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The Peninsula at St. Johns sales center nears completion

In preparation for a scheduled March opening, construction is underway on the sales center for The Peninsula at St. Johns, a luxury riverfront condominium tower located on the Southbank of Downtown Jacksonville.

"The 3,500-square-foot sales facility will feature bathroom and two kitchen models complete with the same beautiful interior finishes, appliances and fixtures that will be offered in the condominium residences," said Granvil Tracy, the developer of The Peninsula.

The Peninsula will be the city's tallest residential tower soaring 36 stories. With residences that begin on the 10th floor, the views of Downtown's northbank and the St. Johns River will be spectacular from every residence. The one-, two- and three-bedroom residences will be priced from the mid-\$200s to high \$700s. Penthouses will be priced from \$1 million.

Visitors to the sales center will get a glimpse of life at The Peninsula through breathtaking visual displays and an impressive three-dimensional scale model of the 36-story tower. "Through aerial photography, we will showcase the magnificent views that will be available to our future homeowners," said Michael Gentry, the vice president of sales and marketing for American Land Ventures, The Peninsula's developer.

"This means buyers will be able to select a specific floor plan on any floor in the tower and then see the views from that exact residence. This is the perfect way for prospective buyers to narrow their purchase decision from one residence to another and select their new home based on their view, not simply their desired floor plan," Gentry continued.

Salini Design of Miami, a company that specializes in creating sales facilities, designed the Peninsula's sales center. "We are always incorporating new ideas and trying to inspire potential homeowners and give them an idea of the wonderful lifestyle that awaits them," said Arturo Belkind of Salini Design.

Those interested in having their name put on a VIP list for an invitation-only opening event should e-mail their name, address and daytime phone number to mgentry@ameriland.com



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