

# Atlantic Palms

Apartment-home village off U.S. Highway 78 in midst of redesign into resort-like setting



PHOTOS BY JIM PARKER/STAFF

**The various units have spacious family rooms.**

BY JIM PARKER  
*The Post and Courier*

Arranged by the social director, the Atlantic Palms activity this week is growing a vegetable garden.

If that's not of interest, then go online in the cyber cafe, watch TV from one of three massage chairs marking the relaxation room or fix a latte at the coffee bar.

Then there are the outdoor attractions. Ease into the swimming pool; or walk, run or bike

the mile-long nature trail.

If this sounds like a promo for a resort, there's good reason. Atlantic Palms Apartment Homes is morphing into an amenities-filled complex – most changes will be complete within two months.

"It's resort-style living," says Ann Isgett, property manager. "We wanted something unique to set us apart."

Open about a decade, the 312-apartment-home community is located next to Wannamaker County Park off U.S. Highway 78

in North Charleston.

The village has one-bedroom apartment homes sized at 830 square feet and priced \$699–\$775 a month; two-bedroom offerings at 1,060 square feet and \$824–\$875 a month; and three-bedroom residences sized at 1,270 square feet and \$959–\$1,025 a month. Designs are the one-bedroom Pacific Pearl, two-bedroom Turquoise Treasure and Sapphire Shore and three-bedroom Emerald Sea.

Ray Wrenn is managing partner in the group that owns Atlantic Palms, Riverland Woods on James Island and The Crestmont in Columbia – all run by InterMark Management. He came up with the vision to reshape the apartment trio, Isgett says.

Wrenn says, "I think it revolves around place-making and lifestyle. We collectively and collaboratively spoke with colleagues and associates on how can we make the community more enjoyable to live in from beauty, services and events (standpoints)." Also surveyed were staff and the residents



**A large, curvy swimming pool is one of the amenities at Atlantic Palms in North Charleston.**

on a regular basis. "In today's very trying times, it means something to people when you go the extra step," he says.

A host of attractions were already in place at Atlantic Palms, notably the oyster-shell packed trail, large ponds between buildings, the swimming pool and a clubhouse.

The changeover to a resort look will be structural, as well as cosmetic. One of the more dramatic features are new, roll-up doors located between the pool deck and the coffee bar/sitting area/cyber café. The computer center has four recently installed Macs and two PCs.

Just outside the roll-up doors will be a covered porch with juice bar. Meanwhile, a cabana will be constructed and sand placed by the pool to add to the tropical ambiance. The deck has a gas grilling area and also will receive equipment for activities such as bocce and table tennis.

There are charcoal grills and picnic tables scattered about the 40-acre property. Also planned is green space where people can toss disks or footballs and an adjacent volleyball court.

To further promote the resort angle, Atlantic Palms brought on a social director in the past few

months.

Features of the apartment homes are high-end kitchens touting a microwave, dishwasher, stove and refrigerator with ice-maker; built-in pre-wired computer nooks; washer and dryer connections; and patios or balconies.

Also on site are a laundry, car care center where tenants can wash their vehicles and 320-square-foot garages that can be leased for \$99 a month.

The property provides 24-hour emergency maintenance service.

Even before the makeover, Atlantic Palms has been popular. "Occupancy is doing fairly well," Isgett says. "We are currently 93 percent occupied."

The apartment homes are in a central setting. Heading west on Interstate 26, take a right at exit 209A onto U.S. Highway 52. Follow Highway 52 – Rivers Avenue – past Otranto Boulevard and stay right onto Highway 78. Proceed less than two miles and turn right on Elms Centre Road. Follow the sign to the right on Atlantic Palms Lane, and the apartment homes are ahead.

Reach **Jim Parker** at 937-5542 or [jparker@postandcourier.com](mailto:jparker@postandcourier.com)



**The clubhouse sports a coffee bar, cyber cafe, sitting area and relaxation room with big-screen TV.**