NPS Form 10-900
(Rev. 10-90)

OMB No. 1024-0018

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NAT. REGISTER OF HISTORIC PLACES
NATIONAL PARK SERVICE

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES REGISTRATION FORM

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in How to Complete the National Register of Historic Places Registration Form (National Register Bulletin 16A). Complete each item by marking "x" in the appropriate box or by entering the information requested. If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. Place additional entries and narrative items on continuation sheets (NPS Form 10-900a). Use a typewriter, word processor, or computer, to complete all items.

1. Name of Property

historic name Rainbow Court

other names/site number

2. Location

street & number 405 Flagg Street
city or town Myrtle Beach
state South Carolina code SC county Horry
zip code

not for publication ___
vicinity ___
code 051

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act of 1986, as amended, I hereby certify that this ____ nomination ____ request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property X meets ____ does not meet the National Register Criteria. I recommend that this property be considered significant ___ nationally ___ statewide X locally.
(___ See continuation sheet for additional comments.)

Mary W. Edmonds 9/20/96
Signature of certifying official Date

Mary W. Edmonds, Deputy SHPO, S.C. Department of Archives & History, Columbia, S.C.
State or Federal agency and bureau

In my opinion, the property ____ meets ____ does not meet the National Register criteria.
(___ See continuation sheet for additional comments.)

Signature of commenting or other official Date

State or Federal agency and bureau

4. National Park Service Certification

I, hereby certify that this property is:

X entered in the National Register
___ See continuation sheet.
____ determined eligible for the National Register
___ See continuation sheet.
____ determined not eligible for the National Register
____ removed from the National Register
____ other (explain):

11/21/96

for Signature of Keeper Date of Action

5. Classification

Ownership of Property (Check as many boxes as apply)

- X private
- ___ public-local
- ___ public-State
- ___ public-Federal

Category of Property (Check only one box)

- X building(s)
- ___ district
- ___ site
- ___ structure
- ___ object

Number of Resources within Property

Contributing	Noncontributing	
6	3	buildings
		sites
	1	structures
		objects
6	4	Total

Name of related multiple property listing (Enter "N/A" if property is not part of a multiple property listing.)

Historic Resources of Myrtle Beach, S.C.

Number of contributing resources previously listed in the National Register _____

6. Function or Use

Historic Functions (Enter categories from instructions)

Cat: Domestic Sub: Hotel

Current Functions (Enter categories from instructions)

Cat: Domestic Sub: Hotel

7. Description

Architectural Classification (Enter categories from instructions)

Other

Materials (Enter categories from instructions)

foundation concrete; concrete block
roof composition shingle
walls stucco, weatherboard, shiplap, asbestos shingle, board and batten, brick, synthetic siding

Narrative Description (Describe the historic and current condition of the property on one or more continuation sheets.)

8. Statement of Significance

Applicable National Register Criteria (Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing)

- X **A** Property is associated with events that have made a significant contribution to the broad patterns of our history.
- ___ **B** Property is associated with the lives of persons significant in our past.
- X **C** Property embodies the distinctive characteristics of a type period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- ___ **D** Property has yielded, or is likely to yield information important prehistory or history.

Criteria Considerations
(Mark "X" in all the boxes that apply.)

____ A owned by a religious institution or used for religious purposes.
____ B removed from its original location.
____ C a birthplace or a grave.
____ D a cemetery.
____ E a reconstructed building, object,or structure.
____ F a commemorative property.
____ G less than 50 years of age or achieved significance within the past 50 years.

Areas of Significance
(Enter categories from instructions)
Architecture
Entertainment/Recreation

Significant Dates
ca. 1935, ca. 1940, ca. 1945,
ca. 1947, ca. 1949, ca. 1950

Significant Person
(Complete if Criterion B is marked above)

Cultural Affiliation
N/A

Period of Significance
ca.1940-ca.1954

Architect/Builder

Narrative Statement of Significance
(Explain the significance of the property on one or more continuation sheets.)

9. Major Bibliographical References

Bibliography
(Cite the books, articles, and other sources used in preparing this form on one or more continuation sheets.)

Previous documentation on file (NPS)
___ preliminary determination of individual listing (36 CFR 67) has been requested.
___ previously listed in the National Register
___ previously determined eligible by the National Register
___ designated a National Historic Landmark
___ recorded by Historic American Buildings Survey #
___ recorded by Historic American Engineering Record #

Primary Location of Additional Data
___ State Historic Preservation Office
___ Other State agency
___ Federal agency
___ Local government
___ University
___ Other
Name of repository:

10. Geographical Data

Acreage of Property Approximately 1 acre

UTM References
(Place additional UTM references on a continuation sheet)

	Zone	Easting	Northing		Zone	Easting	Northing
1	17	695/890	3729/140	3			
2				4			

___ See continuation sheet.

Verbal Boundary Description
(Describe the boundaries of the property on a continuation sheet.)

Boundary Justification
(Explain why the boundaries were selected on a continuation sheet.)

11. Form Prepared By

name/title Lillian Hardison, Preservation Planner

organization The Jaeger Company date September 1995

street & number 119 Washington Street telephone (770) 534-0506

city or town Gainesville state GA zip code 30501

Additional Documentation

Submit the following items with the completed form:

Continuation Sheets

Maps

A **USGS map** (7.5 or 15 minute series) indicating the property's location.
A **Sketch map** for historic districts and properties having large acreage or numerous resources.

Photographs

Representative **black and white photographs** of the property.

Additional items (Check with the SHPO or FPO for any additional items)

Property Owner

(Complete this item at the request of the SHPO or FPO.)

name Ann L. Jones

street & number 405 Flagg Street telephone (803) 448-3857

city or town Myrtle Beach state S.C. zip code 29577

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C. 470 et seq.).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18.1 hours per response including the time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Chief, Administrative Services Division, National Park Service, P.O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Project (1024-0018), Washington, DC 20503.

The Rainbow Court is located at 405 Flagg Street in Myrtle Beach. It is associated with the property sub-type, "Motels/Hotels," as identified in the Multiple Property Listing, "Historic Resources of Myrtle Beach, South Carolina."

The buildings in the Rainbow Court are arranged in a square with an open space in the center where a pool and multiple parking spaces are located. The motel originally began with Buildings B and C, built ca. 1935 and moved from the front part of the lot that faces onto Flagg Street to the back of the lot, ca. 1940. Buildings D and E, built ca. 1935, were moved from the ocean front to the rear part of the lot ca. 1945. The original building, which faces onto Flagg Street, was built ca. 1947. The office building, also facing Flagg Street, was built ca. 1957. Building A was moved to the site ca. 1945-47, and the owners purchased it soon after the original building was built. Around 1970, the owners of the Rainbow Court bought the house, built ca. 1959, facing onto 5th Avenue and located between the other 5th Avenue building and the office building. The larger building which faces onto 5th Avenue was built ca. 1959. All the rooms are efficiencies.

Building A is a two-story frame building constructed ca. 1935 with a hip roof and yellow stucco exterior walls. The two-story entry porch features wide piers and a wooden balustrade on the second tier. The original windows have been replaced with both paired and single two-over-two double-hung-sash horizontal windows. The asphalt shingle roof has wide overhanging eaves. The building contains four efficiency apartments.

Building B is a two-story frame building, constructed ca. 1935, with a hip roof and weatherboard exterior walls, which have been painted mint green. The front facade faces east into the court. The building has a two-story full-facade, shed roof porch with wooden posts and balustrades on both tiers. The windows are both single and grouped six-over-six double-hung-sash. Building B contains four efficiency apartments.

Building C, constructed ca. 1935, is very similar to Building B, to which it is connected by a common set of wooden stairs. It is a gabled-ell building with yellow shiplap exterior walls. The two-story engaged porch features wooden posts and balustrades on both levels. The windows are both single and paired six-over-six double-hung-sash. It contains four efficiency apartments.

Building D, constructed ca. 1935, which contains two efficiency apartments, is of frame construction with green asbestos shingle exterior walls. It has a frontgable composition shingle roof with exposed rafter ends. The front facade faces southeast into the court. The two-story, partial facade, shed roof entry porch has wooden piers and a balustrade on the first story and slender posts and balustrade on the second story. The windows are six-over-six double-hung-sash.

Building E, constructed ca. 1935, which is connected to Building D by a common set of stairs, is a two-story frame building with white asbestos shingle exterior walls. The main facade of the building faces east into the court. The first story has an engaged, full-facade porch with wooden posts and balustrade. The second story has a partial-facade engaged porch with posts and balustrade also. The windows on the first story are paired six-over-six double-hung-sash; those on the second story are paired one-over-one double-hung-sash. This building contains four efficiency apartments.

The building which faces onto 5th Avenue is also connected to Building E by a common set of stairs. It was built ca. 1959. This building is non-contributing.

The small house that faces onto 5th Avenue was built ca. 1959. It is a one-story frame house with green vinyl siding, and has one-over-one double-hung sash windows. This building is non-contributing.

Two buildings face onto Flagg Street, the original building and the office building. The original building, built ca. 1947, is a two-story building which contains 8 efficiency apartments, and originally contained the office for the motel. The original building is of frame construction with brick exterior walls. It has a low, hip roof with composition shingle. The two-story porch functions as a walkway and has metal posts and a metal balustrade on the second story. The windows are both large, fixed-pane windows with a panel for air conditioning units and small, horizontal, fixed-pane windows. The office building, a three-story building, was built ca. 1957. The original building is contributing and the office building is non-contributing.

The original configuration of the Rainbow Court was the left elevation of the Flagg Street building and Buildings A, B, and C.

The pool has been there since the motel was started but was remodeled after Hurricane Hugo in 1989 and is non-contributing.

The contributing structures in the Rainbow Court include Buildings A, B, C, D, E, and the original building facing Flagg Street. The non-contributing structures include the house and building that face onto 5th Avenue, the office building facing Flagg Street, and the pool.

The Rainbow Court is significant for its association with Myrtle Beach's period of growth and prosperity as a coastal community resort from 1926 to 1954 and as an excellent representative example of the motels/hotels commonly built in Myrtle Beach in the mid-twentieth century. It was one of a number of these small-scale, family-owned businesses built during this time to accommodate the increasing tourism trade resulting from Myrtle Beach's rising popularity as a vacation destination. The complex of buildings, ranging in dates of construction from 1940 to 1959, consists of two motel-type buildings, five beach cottages/boarding houses, and a small house; the buildings are situated around an open court with a swimming pool.

Rainbow Court has been owned by the same family since it was first opened in 1940 by Harvey C. Jones and Lila Mae Bognall who moved two boarding houses (Buildings B and C) from the beach to start their enterprise. Over the next twenty years they built or moved the additional buildings to the complex, with the exception of the small house facing 5th Avenue North which was not added until 1970. Accommodations in Myrtle Beach have changed greatly over the years. The low-rise, small-scale motels; two-story boarding houses; and one-story beach cottages that in the 1930s, 1940s, and early-1950s were common in the downtown area and along Ocean Boulevard have been replaced in large part by modern, high-rise hotels. Hurricane Hazel in 1954 and developments in the insurance industry dating to the early 1970s have been primary factors in these changes. The Rainbow Court is one of the few remaining examples of the small-scale, low-rise motels that pre-dates Hurricane Hazel.[1]

The property meets Criterion A for its association to historic contexts identified in the Multiple Property Listing "Historic Resources of Myrtle Beach, South Carolina," in particular, Myrtle Beach's development as a coastal community resort/vacation destination. It meets Criterion C as a representative example of the property sub-type, "Motels/Hotels," particularly those before Myrtle Beach became populated by high-rise resorts.

[1]Interview with Harvey C. Jones, Jr. and Wendy Jones, Myrtle Beach, S.C., 20 March 1995 (Harvey C. Jones, Jr., and Wendy Jones are the grandchildren of Harvey C. Jones, one of the original owners of Rainbow Court, and the children of Wendell (deceased) and Ann L. Jones, the present owner. Harvey Jones and Wendy Jones are in charge of overall running and operating of Rainbow Court); Interview with James R. Chapman, part-owner of Chesterfield Inn, Myrtle Beach, S.C., 8 March 1995; Interview with Marjorie Everhart, Myrtle Beach, S.C., 8 March 1995; Edward E. Burroughs, "The Beginnings of Myrtle Beach," The Independent Republic Quarterly 5 (1971); 17-18; Sun News (Myrtle Beach, S.C.), 7 May 1994; Sun News (Myrtle Beach, S.C.), Date Unknown.

MAJOR BIBLIOGRAPHICAL REFERENCES

Burroughs, Edward E. "The Beginnings of Myrtle Beach," The Independent Republic Quarterly 5 (1971):17-18.

Chapman, James R. Myrtle Beach, S.C. Interview, 8 March 1995.

Everhart, Marjorie. Myrtle Beach, S.C. Interview, 8 March 1995.

Jones, Harvey C, Jr. Myrtle Beach, S.C. Interview, 20 March 1995.

Jones, Wendy. Myrtle Beach, S.C. Interview, 20 March 1995.

Sun News (Myrtle Beach, S.C.) 7 May 1994.

Verbal Boundary Description

All that property located on Tax Map 181-10, Block 10, Parcel 5.

Verbal Boundary Justification

The nominated property includes the portion of the property that is historically associated with the Rainbow Court.

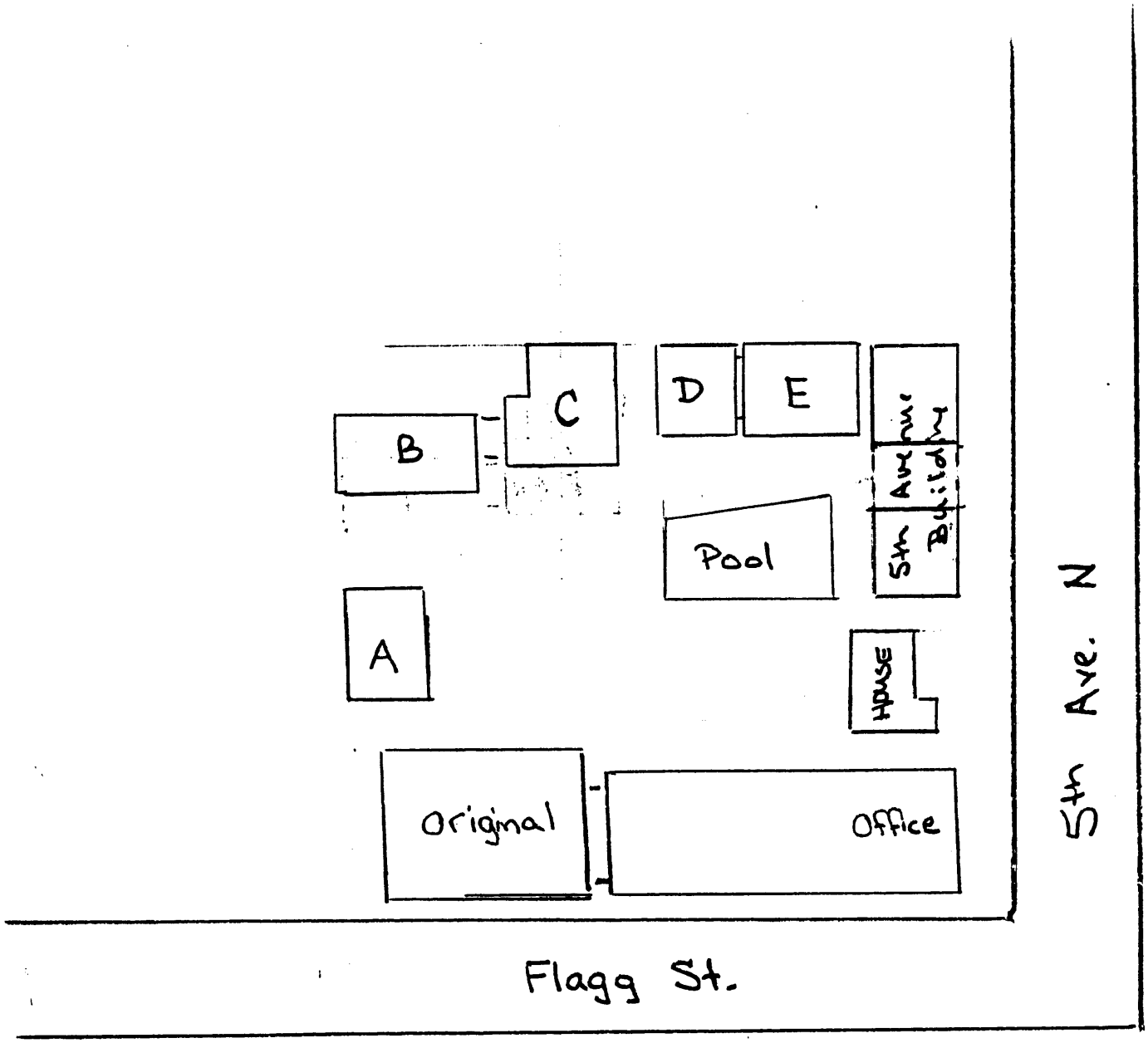
Photograph Record for Rainbow Court

The following information is the same for each of the photographs:

Name of Property:	Rainbow Court
Location:	Myrtle Beach, South Carolina
County:	Horry
Name of Photographer:	Lilly Hardison, The Jaeger Company, Gainesville, GA
Location of Original Negatives:	South Carolina Department of Archives and History, Columbia
Date of Photographs:	Spring 1995

1. Original and Office buildings: southeast front facades
2. Original building: southeast front facade
3. Original building: northwest rear facade
4. Office building: southeast front facade
5. Office building: northwest rear facade
6. Building A: southeast front facade
7. Building A: northeast side facade
8. Buildings B & C: southeast front facades
9. Building D: southeast front facade
10. Connector between buildings D & E
11. Building E: southeast front facade
12. View of complex from 5th Ave. N., facing southwest
13. Pool and view of interior of court, facing south
14. View from 5th Ave. of northeast side facade of Office building and buildings along 5th, facing southwest

Rainbow Court Complex - Sketch Map
National Register of Historic Places Registration Form
Draft Submittal



United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number _____ Page _____

SUPPLEMENTARY LISTING RECORD

NRIS Reference Number: 96001221 **Date Listed:** 11/7/96

Rainbow Court
Property Name

Horry
County

SOUTH CAROLINA
State

Myrtle Beach MPS
Multiple Name

This property is listed in the National Register of Historic Places in accordance with the attached nomination documentation subject to the following exceptions, exclusions, or amendments, notwithstanding the National Park Service certification included in the nomination documentation.

for **Signature of the Keeper**

12/5/96
Date of Action

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Amended Items in Nomination:

Section No. 8

This nomination is amended to delete Criterion A (entertainment/recreation) and to restrict the period of significance to ca. 1940-ca. 1947. All of the contributing buildings were either constructed or moved to the site during this period.

This change has been discussed with the South Carolina SHPO.

DISTRIBUTION:
National Register property file