



# VICTORY LOFTS

FOR IMMEDIATE RELEASE  
April 21, 2004  
FOR INFORMATION CONTACT:  
Nick Pavonetti  
Beck Development  
(813) 387-5339  
Mobile: (813) 376-9522

## FACT SHEET

**Project Name:** Victory Lofts at Channelside

**Location:** 101 South 12<sup>th</sup> Street  
At corner of 12<sup>th</sup> and Whiting Streets  
Tampa's Channel District

**Project Summary:** True loft living has come to Tampa's Channel District with this 89-unit project just minutes from Downtown Tampa. Victory Lofts are unique, innovative and desirable urban housing that feature open living spaces for owners to create a living environment that fully express their individuality.

Two buildings, the 4-story Model T and the 7-story Victory, are both located on the corner of 12<sup>th</sup> Street and Whiting. Largest loft project in the Tampa Bay Area.

Project involves converting an existing warehouse built in 1925 that was used to store automobiles and more recently, county records (Model T building) into 28 true loft units with 11-foot ceilings. Seven-story Victory building, 61 units, includes two floors of parking. The Victory Building contains 23 loft style flats with 12-foot ceilings, 23 two-story lofts with 20-foot ceilings, 11 luxury two-story loft penthouses and 4 two-story work/live units with private on-street entrances.

**Owner:** RSG 1013, LLC, A Giunta Company

**Construction:** Beck Development  
5100 W. Kennedy Blvd., Suite 250  
Tampa

**Architect:** Beck Development

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**Page Two of Two**  
**April 21, 2004**  
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**Project Cost:** Sellout: \$28,000,000

**Timetable:** Groundbreaking: Summer 2003  
Occupancy: Fall 2004

**Realtor:** Smith & Associates Realtors, Inc.  
(813) 839-3800

**Sales Office:** 110 South 12<sup>th</sup> Street, Tampa  
Hours: Saturday 11 a.m.-5 p.m.  
Sunday 12-5 p.m., or call for an appointment

**Unit Size:** From 1,100 to 3,405 square feet  
One and two bedroom loft and penthouses available

**Price Range:** \$240,000s to \$700,000s

**Unit Features:** Expansive living spaces  
Polished concrete floors  
Stainless steel appliances  
High-speed wireless Internet standard in each unit  
11-to-20-foot ceilings and full-height windows  
Luxury kitchen and bath finishes  
Spacious closets  
Granite countertops  
Optional balconies

**Building Amenities:** Online concierge service  
Fitness center  
Secured covered parking  
Multimedia entertainment room with HDTV and full kitchen  
Online management  
Rooftop terrace  
Secured building access with closed circuit monitoring

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**Note to Editor:**

Victory Lofts logos and renderings are available in a high resolution, downloadable files at:  
<http://www.victorylofts.com/news.html>