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## **Luxury, urban living a reality at The Peninsula on the Southbank** *Residents quickly adapting to waterfront condominium lifestyle*

Jacksonville, Fla. (July 30, 2008) – Cosmopolitan, urban living is a reality for the growing number of residents who now call The Peninsula on the Southbank home. Residents have been closing on their condominium units and moving in on an ongoing basis since the building opened late last year. New residents, including Ruthie and Dan Sharp and noted photographer Paul Figura and his wife Liz, give rave reviews on The Peninsula lifestyle.

The Sharps closed on their condominium in April and officially moved in at the end of July. “We are excited and have already met people from outside of Jacksonville and the U.S. who own here and love having conversations with them and learning of the realities around the world outside what we are familiar with,” said Jacksonville native Ruthie Sharp. “I love the simplicity of living downtown and having the feeling of being in a bigger city by looking across the horizon from the rooftop club to see our area and all it offers.”

She also cites having the “people mover” across the street and the new transportation hub as another exciting aspect of cosmopolitan living. “After spending some vacation time in New York and parts of Europe, The Peninsula reminded us of the flexibility of going somewhere without having to travel and the ability to walk outside our home to enjoy places and dining,” she says. “We watched the Jacksonville Suns Friday Family Fireworks while sitting on our sofa watching TV Friday night. It was too cool.”

Sharp lists the amenities as the best thing about living at The Peninsula. “There could be days we would not need to leave for any reason – with workouts, spa treatments, lounging on the pool deck or romantic evening drinks at the rooftop club,” she says, also mentioning the great lobby features in the library and, the conference center with Internet access on the ground floor, all of which make it convenient for personal meetings. “This project is so our dream. We are glad something of this magnitude found its way to Jacksonville and are very happy so many chose to take advantage of it to make it successful. We look forward to many years of enjoying it.”

The Sharps live on the building’s east side about halfway up with views of the river and Hart Bridge. “In the evening when the lights along the bridge are on, it’s a fantastic image. We enjoy the amber lights from the city highways and the movement of the traffic, but we do not hear the roar of moving cars,” said Sharp. “As we lounge outside on our patio, we are treated to dolphins traveling up and down the river often and we enjoy watching boaters and jet skiers enjoying the river.”

The Figuras, who closed on their condominium home in May, selected the community based on the location and the amenities. Originally from South Florida (Paul) and New York (Liz), the couple had lived in a single-family home in San Marco (two miles away from The Peninsula) for the past 15 years.

"It was a great custom home, but required a lot of maintenance and with the kids heading to college, we decided to downsize square footage and home chores," said Paul Figura. When asked about his favorite amenity, he adds, "The concierge just called to tell me there is a package up front. That's nice, but the rooftop lounge wins. It has the best view in town."

The Figura's west-facing unit allows for fantastic sunsets with panoramic views of Point La Vista, San Marco and Downtown. "We use the balcony daily," adds Figura, who learned about The Peninsula when developer American Land Ventures hired him to do photography of the community's original sales center.

"The best thing about the Peninsula is that it gives us a 'big city' feeling in our adopted hometown," adds Liz Figura. "When local friends come to visit, they all say that you forget when you're in the suburbs that there is a 'downtown' Jacksonville."

Located on the city's Southbank adjacent to upscale and historic San Marco, The Peninsula is currently the city's tallest residential tower at 38 stories. With 234 residences that begin on the 10<sup>th</sup> floor, each home commands views of the downtown skyline and the St. Johns River.

The Peninsula's amenities package includes The Apogee Lounge – a residents-only rooftop club, a state-of-the-art fitness center and health spa and an outdoor pool and sundeck area on the ninth floor. With a lounge-like ambience, the rooftop club offers spaces for individual wine and liquor storage, two outdoor terraces and a chic living room with 20' ceilings and a fireplace.

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