

660 Apartments Opens Leasing Center in Old Fourth Ward

Southeast Capital's 301 unit rental property in Atlanta comes online

09.08.2009 – On September 2, the new apartment community 660 opened its leasing center and will be ready for move-ins within weeks. 660 is located at 660 Ralph McGill Boulevard near Glen Iris Drive in Atlanta's Old Fourth Ward neighborhood.

Developed by Atlanta-based multi-family housing specialists Southeast Capital Partners in partnership with Integral Group, the newest project in the neighborhood is immediately adjacent to the nascent Historic Fourth Ward Park on a site originally owned by the Ivan Allen family and was the location of their office supply business.

One of the most enviable amenities will be access to and views of Historic Fourth Ward Park, once the park is complete. Phase I is set to be completed by August 2010, so residents have less than a year to wait before they can enjoy the lake and the walking trails that will surround it. Easy access to MARTA, casual and fine dining and entertainment in the neighborhood also make 660 a desirable location to live.

Jay Clark, President and CEO of Southeast Capital Partners, appreciates the historical value of the area. "We are grateful that the Ivan Allen family allowed us to develop an Atlanta property with such a rich tradition in Atlanta's history. Because of this, our site is allowed views that no other apartment property on the east side of Midtown enjoys. Nearly 40 percent of the homes have either Downtown, Midtown or Buckhead views," said Clark.

Martin Koch of Humphreys & Partners Architects, L.P. said the 301 unit design reflects a contemporary urban product that includes the use of pedestrian scale elements and textures at street level and earth tones to blend into the surrounding neighborhood. "We used horizontal portions of the building similar to a prairie-style [architecture], and walked the area to be developed beforehand to produce a design that would fit into the natural terrain," said Koch.

Southeast Capital Partners chose designer finishes for each of its new apartments in the building. Tenants can pick from eleven different floor plans, including one-bedrooms ranging from 718 square feet to 929 square feet, two-bedrooms from 1,087 square feet to 1,927 square feet, lofts ranging from 580 square feet to 622 square feet and townhomes from 1,093 square feet to 1,169 square feet. All apartment homes have ten-foot ceilings.

Design Classique provided the interior designs and furnishings for the clubhouse and model apartment homes.

Each apartment at 660 features high-end finishes such as granite countertops and ceramic floors often found in high-end condominiums or town homes. Each apartment includes unique floor plans, a private patio/balcony, built-in microwaves, ceiling fans, garden tubs, a washer/dryer connection and designer palettes.

Several Earth-friendly components can be found in the 660 community as well. Appliances throughout the building are Energy Star rated and each tenant receives valet trash and recycling pick-up. 660 uses a catchment system to collect and hold rainwater, which is then used to irrigate the landscaping.

Additional amenities at 660 include a pool and spacious pool deck with wi-fi access, a large fitness center, clubhouse with serving areas for entertaining, a media room, a gaming center and an outdoor grilling and entertainment area. The cyber café located in the clubhouse provides wi-fi access, computers and printers, a latte bar and fireplace.

660 Apartments

<http://www.660apts.com>

Southeast Capital Partners, Inc. (SECP)

<http://secpartners.com>

The Integral Group LLC (“Integral”)

<http://www.integral-online.com>

Design Classique

<http://www.designclassique.com>

Humphreys & Partners Architects, L.P.

<http://www.humphreys.com>