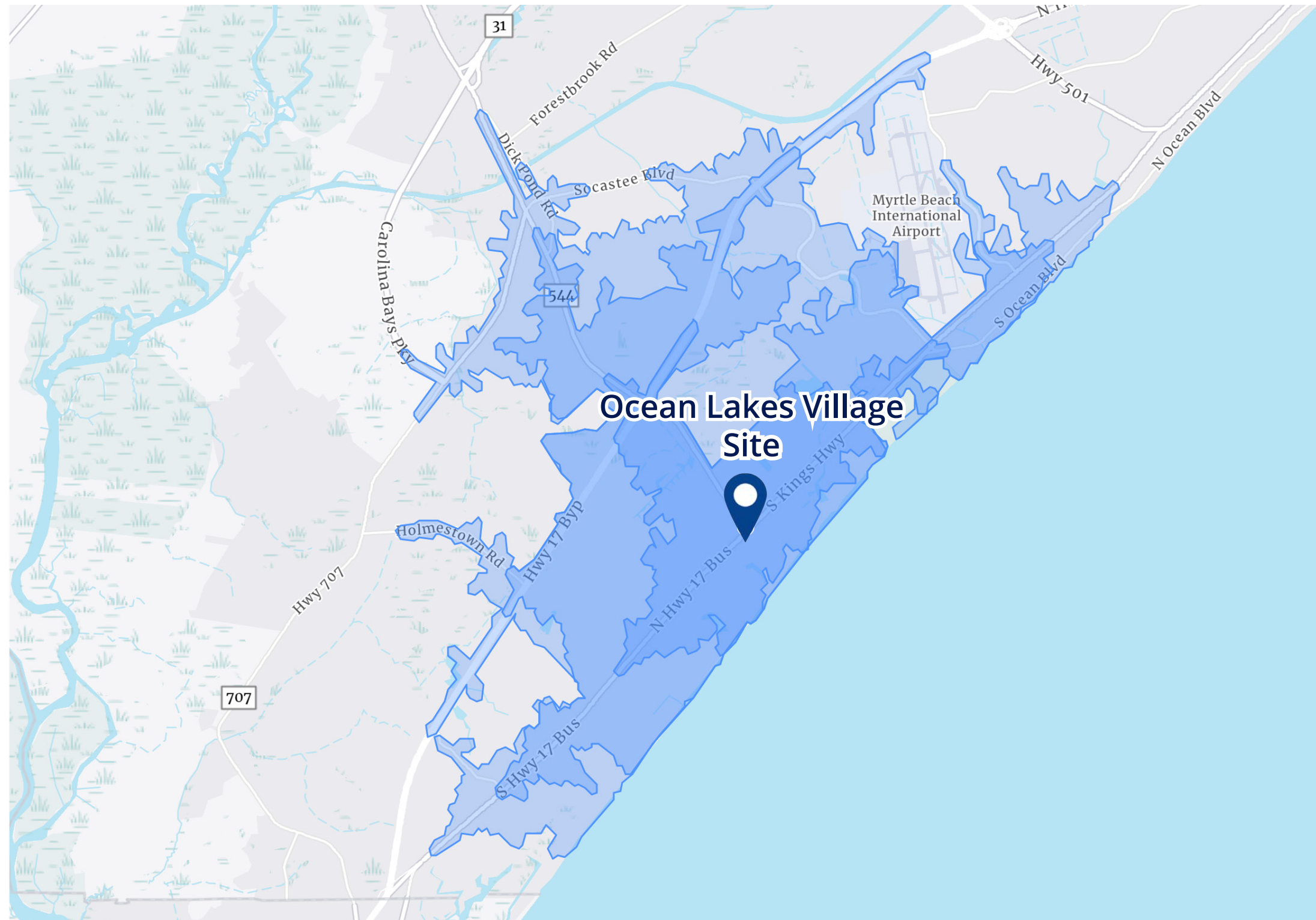
The above full time resident numbers do not account for the impact of the resort campground and resort condominium facilities adjacent to this intersection. Located directly across Highway 17 Business from this site are Ocean Lakes Family Campground, Lakewood Campground, Pirateland Campground and Myrtle 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.



TRADE AREA & VISITOR POPULATION	Size (est.)	Full Service Camp Sites (est.)	Permanent/Rental Homes or Condos (est.)	Weekly Summer Population (est.)
Ocean Lakes Family Campground	310 acres	859	2,579	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 (est.)	5 minutes	8 minutes	10 minutes
2025 Estimate	9,963	32,287	51,795
2030 Projection	11,435	36,724	59,042
Households (est.)			
2025 Estimate	4,885	15,660	25,179
2030 Projection	5,664	18,007	29,011
Household Income (est.)			
2025 Average Household Income	\$108,775	\$102,143	\$97,286
2025 Median Household Income	\$77,334	\$77,261	\$73,639



Ocean Lakes Family Campground

Main entrance | Hwy 544 & Hwy 17 Business



Camper Site



Vacation Homes by Lake



Vacation Homes



Ocean Lakes Village



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