

ABSTRACT

Title of Thesis: POPULUXE MOTELS: PRESERVATION IN MYRTLE BEACH,
SOUTH CAROLINA AND THE WILDWOODS, NEW JERSEY

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Research indicates that there is a significant concentration of Populuxe motels worthy of preservation in Myrtle Beach, South Carolina. Not built for posterity, these motels are representative of a brief period of American prosperity and optimism, 1945-1963. This thesis considers the economic issues involved in preservation of buildings of the recent past using the Wildwoods, New Jersey, as a model. The Wildwoods are approximately ten years into their preservation efforts. This work examines specifically what they have accomplished, what their goals are, and how Myrtle Beach can apply their methods.