

RIVERVIEWS

News from Beacon Riverside

Preview Edition | Spring 2014



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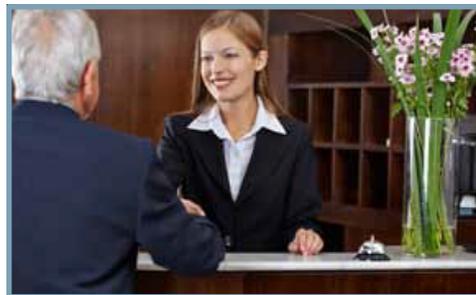


A vision restored.
A lifestyle refined.

Introducing a New Era of Luxury Living on the St. Johns

Restoring a vision of classic architecture and timeless style to Jacksonville's vibrant downtown riverfront, the Beacon Riverside ushers in a new era of contemporary condominium living on the St. Johns River in historic Riverside.

Ideally located between the newly renovated Cummer Museum & Gardens and Memorial Park, the Beacon is surrounded by the eclectic neighborhoods of Riverside, Avondale, Brooklyn, Five Points and the King Street district, where an entrepreneurial spirit is reviving the central city's historic architecture, culture, dining and nightlife.



Within this vibrant neighborhood renaissance, the Beacon offers the incomparable private lifestyle of a residence where life is enriched by everyday indulgences and endless possibilities.

A spa-like ambiance is enhanced by luxurious amenities that include a private clubroom and social areas, state-of-the-art fitness center, guest suite for overnight visitors, a relaxing resort-style swimming pool with sundeck, terraced green space and a private sitting dock overlooking the St. Johns River.

The Beacon offers the ultimate in carefree condominium living, with the "lock and leave" convenience of an on-site concierge, dedicated property management and maintenance staff and building privacy features seeing to every detail, whether you're home or away.



Development is underway!



Private living in the center of a vibrant neighborhood renaissance

Created by the visionary team of developers, comprising of Jacksonville's Hallmark Partners and its selected architects and designers, Beacon Riverside offers a prestigious new address, and an incomparable luxury lifestyle, in the heart of a vibrant neighborhood renaissance.

Combining open floorplans, spectacular views and refined lifestyle amenities, this intimate collection of tower residences will include six opulent penthouse residences over 4,000 square feet of impressive living space. Residence features include high-end finishes such as, 10 foot slab-to-slab floor plan heights with expansive window walls to take advantage of views, Decora self-close cabinets (with a wide array of wood and panel styles to choose from); Toto plumbing fixtures, Thermador Master series kitchen appliances (including natural gas cooktops); quartz, quartzite, granite and marble countertop selections; and multiple flooring selections including hardwood, porcelain tile, and decorative carpet.

Designed by Jacksonville's renowned Studio 9 Architecture and Collaborative Design Group of Minneapolis, this distinctive new landmark was inspired by the classic Craftsman and Prairie School designs of Henry John Klutho, the pioneering architect who helped lead the design and reconstruction of Jacksonville after the Great Fire of 1901.

"We were excited to team with Hallmark group on this project because we share their commitment to stewardship of Jacksonville's architectural heritage and their vision for its future as a truly great city," states Studio 9 principal architect Jason E. Faulkner, AIA. "This was an opportunity to create a signature component in the redevelopment of Jacksonville's downtown riverfront, while also providing a truly luxurious living environment on the cutting edge of today's residential design, engineering and lifestyle technologies."

Ideally located between the Cummer Museum and Memorial Park, the Beacon Riverside makes a great addition to an eclectic walkable neighborhood offering all the sophisticated pleasures of updated urban living.



Collaborative Design Group & Studio9 Architecture

Described by Collaborative Design Group (CDG) principal Mike Jordan as "elegant, classical, urban," Beacon Riverside is being designed by Jordan's Minneapolis, Minnesota-based design firm and Studio9 Architecture of Jacksonville. The idea, said Craig Davison, principal of Studio9 Architecture, is "The spirit of Riverside Avenue."

Studio9 Architecture has provided design services for notable Jacksonville projects such as the Times-Union Center for the Performing Arts, Cathedral Housing Downtown, the Barco-Newton and Skinner Family YMCA buildings and the new Hendricks Avenue Baptist Church.

The firm is also working with Hallmark Partners on the 220 Riverside residential and retail development and the adjacent Unity Plaza public park and entertainment venue currently under

construction along Riverside Avenue in Brooklyn neighborhood.

Studio9 has been instrumental in the redevelopment of Jacksonville's urban core as a place where the economy, quality of life, and distinctive architecture all come together in a welcoming and walkable environment.

CDG's history in the Jacksonville market includes VillaRiva, the signature Riverside luxury condominium tower which opened in 2005, designed for Hallmark Partners' principal Bryan Weber and the Nicewonder Investment Group. The firm specializes in providing a seamless blend of architecture, interior design, structural engineering, and historic preservation that results in energized and enduring design solutions, of which the Beacon is a shining example.

Hallmark Partners defining vision for Jacksonville's future

Developed by its affiliate HP 500, LLC, The Beacon Riverside represents the latest addition to Hallmarks Partners' successful real estate development portfolio throughout the region, and their vision for Jacksonville's future as a great American city.

With a dedicated focus on Northeast Florida, Hallmark Partners has developed over \$400 million worth of Northeast Florida real estate that include some of the region's most vibrant residential communities and commercial centers. Prominent residential communities include VillaRiva Condominiums in Jacksonville's Riverside neighborhood, and The Ocean Villas at Serenata Beach in Ponte Vedra Beach, developed in partnership with the financial strength of the Nicewonder Investment Group of Bristol, VA, which is also partnering on Beacon Riverside.

Hallmark is also currently developing 220 Riverside, a 294-unit urban apartment complex atop 18,000 square feet of destination retail. The project will adjoin Hallmark Partners' visionary Unity Plaza, a new destination lakefront park, amphitheater, and public green space in Jacksonville's burgeoning Brooklyn neighborhood.

Celebrating its 20th year of quality development, Hallmark Partners takes pride in building relationships that inspire confidence among its clients, partners and residents by creating superior environments for people to live, work, shop and play.



From left: Founding Principals, Jeffrey Conn and Alex Coley and Principal, Bryan Weber.



Artists' conceptual renderings of building schematics subject to change by final architectural design.



Riviera Residence Living Area



Plaza Level Owner's Club



SALES GALLERY NOW OPEN
Schedule your personal preview today!

806 Riverside Avenue, Jacksonville, FL 32204
Directly across from The Cummer Museum

904-696-9200

Sales Gallery Hours: Monday - Friday: 10 am - 5 pm,
Open most Saturdays: 12 pm - 5 pm
Sunday: By appointment only

Sales team for
Beacon Riverside
offers homebuyers
luxury expertise.



Debra Riley

Community Representative
Responsible for over \$1 billion dollars in closed real estate transactions throughout her career. Specializing in luxury condominium developments throughout the Southeast, Riley has been recognized locally and

nationally for her expertise in sales and marketing and enjoys helping her buyers understand the specifics of pre-construction purchasing to make informed decisions.



Yvonne Saint-Laurent

Office Manager
Yvonne has over 13 years experience in customer service, sales support, real estate, and property

management. Prior to joining the Beacon Riverside sales team, she served as an asset administrator for a private investment firm.



Broker Participation Welcomed and Encouraged.

ORAL REPRESENTATIONS CANNOT BE RELIED UPON AS CORRECTLY STATING REPRESENTATIONS OF THE DEVELOPER. FOR CORRECT REPRESENTATIONS, MAKE REFERENCE TO THIS BROCHURE AND TO THE DOCUMENTS REQUIRED BY SECTION 718.503, FLORIDA STATUTES, TO BE FURNISHED BY A SELLER TO A BUYER OR LESSEE. This project has been filed in the state of Florida and no other state. This is not an offer to sell or solicitation of offers to buy the condominium units in states where such offer or solicitation cannot be made. Prices and availability are subject to change at any time without notice.

