

MARGARITAVILLE & HEROES HARBOR

Myrtle Beach, SC



OWNER

Scott Rush (no longer with company)
(843) 424-9242

COMPLETION DATE

May 2004

SIZE

15,000 SF

Margaritaville

- Distinctive interior features of the Caribbean-themed restaurant include a 23-foot hurricane that pours liquid into an 8-foot blender hourly; nautical decorations; and a uniquely painted ceiling. The majority of the building was built on pilings over the water with an elevated concrete slab that required a unique design by the shoring subcontractor. The extensive Caribbean theme package required coordination of a nationwide group of designers and suppliers; however, the restaurant was still completed in a compressed timeframe of 59 days.

Heroes Harbor

- In order to expedite the quick delivery of Margaritaville, Mashburn was also hired to concurrently manage the construction in the surrounding Heroes Harbor and coordinate subcontractors and suppliers from all over the country. This extensive project included the construction of a 128' lighthouse surrounded by dock space; three outparcel retail strip centers; a themed retail space built to look like a turn-of-the-century steamship; parking areas; and all sitework and walkways. Each phase of construction had to be coordinated in order to prevent the disruption of traffic and materials to Margaritaville.

