



VICTORY LOFTS

URBAN LIVING IN TAMPA'S CHANNEL DISTRICT • FEBRUARY 2004

NEWS



The multimedia entertainment room, rooftop terrace and fitness center are a few examples of VIP amenities available exclusively for residents of Victory Lofts.

VIP Life at Victory Lofts

As a Victory Lofts resident, you'll have access to exclusive VIP amenities designed to complement your active urban lifestyle.

Imagine throwing swank cocktail parties in the 720-square-foot Victory Lofts **multimedia entertainment room**, complete with a wet bar, fully equipped kitchen and 100" high-definition projection TV.

Connecting to the multimedia entertainment room is a sprawling, 1,200-square-foot **rooftop terrace** offering panoramic views of the city. This open-air setting features outdoor sitting areas and lush landscaping that creates a secluded urban oasis high above the bustling streetscape below.

Whether you want to lounge in state-of-the-art surroundings, entertain friends or associates, or simply kick back with a martini as you watch the sun set and the city flicker to life, the multimedia room and connecting rooftop terrace can be reserved for private parties and entertaining. Think of it as a VIP extension to your new loft home.

Looking for more activity? How about a morning workout in the private, on-site Victory Lofts **fitness center**. Designed with input from one of Tampa's top fitness experts, this 1,400-square-foot fitness center will be equipped with the latest free weights and Nautilus equipment and open 24/7 to accommodate your active lifestyle.

For the ultimate in VIP convenience, Victory Lofts will offer an **online concierge service**. Right from your new home you can arrange for your personal concierge to pick up dry cleaning or make reservations at your favorite restaurant. In addition, all Victory Lofts residences will feature wireless Internet access.

The VIP life at Victory Lofts is not for the masses – so reserve your loft today before the opportunity passes you by!

This is the Year of Victory! Opening Fall 2004

The trend-setting loft lifestyle, once reserved only for urban dwellers in big cities, comes to Tampa this fall when Victory Lofts opens in the booming Channel District, just steps away from Tampa's downtown waterfront and in the heart of the city's arts and cultural scene.

Two buildings, the 4-story Model T built in 1925 and the 7-story

Victory, make up this landmark 89-unit residential loft project – the largest in the Tampa Bay area.



The 89-unit Victory Lofts development involves converting an existing warehouse that once stored Model T cars into 28 true loft units with 11-foot ceilings.

"The deep foundation work, concrete frame and

columns are up and the majority of the concrete footings are already complete for the Victory Building," said Nick Pavonetti, director of development, Beck Development. "The first floor was poured in January, keeping us right on schedule for a fall move-in date for residents." And demolition

on the Model T exterior gets underway soon. The walls will be replaced with concrete block, glass and large frame windows, a signature feature of these unique lofts.

This is the year that true urban loft living comes to Tampa! For information on becoming one of Tampa's first loft homeowners, call **Smith & Associates Realtors** at (813) 839-3800 or visit www.victorylofts.com/news



Construction of Victory Lofts is on schedule for completion in Fall 2004. Prices of remaining units range from the \$230,000s to \$700,000s.

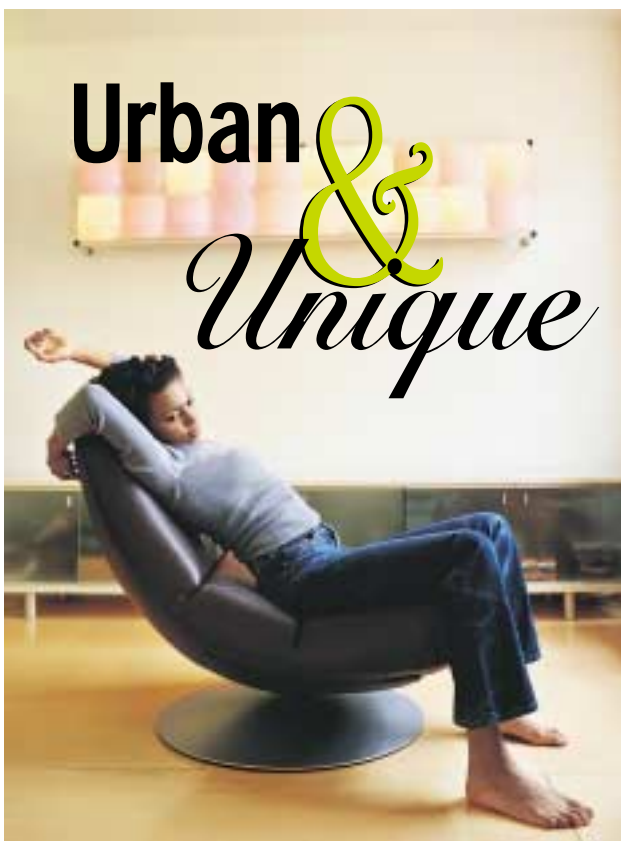


The Victory Building will house 23 loft-style flats with 12-foot ceilings, 23 two-story lofts with 20-foot ceilings, 11 luxury two-story penthouses, and 4 two-story work/live units with private on-street entrances.



VICTORY LOFTS
channel side
110 South 12th Street
Tampa, FL 33602





Urban & Unique

“ Everything is so open – the kitchen opens to the dining area which opens to the living area. I’m going to enjoy the flexibility to do whatever I want with the space. ”

JENNIFER MARKUS
Future Victory Lofts Resident

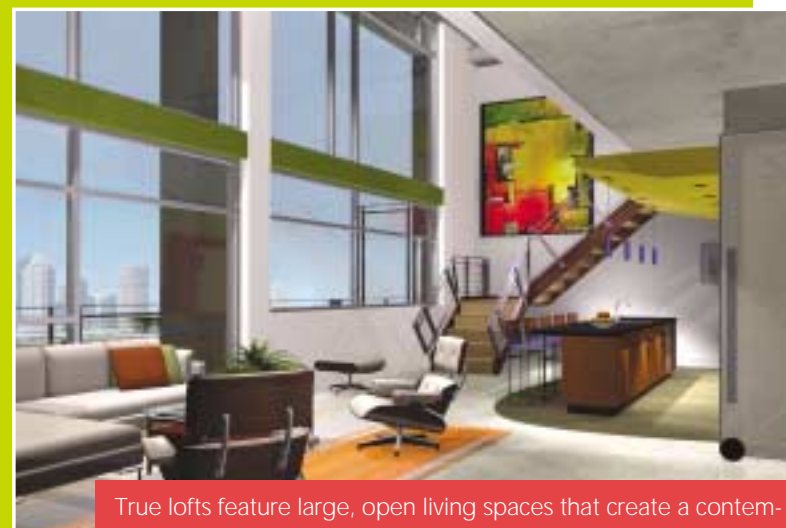
Lofts feature open, uninhibited living spaces where social activities such as relaxing, eating and cooking flow seamlessly from one area to the next, overlapping in one large living space.

Lofts can also adapt to accommodate different activities for different family members. For example, a typical 2,700-square-foot home’s floorplan may include fixed rooms for a living room, dining room and two bedrooms; however, a similar-sized loft can easily change to accommodate a home office or extra bedroom.

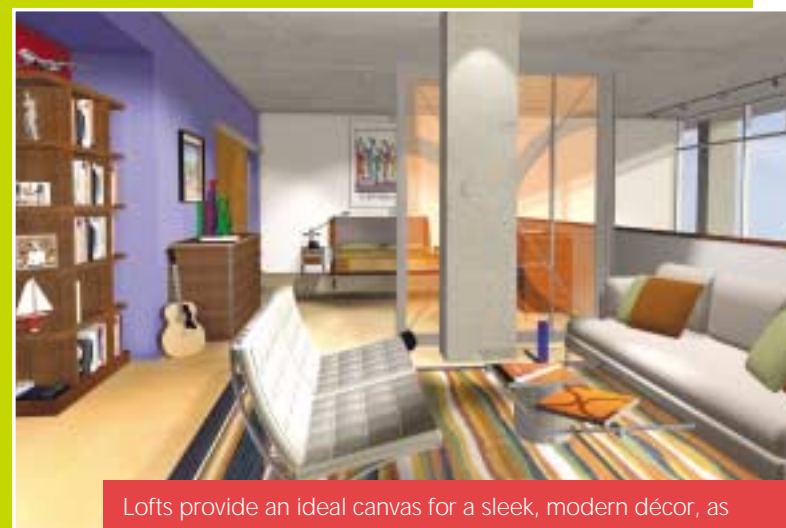
And when it comes to interior design, lofts are the trend-setting urban alternative to traditional condos and townhomes.

With their soaring ceilings and vast space, lofts provide the perfect canvas for sleek, minimalist style. Unconventional features such as polished concrete floors and exposed ductwork blend with ultra-contemporary fixtures and finishes to create a distinct loft-like ambiance.

Intrigued? Come see us. True urban loft living awaits you at Victory Lofts!



True lofts feature large, open living spaces that create a contemporary ambiance, such as this stylish Victory Lofts penthouse.



Lofts provide an ideal canvas for a sleek, modern décor, as shown in this Victory Lofts bedroom and adjoining seating area.



Every unit at Victory Lofts features breathtaking floor-to-ceiling windows.

Loft Living Blends Contemporary Design with Unconventional Ambiance

Originally a bohemian-style living environment that emerged in cities more than 50 years ago, lofts today represent not only a movement in contemporary architecture – they’re a way of life. Young professionals and empty nesters alike are rejecting suburban sprawl and flocking to these “urban sanctuaries.”

What makes a loft unique? It’s all about space. While traditional homes are subdivided into specific rooms, true lofts defy convention with their lack of interior walls.

Q: What makes a true loft different than a condo or townhome?

A: A loft home has open space with few defining walls. It’s a home where movement is not restricted by a permanent floorplan of walls, doors and rooms. The perimeter walls, kitchen and bathrooms are the only permanent spaces. All other living areas are a blank canvas with no conventional restrictions.

Q: We like the open space lofts offer, but at times may need more privacy. Any suggestions?

A: Consider adding these types of “walls:”

- **Rolling Walls** – Designed in a variety of materials from wood to glass, these walls can be moved around the loft on wheels. Most are constructed with expanding panels much like a sliding glass door to allow for flexibility.
- **Floating Walls** – Made of opaque glass, these walls expand from floor to ceiling with space on the top and bottom to maintain the open feel of

a loft. Used as divider panels, they can easily be moved.

- **Glass Block Walls** – While these walls are permanent, the glass allows natural light to expand into the living area while still offering privacy. Walls can be designed at varying heights based on the level of privacy or separation desired.
- **Curtains and Folding Screens** – Draped curtains or stylish folding screens can define living areas while adding color and texture to complement a room’s design.

Q: What decorating and design tips work well for lofts?

- A:**
- Tall perimeter walls or room dividers can be painted a dramatic color to add distinct style.
 - A collection of artwork can be suspended from the ceiling using wire for an ethereal presentation.
 - Athletic and sporting equipment can be displayed and stored on the walls.
 - Framed pieces of stained glass, an antique wood door or other architectural salvage items can be used as creative room dividers.

- Colorful, modern area rugs work well to define seating areas.
- Stylish pendant lights can provide ambient lighting in living areas.
- Contemporary fixtures, such as a vessel style bathroom sink, convey a minimalist style.

Q: I currently work out of my home. How can a loft accommodate my work space?

- A:** Lofts are optimal for working from home:
- Tall perimeter walls provide excellent space to display plans or other work products.
 - Loft living spaces can be easily reconfigured with movable walls or screens to enlarge working space as needed.
 - Lofts have a more urban character for a professional work setting and are less confining than traditional home offices.
 - Abundant natural light from floor-to-ceiling windows illuminates work areas.



Frequently Asked Questions on Loft Living & Design

More About Loft Living

Want to learn more about loft living and creating your new loft home? Check out these books and Web sites.

Books

These books and others are available online at www.amazon.com under “Loft Living”

Lofts: Living in Space

Authors: Orianna Fielding Banks and Rebecca Tanqueray

New Loft Living

Author: Elizabeth Wilhide

Lofts: Living & Working Space

Author: Francisco Ascencio Cerver

Loft Style: Styling Your City-Center Home

Author: Dominic Bradbury

Lofts

Authors: Marcus Field and Mark Irving

Web Sites

www.fineliving.com

Visit this site for excerpts from recent shows about loft living using “lofts” as the search keyword.

www.loftyideas.ca

This site features virtual loft tours, design tips and a photo gallery.

In-Town Living in the Center of It All!

When you live at Victory Lofts, you'll be in the heart of Tampa's arts and cultural scene and close to an increasing variety of attractions in Tampa's growing Channel District.

Diverse as it is entertaining, the Channel District has successfully blended commercial, retail and residential into a community unlike any other area in Tampa – a real urban neighborhood.

Talk about convenient! Just look at some of the entertainment venues, shops, restaurants, cultural attractions and services near Victory Lofts:

Artist Studios/Galleries

More than 14 including:
 Artists Unlimited
 Jeff Whipple Studio
 MacArthur Galleries
 Rustic Steel Creations
 Studio Core
 The Beaker Gallery
 The Dance Project

Attractions/Entertainment

American Victory Mariners Memorial & Museum Ship
 Channelside Cinemas & IMAX (9 Screens)
 The Florida Aquarium
 Henry B. Plant Museum
 Splitsville Bowling Billiards & Dinner Lounge
 St. Pete Times Forum
 Tampa Bay History Center
 Tampa Bay Performing Arts Center
 Tampa Museum of Art
 Tampa Theatre

Ybor City:

Over 90 Restaurants/Bars/Nightclubs
 Ybor City Museum

Centro Ybor:

Gameworks
 Improv Comedy Center
 Muvico Majestic Cinemas (20 screens)

Churches

Over 10 in a 1-mile radius

Cruises

Port of Tampa Cruise Terminals:
 Carnival, Celebrity, Holland America, Radisson Seven Seas, Royal Caribbean & Yucatan Express
 StarShip Dining Yacht
 Lady Tampa Bay Dining Yacht

Grocery Store

Publix Super Markets

Medical Facilities

Channel Medical Clinic
 Tampa General Hospital

Restaurants/Bars/Nightclubs

More than 75 including:
 Asian Chef
 Banana Joe's Island Party
 Beef 'O' Brady's
 Café Waterside
 Champions Sports Bar
 Cold Stone Creamery
 Grille 29
 Hatricks
 Hooters
 Howl at the Moon
 IL Terrazzo
 Jackson's Bistro Bar & Sushi
 Joffrey's Coffee Co.
 Lucky Dill Deli Downtown
 Luna di Mare
 Margarita Mamas
 Newk's Lighthouse Café
 Signature Room (Opening early 2004)
 Spain Restaurant
 Stump's Supper Club
 Tinatapas (Opening early 2004)

Schools/Universities

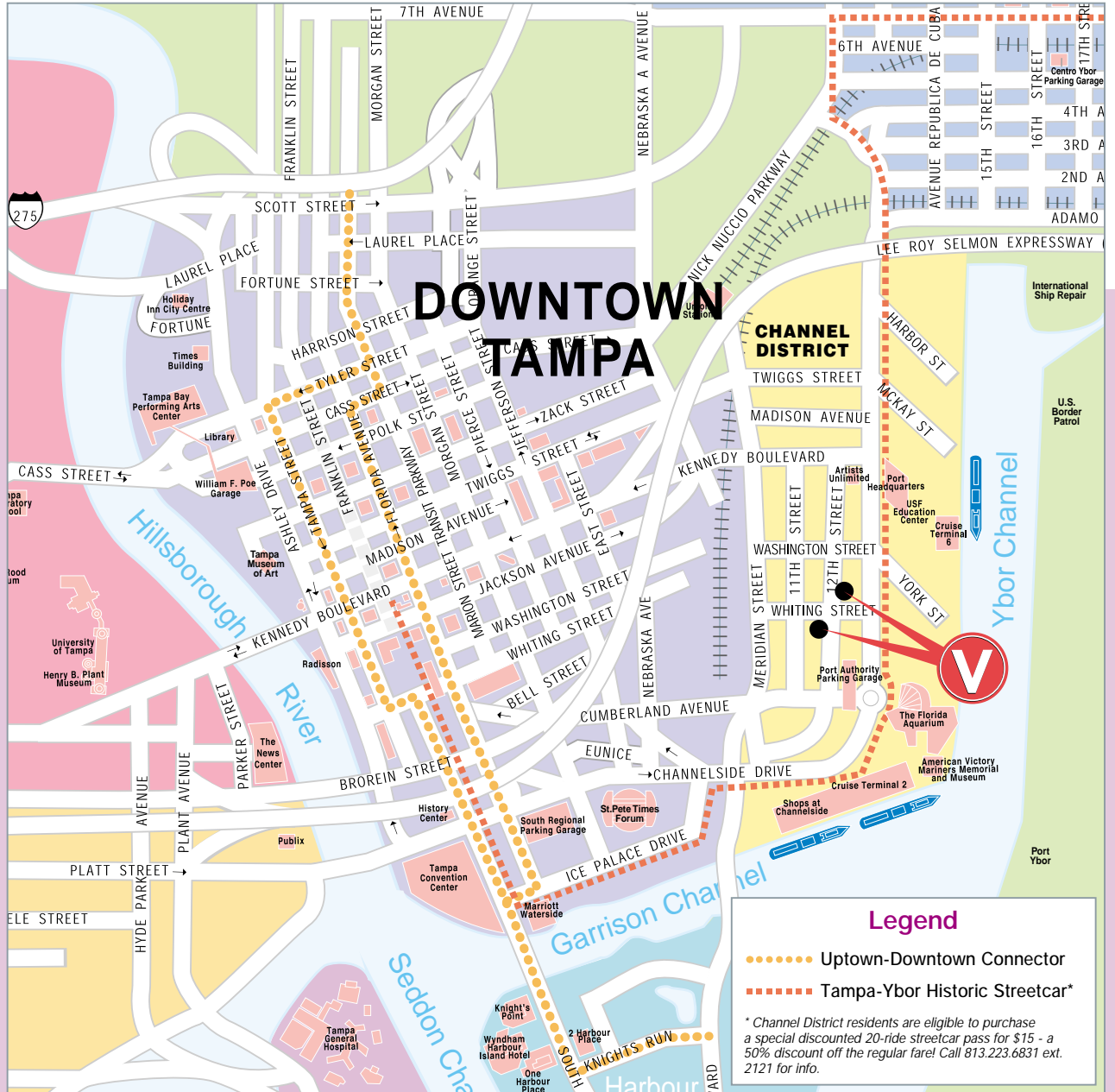
More than 5 including:
 Phillip Shore School
 Tampa Downtown Partnership Elementary School
 The University of Tampa
 USF Downtown Center

Shops/Gifts/Retail

More than 25 including:
 Ciara's
 Cigars By Antonio
 Hurricane Pass Outfitters
 Paintings of the World
 White House Gear
 Wine Design

Other

Tampa Convention Center
 Tampa Marriott Waterside Hotel



Map courtesy of the Tampa Downtown Partnership

My Favorite Local Places

Kim Markham
 Channel District Resident since 1994

Movies and Concerts: Tampa Theatre

Food: Spain Restaurant on Tampa St. (if you phone them about 4 PM, they will get your dinner ready and you can pick it up after work – I recommend the seafood paella)

Food: Laughing Cat at the corner of 8th and 15th in Ybor, there is a streetcar stop right there, incredible lambchops

Breakfast: Marriott Waterside breakfast buffet – includes coffee, juice, omelets, scones, waffles, fruit, toast, the works! Yum yum.

Dry Cleaner: The one on Harbour Island across from Café Dufrain

Coffee: Romeo's on 7th Avenue in Ybor

Happy Place: Dog beach on Davis Island, take your dog shampoo because there are two dog washes there

Framing and Gifts: Studio Core, 108 N. 11th Street, Unit B art, jewelry, hand-made cards

Yoga, Dance Lessons, Personal Training: The Dance Project, 204 N. 12th Street

Art Lessons, Art Shows, Gifts: Artists Unlimited, 223 N. 12th Street

Art (The Real Thing): Jeff Whipple, 209 S. 12th Street

Veterinarian: Dr. Joseph Arcuri, makes house calls in the Channel District

Books: Old Tampa Bookshop on Tampa Street (next to Spain Restaurant)

Computer Guy: Darrin Guilbeau, lives in the Channel District

This listing of attractions, restaurants, entertainment venues, etc. is for demonstration purposes only and is not intended to be a complete listing of all businesses and venues in the downtown/Channel District area.

“ Downtown Tampa is already transforming just like other big cities, and Victory Lofts will play a big role in creating new urban residential options. ”

PATRICC PETTI
 Future Victory Lofts Resident

Learn what's happening in the Channel District and nearby cultural and arts venues at these Web sites:

www.channelsidetampa.com
www.destinationtampa.com
www.funintampabay.com
www.tampachanneldistrict.org
www.tampamuseum.com
www.tampasdowntown.com
www.tbpac.org
www.tecolinestreetcar.org
www.stpetetimesforum.com



Ring in 2004 with 2003 Mortgage Rates

Victory Lofts buyers have the opportunity to ring in the new year with 2003 interest rates thanks to Mortgage Professionals of Tampa Bay, an affiliate of Wells Fargo Home Mortgage, the preferred lender for Victory Lofts.

During 2003, mortgage interest rates dipped to a 41-year low. Given today's favorable interest rate environment, Mortgage Professionals was recently able to lock in 5-year adjustable rate mortgages with interest rates as low as 5 percent. With the option to pay interest only on their mortgages, buyers are finding home ownership very affordable.

Lock in today's interest rates to accommodate the construction schedule of your new home. Should rates drop when you're ready to move in, you have the option to float down to a lower rate or switch to any eligible loan product.

Call today for a current rate quote. Ask for Don Mellow, mortgage consultant, Mortgage Professionals of Tampa Bay at (813) 835-7517 or email at don.mellow@wellsfargo.com.



“ In my opinion, there's just no other place to live in downtown Tampa at a reasonable price. My investment in this area will likely rise as further development in the Channelside District continues. ”

JOE AND JOAN MARTIN
Future Victory Lofts Residents



Visualize Loft Living

Victory Lofts from the \$230,000s to \$700,000s

UNIT FEATURES

- Granite counter tops
- Stainless steel appliances
- 11-to-20-foot ceilings
- Polished concrete floors
- Floor-to-ceiling windows
- Expansive floorplans from 1,100 to 3,405 square feet

BUILDING FEATURES

- Multimedia room with HDTV, wet bar and kitchen
- Rooftop terrace
- Fitness center
- Secure covered parking with secure building access
- And much more!

A 1,400-square-foot on-site fitness center, open 24/7, is one of many exclusive amenities available for Victory Lofts residents.

Stop by our Sales Center – right across the street from the Victory Lofts construction site – to learn more about Victory Lofts and experience the uniqueness of true loft living.

- Actual loft kitchen
- Contemporary furnishings
- Samples of finishes
- Enlarged interior and exterior renderings
- Virtual tour of penthouse interior
- Floorplans with furnishings
- Hard hat tours of the Model T Building



VICTORY LOFTS
channelside

813.839.3800

www.victorylofts.com/news

Sales Center
110 South 12th Street, Tampa
Open Sat. 11 a.m. - 5 p.m. & Sun. 12-5 p.m.
or call for an Appointment

Exclusively marketed by
Smith & Associates
REALTORS, INC.

BECK
DEVELOPMENT

RSG 1013
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