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**National Register of Historic Places Nomination for the Hammock Shops Village in  
Pawleys Island, SC and How a National Register Listing Will Contribute to the SDGs**

by Katey Zimmerman

SUST 495

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## 1. Introduction

The Hammock Shops Village in Pawleys Island, South Carolina holds great enough local historical significance such that it is worthy of being listed in the National Register of Historic Places. This shopping village began in 1938. The Pawleys Island Hammock, the Lachicotte family who founded the hammock business, and many of the buildings on the property have been around much longer. In 1889, Joshua John “Cap’n Josh” Ward, a riverboat captain who ferried rice and supplies in Georgetown invented a uniquely comfortable hammock woven with cotton rope (Pawleys Island Hammocks, 2022). This invention not only has become a symbol for the relaxing culture of Pawleys Island but also has led to a lasting business for the Lachicotte family, who established the Hammock Shops Village and contributed a great deal to the history of the Pawleys Island area. Further contributing to its significance, much of the architecture and building materials in the Hammock Shops have come directly from 1800s rice plantations in Georgetown County. For example, there are multiple buildings on site that came from Waverly Plantation, the largest and last rice milling plantation in Georgetown. The historical significance of the Hammock Shops Village in Pawleys Island can be attributed to the historical architecture included in the shopping complex and the owners’ contribution to the economic development of the area. Listing this property in the National Register of Historic Places will contribute to Sustainable Development Goal 11: Sustainable Cities and Communities, specifically target 11.4 which aims to “strengthen efforts to protect and safeguard the world’s cultural and natural heritage” (United Nations, 2021). It is also likely to support Goal 4 (Quality Education) and Goal 8 (Decent Work and Economic Growth) as the nomination would encourage heritage tourism, increase revenues, and allow for educational opportunities.

## 2. Nomination Process/Methods

The first step in the process of listing a property on the National Register of Historic Places is to get into contact with your State Historic Preservation Office to determine the property's eligibility. In South Carolina, the SC Department of Archives and History directs the nominator to complete a Preliminary Information Form. This form requires current and historic property descriptions, information about the owner, a statement of historical significance, and pictures of significant buildings and structures on the property.

Among the first tasks that must be completed in the investigation process is evaluating the property within its historic context. Evaluating historical context is “the deliberate organization of archival data by theme, place, time, and property type” and “involves compilation and analysis of data from a variety of primary and secondary sources. The historic context informs field investigations and provides the framework for resource evaluation. It is the basis for linking real property with the past, providing the data for understanding the meaning of a resource” (King, 2011). The property must be shown to be significant for one or more of the four Criteria for Evaluation - A, B, C, or D. To fall under Criterion A, the site that is to be nominated must be “associated with events that have made a significant contribution to the broad patterns of our history”. If a site is significant under Criterion B, the site “associated with the lives of persons significant in our past”. Under Criterion C, a site “embodies the distinctive characteristics of a type, period, or method of construction or that represent the work of a master, or that possess high artistic values, or that represent a significant and distinguishable entity whose components may lack individual distinction”. Lastly, a site is significant under Criterion D if it has “yielded, or may be likely to yield, information important in prehistory or history”. The property may fall under more than one criterion, in which case, each should be considered in order to identify all aspects of its historical value.

Within the context of Pawleys Island local history, Criterion A would apply to the Hammock Shops Village due to its association with the transformations of the area's economy-- from a slave-driven rice economy that transitioned to an economy supplemented by Bright leaf tobacco farming, and finally to the tourism and retail-driven economy that Pawleys Island holds today. Criterion C would also be applicable to the Hammock Shops because of the 9 significant buildings on the property that have distinctive characteristics of construction periods in history.

### 3. The Historical Significance of the Hammock Shops Village

The formulation of the hammock weaving business in Pawley's Island was catalyzed by a riverboat Captain, Joshua John Ward, nicknamed "Cap'n Josh", who ferried rice between "the big plantations near the [Waccamaw and Pee Dee] rivers down to Georgetown and Charleston" (Roberts, 1978). Cap'n Josh found his grass-stuffed mattress on the boat too hot for sleeping during the South Carolina summers and the hammocks of the time were not made of breathable material. Striving for a more comfortable sleep, in 1889, the riverboat captain designed a hammock to be as breathable and comfortable as possible. His creation was comprised of ship ropes and was weaved in such a way that there were no thick knots where he would lay. The hammocks modernly are made of softer cotton ropes but use the exact same weaving pattern as Cap'n Josh's. The invention of this comfortable hammock would one day become the basis for the livelihood of the Lachicotte family, become a symbol for the relaxing culture of the area, and contribute to the economic development of Pawleys Island.

#### ***Doc Lachicotte and Lachicotte's Store***

Cap'n Josh taught his brother-in-law, Arthur Herbert "Doc" Lachicotte, the weaving pattern for his rope hammocks and, in 1916, Doc and his wife Virginia Wilson created a business

out of the invention and began to sell these hammocks to guests at their beach house in Pawleys Island (Altman and Brockington, 2010). A few years later, in 1925, Lachicotte's Mercantile Store was opened in Pawleys Island at the corner of Highway 17 and the north causeway. They began to sell the hammocks here as well (Figure 1). Lachicotte's Mercantile Store carries a lot of historical significance itself, being one of the first businesses to exist in the area, the first destination for ferry passengers disembarking at Waverly Mills (now Pawleys Island), the site of the post office, and the site of one of the only telephones in the area in the sixties (Altman and Brockington, 2010). Lachicotte's Store was a diverse hub and meeting place for Pawleys Island locals and tourists. In 1938, the Lachicotte's decided to open the Original Hammock Shop just down the street from the Mercantile Store to better market and sell the hammocks. The Pawley's Island Rope Hammock has now been in production for over 130 years using the same weaving pattern and materials. Pawleys Island is now nicknamed "The Hammock Coast" due to the local historical significance of Cap'n Josh's woven cotton hammock (Egan, 2022).

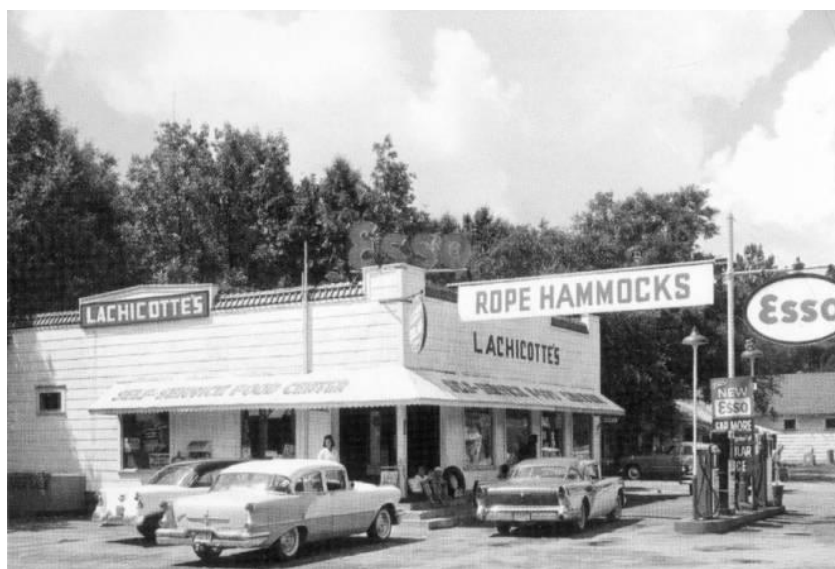


Figure 1: Lachicotte's store was founded in 1925 by Arthur Herbert "Doc" Lachicotte Sr. This building is still located at the intersection of the North Causeway and Waverly Road in Pawleys Island, SC.

### ***Hammock Shop's Link to SC Rice Plantations***

Besides the invention of the cotton rope hammock, which helped to shape the local economy, the architecture and use of old plantation buildings on the property also make the Hammock Shops historically significant. There are multiple buildings on the property that have been transported from a major 1700s/1800s rice plantation- Waverly Plantation. The original owner of the Hammock Shops, Arthur Herbert "Doc" Lachicotte, was an heir to this land (South Carolina Plantations, 2019). Rice was one of South Carolina's first great agricultural staples, and rice cultivation and milling were "responsible for the area's rise to prominence in the colonial area" (Coclanis, 2016). Waverly Plantation was the largest and last rice mill in the county of Georgetown and employed about 500 people at its height. Parts of buildings that are reminiscent of the area's history from other Georgetown plantations were also incorporated into the design of the Hammock Shops. Because of this, Hammock Shops Village has major links to the early agricultural economy of the nation. The Waverly Plantation has not been preserved in any way to showcase the history of the land except for the Lachicotte Family house which remains at the end of Waverly Road. The rest of the plantation's land has been parceled out and is now largely occupied by residential property. Some of the last remaining pieces of evidence from this specific plantation are now located in the Hammock Shops Village.

### ***Historical Buildings***

#### ***The Original Hammock Shop***

The Original Hammock Shop building was built in 1938 (Figure 2 and 3). In 1971, Doc Lachicotte's son, Arthur Herbert "Lil Doc" Lachicotte, decided to remodel the building, using a variety of materials intended to reflect the history of the area. All the lumber in the two main rooms of the building were repurposed from early 1700s slave cabins (Figure 5). These cabins were known as "Daddy Flander's Cabins" and were located at the Richmond Plantation, owned by the Pyatt family. Long hand-hewn beams in the original hammock shop came from Maryville Plantation just south of the city of Georgetown. These beams were built around the year 1810 (Figure 4). A rice millstone is built into the brick floor, which was taken from Waverly Plantation (Figure 6). All the bricks in the building originated in England and were "used as ballast in sailing vessels coming to America" (Dyer, Original Hammock Shop sign, c.1980).

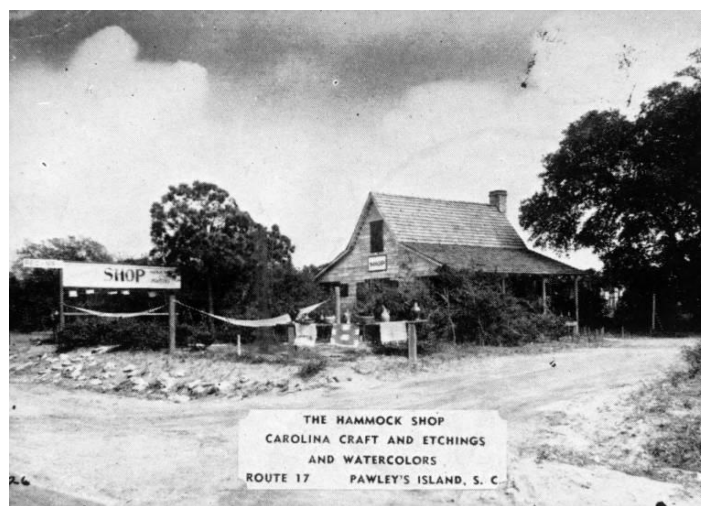


Figure 2: A photo sourced from the Pawleys Island Civic Association, showing the Original Hammock Shop the year that it was first opened. (1938)





Figure 3: Front exterior of Original Hammock Shop (2022)



Figure 4: Hand-hewn beams from Maryville Planation. Interior of Original Hammock Shop. (2022)



Figure 5: Lumber from slave cabins of Richmond Plantation. Interior of Original Hammock Shop. (2022)



Figure 6: Rice milling stone from Waverly Plantation. Interior of Original Hammock Shop. (2022)

### *The Schoolhouse*

The Schoolhouse is another building in the shopping complex that was moved from Waverly Plantation (Figure 7). This building was built in the early 1800s and operated as a school on the plantation. It was the only school available on the lower Waccamaw Neck at the time. Prominent families of the time including the Lachicottes, Alston, Gardeners, Spring LaBruces, Nesbits, Skinners, and Hurcombs attended this school. Sources, including Lee Brockington, a public historian, recounted that the Schoolhouse was originally established by the owner of the land, PR Lachicotte, in order to encourage more foot traffic near his other newly established businesses (Zimmerman and Brockington 2022). This schoolhouse ceased operation in the 1920s. The schoolhouse was moved in its entirety to the Hammock Shops Village in 1970 and is now centrally located in the shops, currently occupied by the business La Tierra Mineral Gallery. The school bell which originated from the same location on Waverly Plantation was also relocated to the shops and stands behind the schoolhouse building on a wooden post (Figure 8). A sign is attached to the post reading “this bell is from the original schoolhouse of Pawleys Island”.





Figure 7: Left exterior view of the Schoolhouse (2022)



Figure 8: Back exterior of the Schoolhouse. Front ground of the photo includes the schoolhouse bell from the original site of the school on Waverly Plantation. (2022)

### *The “Waverly Building”*

The Waverly Building which now operates as a restaurant, BisQit, has historical significance as well. It was originally located at Waverly Plantation, as the name suggests, and was built in the early 1800s (Figure 9). The building was moved to the Hammock Shops in 1983. This is the oldest building in the complex. When the plantation was still in function, “The Waverly”, as it is now nicknamed, acted as the post office for what is now the Pawley’s Island area. Waverly Plantation was so influential in the rise of the area, being the largest rice mill in Georgetown, that the postmark for the area actually used to be Waverly Mills (Historical Marker

Database, 2020). It was not until 1939 when the post office was moved to the highway, the area was getting increasingly popular for tourists, and rice was no longer being milled, that the postmark was officially changed from Waverly Mills to Pawleys Island. The “Waverly Building” also concurrently acted as the business office for P.R. Lachicotte and Sons, a diverse business that included a rice consortium, barrel factory, lumber mill, nail factory, and a marine railway (Interview with Lee Brockington, 2022).



Figure 9: Front exterior view of the “Waverly” building. This building was originally on the Waverly Plantation and built in the early 1800s, acting as the first post office of the area as well as the business office of P.R. Lachicotte and Sons, which included a rice consortium, barrel factory, lumber mill, nail factory, and a marine railway. The building was moved to the Hammock Shops in 1983. The building is currently occupied by the restaurant business BisQit.

(2022)

*Tobacco Barn*

The building in the village that is now occupied by The Christmas Mouse is a former tobacco barn that was built around the year 1900 (Figure 10). At an unknown date, most likely in the mid to late-1900s, the tobacco barn was disassembled, moved to the Hammock Shops, and reassembled on site. It is likely that this barn originated in the Pee Dee region because at the time this barn was built, “the Pee Dee region planted 95% of the state's tobacco crop acreage” (Trinkley & Hacker, 1992,). This tobacco barn is reminiscent of post-Civil War agriculture when bright leaf tobacco reemerged as a South Carolina money crop. The original function of this barn was for flue-curing tobacco. This method of tobacco curing was centered in North Carolina and a small northern region of South Carolina and involved using carefully controlled heat in tightly closed tobacco barns. As a result, the leaf turned a bright golden color. This new tobacco leaf was called bright leaf. In order to prevent the leaves from being darkened by smoke and soot, the farmers adopted a flue-curing method. The flues distributed the heat uniformly and the leaves were left untainted by smoke or soot -- producing a much smoother, and milder, tobacco” (Trinkley & Hacker, 1992,). Much like the many tobacco barns of its time, this building was constructed with hand-hewn beams and chinked with clay. Hand hewn logs span across the interior, originally used as tier poles for hanging the leaves. The roof consists of corrugated metal. In the early 1980s, the porch of the barn was enclosed, and a back room was added to allow for more store space (Zimmerman and Tiller 2022).



Figure 10: Front exterior of the tobacco barn. Currently occupied by the business Christmas Mouse.

### *Hammock Factory*

There is currently a long building containing six separate storefronts to the left behind the Original Hammock Shop (Figure 11). This long strip of stores was the former hammock factory, built in 1968. The Pawleys Island Hammocks were manufactured in this building until 1978 when the building was remodeled to accommodate the multiple specialized storefronts.



Figure 11: Angled view from the left side of the front of the original Hammock Factory. (2022)

### *Carolina Low Country Cottage*

The “Affordables” business is located in building number 17 in the Hammock Shops. This building is typical of Low Country cottages which are found along the South Carolina coast. The building is also a close facsimile of “Summer Place” which was the summer home of Archibald Rutledge, who is primarily known as the first poet laureate of South Carolina from 1934 to 1973. Summer Place was built of logs and constructed in 1870 by Archibald Rutledge's father and still stands in McClellanville, SC. The location of Summer Place on the salt water “was considered to have a more healthful climate” (Bodie 1980, 18). The Rutledge family was a prime example of rice plantation owners in South Carolina that would flee their plantations in the summer to escape the malarial mosquitos and swamp fever.





Figure 12: Building Number 17 in the Hammock Shops property is currently occupied by a clothing store called Affordables. This building was constructed in the late 1900s to resemble Archibald Rutledge’s Summer House in McClellanville, SC. (2022)

## 5. Heritage Tourism benefits for Education and Economy

Having a National Register designation will work towards Goal 11: Sustainable Cities and communities because it contributes to target 11.4 which aims to “strengthen efforts to protect and safeguard the world’s cultural and natural heritage”. A national register designation allows for the property to be recognized as an important historic marker, which will strengthen efforts to preserve it. Along with the strengthened efforts to preserve the historic resources on the property, the Hammock Shops will also begin to experience higher rates of visitation because of the popularity of heritage tourism. Heritage tourism is defined by the National Trust for Historic Preservation as “traveling to experience the places, artifacts, and activities that authentically

represent the stories and people of the past and present” (ACHP, n.d.). The Hammock Shops Village is a place that highlights many distinct aspects of the history of Georgetown County, so people interested in local history would be more likely to visit if they were made aware of the Hammock Shops' significance.

It is statistically correlated that places that have a listing in a historic or heritage database, like the National Register or UNESCO World Heritage Sites, are more likely to see higher rates of tourism. For example, Babylon Iraq was added to the UNESCO World Heritage Sites in 2019. This site includes the ruins of the city of Babylon as well as villages and agricultural areas surrounding the city (UNESCO 2019). According to Macro Trends, the same year that Babylon was added to the World Heritage Sites list, tourism in Iraq increased 80.92% from the previous year. Iraq saw 1.6 billion more tourists in 2019 than in 2018 (Macrotrends 2021). Another example is Edinburgh, whose Forth Bridge was added to the World Heritage Sites in 2015. A survey this same year showed that 77% of people who visited the city did so in order to see historical landmarks, which includes the newly added World Heritage Site (Edinburgh Tourism Action Group, 2016, 10). The motivation for travelers in the United States is often also for heritage or historical enrichment. A study in 2002 revealed that 43 percent of all travelers in the US include a visit to a heritage site or historic community during their trips and a 2007 survey indicated that “these numbers continue to grow: 51.1 percent of respondents said they visited a historic place in the past year” (Webb and Brackett, 2008). These statistics indicate that it is likely that the Hammock Shops will see an increase in visitors due to a national register listing. As a result, the economy of Georgetown County will benefit.

Gullah Geechee culture is inextricably intertwined in the history of Georgetown County, especially when discussing the history of rice plantations. Much of the significance of the

Hammock Shops Village comes from its connections to prominent rice plantations in the county. Rice cultivation would not have been possible without the slave labor of the people who are now identified as Gullah Geechee, as shown by the fact that rice production halted in the early 1900s after emancipation. The owner of the Hammock Shops allows private Gullah Geechee vendors to sell their handmade products like sweetgrass baskets on the premises. These vendors will often set up their tables on the walkways between shops in order to sell these items to visitors. This allows visitors to not only support these local Gullah businesses, but also allows tourists and even locals to learn about Gullah heritage.

#### 6. Conclusion/ Recommendations

The Hammock Shops Village is a property that has abundant historic significance. A listing on the National Register will promote the Village's tourism statistics, contributing to Sustainable Development Goal 8. The National Register listing will also create opportunities for educating those visitors about the history of Georgetown County, contributing to Goal 4. Goal 11: Sustainable Cities and Communities will also be relevant because a listing will ensure the preservation of these historic resources.

The process of nominating a property to the National Register of Historic Places is a long one that often takes 3-5 years to complete with a team of specialists. Though I have completed much of the research that will be required to begin the nomination for the Hammock Shops, lots of further work will be required in the next steps. After the Preliminary Information form is reviewed by the South Carolina Department of Archives and History and the Hammock Shops is determined eligible for the National Register of Historic Places, the nomination form must be completed and then presented to the South Carolina State Board of Review.

Additional projects that are recommended to enhance the historical experience for visitors include implementing new signs at the front of each historic building that describe the building's significance to local history. Signs would be needed in front of the Original Hammock Shop, the Schoolhouse, the Waverly building, the old hammock factory, the tobacco barn, and the low country cottage. Improved signage will enhance the historic experience by allowing the visitor to easily learn about why each resource in the Village is significant and how it connects to the overall history of the area. Another project for enhancing the historical experience is reformatting the four directory maps in the Hammock Shops Village and adding a section with a scannable QR code that will take the visitor on a walking tour of the historic aspects of the shopping village. An immersive experience will improve the historic experience. The display case outside of the Carolina Nature Nook, the Coastal Wine Boutique, and the Isle Candle Co (Buildings 11, 12a, and 12b) will include a graphic of historic pictures and a timeline of events leading up to the formation of what the Hammock Shops is today. It is also highly recommended that the Hammock Shops incorporate more of the Gullah Geechee culture into the historic experience. The Gullah are a vital part of the area's history and current culture. Since the Hammock Shop's history is centered around rice plantations it is necessary to include the Gullah Geechee in the conversation. The city of Conway hosts a Gullah Geechee Community Day in February. Having an event like this at the Hammock Shops is one idea to further promote inclusivity. An event similar to Gullah Geechee Community Day at the Hammock Shops could feature "performers, storytellers, speakers, film screenings, craft exhibits and workshops", and more (South Carolina Humanities 2022). According to many of the store owners at the Hammock Shops, this shopping complex in recent years has not had as much local involvement as it used to. The current planning of farmer's markets and family day events at the Hammock

Shops is beginning to breathe some local life back into the shops but completing the history-related projects and developing culture-enriching events at the Hammock Shops will further encourage locals to return to this historic shopping complex, boosting the local economy, and promoting sustainability. Once the Hammock Shops Village is listed on the National Register of Historic Places and the historic and cultural experience for visitors is improved, it is very likely based on the research of heritage tourism that the Hammock Shops will begin to see increased visitors and the economic benefits that will coincide.

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