

Special Advertising Feature

Retirement Communities



RENDERING BY LS3P

Inspired by the historic Charleston Orphan House, the exterior of The Peninsula of Charleston was designed by Robert A.M. Stern Architects. It pays tribute to its singular surroundings with classic architecture and a pervasive genteel atmosphere of impeccable service and Southern hospitality.

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In the meantime, “the community is doing a nice job of hosting regular events that bring neighbors out and together,” Pat says. “Once a month they hold a Friday night event called ‘Taste and Tunes’ and bring in musicians, a bar and food trucks from local restaurants. And they host pickleball clinics in the parking lot and a monthly book club. We are also organizing things on our own, like, ‘Wine Down Wednesday,’ where we meet up under one of the beautiful oak trees, and a ladies lunch group that’s already gotten too large for area restaurants.”

“We’ve built other 55-and-better communities and the driver that keeps me going is how they enrich the lives of our residents,” Caldwell observes. “They have a tremendous sense of community and they tell us the friendships and bonds they’ve created are stronger and better than anywhere else in their lives.”

Pat laughs, “We’ve become so close with our neighbors we almost don’t want to move when our bigger house is ready next spring, although it is only a five minute walk away.”

GOING WAY BACK

The partners for The Peninsula of Charleston, a luxury condominium building with self-contained healthcare offerings, already knew each other well. Will Purvis, president of Liberty Senior Living, one of the project’s two partners, explains, “We’ve been talking about this for almost 10 years and actually planning it for the last five. There was no high-end senior living community in downtown Charleston and people who had been living here most of their lives had no option to age in place. We are excited to bring something to Charleston where you can live a few blocks away from your children and grandchildren and enjoy the same friends, restaurants and cultural activities you’ve always known.”

Like Purvis, whose family founded the parent organization of Liberty Senior Living in the late 1800s, his partner Ron Owens, CEO and president of Evening Post Industries (EPI), also represents a

family with a long local heritage. In 1896, the family purchased Charleston’s leading newspaper, the predecessor of *The Post and Courier*. EPI has grown to include multimedia, healthcare and real estate holdings. Courier Square is a subsidiary of EPI, which includes The Peninsula of Charleston and future mixed-use development projects.

The architectural design of The Peninsula of Charleston goes back even further, because the exterior will be modeled after the Charleston Orphan House, which served the area from the 1790s until the 1950s. “We wanted this historic site to complement the history of our city,” Owens says. “And we partnered with Liberty because they have a long track record of building and operating senior living communities in the Carolinas and other Southern cities.”

BUILDING EQUITY

The majority of Liberty’s 21 other communities operate under a rental model. The Peninsula of Charleston will be based on a different financial model. “In the Peninsula, resident members will purchase their homes. This is different from the majority of retirement communities across the country. As property values increase, so does their equity. This model also provides the owner with the ability to sell their property or pass the residence down to future generations,” Purvis explains.

The seven-story building was designed by internationally renowned, New York-based Robert A.M. Stern Architects (RAMSA) in partnership with Charleston-based LS3P, and contains 148 independent-living residences, with pricing ranging from \$775,000 to \$4 million, reports Paige Canaday Crone, director of marketing and sales and a native Charlestonian who actually grew up on King Street herself. “Every residence will have a balcony or terrace,” she says. “Communities such as The Peninsula of Charleston are designed to keep resident members well. This is done through programs like our INSPIRE wellness program and assistance from a health navigator. In the event a resident

requires additional care, they will enjoy the benefit of access to healthcare services on a priority basis and at a discount compared to market rates.”

“I like the equity concept,” says Larry Tarleton, who, with his wife, Judy, made a deposit on a two-bedroom residence with a den. “We wanted to stay close to downtown, near restaurants and entertainment.”

“Our daughter and her family live about three blocks away and we want to stay close to them too,” Judy says. “Also, we live in a house built in 1870. We’re tired of all the maintenance.”

The Peninsula of Charleston, which breaks ground in 2024, will provide its resident members with a club component, offering a fitness center, saltwater pool, card rooms, outdoor gardens, a salon and spa, and a golf simulator, as well as opportunities to hear outside speakers on a variety of subject matter. “The community will also have a full dining room, a casual

cafe and a bar, as well as reserved underground parking,” Purvis reports.

Ginny Deerin, a depositor at The Peninsula of Charleston, says she signed up “for the smallest residence available. “I am into downsizing and simplicity, and there will be a lot of common space that belongs to the residents, like outside gardens where I can hang out and an entrance to the Lowcountry Lowline, a 1.7-mile-long park planned on an old railroad bed, right across the street.”

Although Charleston began as an early Colonial port city and borders the Atlantic, “The Peninsula of Charleston pays homage to traditional design and gardens, but will feature all the state-of-the-art amenities and services anyone could hope to find at a life plan community,” Owens reveals.

Deerin says, “My favorite part of living here is that it is a walkable city with lots of interesting things going on. I love that I’ll be able to stay in a community I know and love.”



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Don’t miss your opportunity to be a part of this exceptional senior community. The Peninsula of Charleston is the first and only ownership model community in Charleston, allowing ownership of each residence and the option to sell or designate it as an inheritance. The Peninsula will offer all levels of care to our resident members including Assisted Living, Memory Care and access to Rehabilitation and Skilled Nursing. Prices range from \$775,000 to \$4 million.

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RENDERING BY LS3P

The Peninsula of Charleston will provide an elegant, comfortable lifestyle and feature high-end amenities and concierge services that are a part of everyday living. Resident members will also enjoy spaces such as the grand hall, Charleston courtyard, sunset terrace, multiple dining venues and club lounge.