

REST



HOTEL PALMS

A boutique beach experience

By Nan Kavanaugh | Photography provided by Hotel Palms

Atlantic Beach is a rare gem in the wide scope of Florida beach communities, and Hotel Palms is just as unique. Its history goes back to the late 1940s, when it opened as a motor court inn. It has had many incarnations over the decades, but has always remained an iconic beach destination due to its fantastic location. Nestled off of Atlantic Ave, just a short walk from the beach and the restaurants and nightlife of the Beaches Town Center, a stay at the Hotel Palms gives you a taste of what life is like for those lucky enough to live in the area. Owners and Atlantic Beach natives Stevan Brown, her brother Greg Schwartzberger and his wife Julie are pros at making visitors feel right at home.



For more
information visit
thehotelpalms.com

Above: The warm contemporary coastal design gives the Hotel Palms an airy atmosphere perfect for relaxation whether you are traveling for work or play. **Left:** Every room has furnishings crafted locally. Pictured here is a headboard made from reclaimed wood and the design was inspired by the Dames Point Bridge.

“One of our main goals is to give someone the experience of living in this neighborhood,” Greg says. From creating curated local excursions through their Unlikely Local packages, to serving up local craft beers in their lounge, to pop-up artisan markets during the holidays and family movie nights in the courtyard, they capture the essence of the good life in Atlantic Beach.

“Because we are from here, we know this neighborhood like the back of our hands. We can recommend local tips that you aren’t going to get somewhere else,” Stevan says. “And if we don’t know, we’ll find out.”

With a modern, California coastal aesthetic, the hotel was completely remodeled with a focus on utilizing local materials and maintaining the bones of the original motor court, down to the polished concrete floors. They opened their doors just as Hurricane

Matthew bore down on NE Florida last October.

“We evacuated, but the whole time the hurricane was going on, we watched the hotel camera feed. I remember saying, ‘Take my house, but leave the hotel.’” Stevan says.

Inspired by boutique hotels like The Standard in Miami, or Hotel San Jose in Austin, Hotel Palms is perfect for the sophisticated, savvy traveler. The 11 rooms have a warm minimalist design with natural textures of burlap and reclaimed wood combined with a bright, airy coastal palette. They circle a courtyard with an outdoor fireplace and shower for guests to enjoy after a beautiful beach day.

“Greg and I were born and raised here. We moved away, and came back.” Stevan says. We always thought this community had something super special.” 🌴

MORE PLACES TO STAY

You can transform a fun outing, whether it is an event at Everbank Field or a relaxing day at the beach, into a true getaway staycation simply by spending the night in a hotel. Here are a few of our favorite places to stay in the city and at the beach.

DOWNTOWN

Hyatt Regency Jacksonville Riverfront

Having recently undergone a beautiful renovation, The Hyatt Regency has a fabulous rooftop pool with a view of the river that is sure to help you unwind after a busy week.

jacksonville.regency.hyatt.com

Omni Jacksonville Hotel

This is the perfect place to stay if you are catching a show at the Times Union Center. Sip a cocktail poolside at the newly renovated J Bar on the roof before heading to the theater, and get your evening off to a great start.

omnihotels.com

Lexington Hotel and Conference Center

Located on the beautiful Southbank River Walk, the Lexington Hotel has been entirely transformed with a fresh design that compliments the beauty of our river. This is a wonderful place to stay for large groups, like family reunions or wedding parties.

riverwalkjacksonville.com

BEACHES

One Ocean Resort

On the beach with a fabulous spa, One Ocean Resort is the perfect getaway for rejuvenation.

oneoceanresort.com

Casa Marina Hotel

Old world luxury with a fabulous bar and restaurant scene, Casa Marina Hotel is a fabulous place for a romantic getaway.

casamarinahotel.com

Ponte Vedra Inn and Club

This historic inn is as gorgeous as it is exclusive. The Ponte Vedra Inn and Club boasts one of the best spas in the region, so if you are looking for a quiet hideout to relax for the weekend, this is it.

pontevedra.com/inn_and_club