

The Mill

Myrtle Beach, South Carolina

PROJECT OVERVIEW:

- 46-acre site for mixed-use development
 - 20-acre, 290-unit multifamily community
 - 10.75 acre, 66,400-square foot Publix-anchored neighborhood center
 - 15.25 acres for nine outparcels
 - 3.61-acre self-storage facility



CHALLENGES:

- Identify best real estate in 2nd fastest growing MSA in U.S.
- Determine highest and best use of 46-acre site for 25-acre shopping center and outparcels.
- Secure permits and rezoning approvals from federal, state and county municipalities.
- Coordinate closing timelines with multiple developers.

SOLUTIONS:

- Collaborated with local officials and brokers to design community-driven master plan.
- Partnered with County for offsite roadway improvements.
- Built bridge across water canal to connect to neighboring residential development.
- Capitalized on long-standing relationship with multifamily developer for simultaneously deal closings.

RESULTS:

- Reached 100% pre-leased on shop space and sold 50% of outparcels eight months prior to Publix opening.
- Eased traffic congestion around the 46-acre site with direct access to neighboring residential communities.
- Secured strong tenant line-up: Publix, Firehouse Subs, The Mill Dental Care, Great Clips, Slim Chickens, Valvoline, Noodles & Company, 7Eleven, Tidal Wave, and River Oaks Pizza.
- Established positive working partnership with Horry County and Hawthorne Residential Partners.