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July 8, 2014

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MAYOR DYER CELEBRATES CONSTRUCTION OF ARTISAN 420

Jefferson Apartment Group breaks ground in Orlando with new mixed-use development

(McLean, VA) – Mayor Buddy Dyer and Commissioner Patty Sheehan commemorated the latest advancement of Downtown Orlando’s burgeoning arts district, at the ground breaking for Artisan 420 this afternoon, a new mixed-use development from Jefferson Apartment Group (JAG). The nine-story, 299-unit development will facilitate the arts-focused esprit de corps taking shape in this area of Orlando, with ten ground floor live/work artist studios and three visual arts gallery spaces totaling 4,000 SF of the project’s planned 10,000 SF retail delivery.

Most notably driving the artistic focus in the core of downtown Orlando is the new Dr. Phillips Performing Arts Center, currently under construction. This \$500 MM project is located three blocks from the 1.86-acre site of Artisan 420. Additionally, eight large-scale sculptures were recently added around downtown Orlando’s centerpiece Lake Eola Park, two blocks immediately north of JAG’s Artisan 420. Thoughtfully programmed events also draw consistent patrons, including the recurring Downtown Art and Wine Walk. Artisan 420 will compliment and enhance the vibrant culture of the Thornton Park area as an around the clock artistic enclave. The building’s ten ground floor live/work studios will feature 16-foot ceilings and 14-foot high windows.

Located at the intersection of Church Street and Lake Avenue, Artisan 420 is among the first projects to break ground in the core of downtown Orlando since 2007. The urban market of downtown Orlando has recently attracted significant investment with expanding workforce demographics and transit options. Capital improvement projects will enhance the immediate area around Artisan 420, with new lighting, streetscaping, sidewalks and mass transit stops.

“Artisan 420 exemplifies best in class community focused development,” stated Mike Mulhall Jefferson Apartment Group Florida Development Partner. “The downtown Orlando area is a dynamic leader in the regional economy. JAG is proud to position Artisan 420 as a unique luxury, and culturally focused residential apartment, our first in downtown Orlando.”

Residents of the ten ground floor live/work studios, and, the 289 apartments will enjoy access to high-end amenities. A heated saltwater pool, surrounded by a 10,000 SF lounge and activity deck, will be constructed on the fourth of nine levels at Artisan 420. LED shuffleboard, a life size chessboard, and competition grade Tailgate Toss tournament courts are active amenities planned for the large outdoor recreation deck. Residents will also have access to a 20-person poolside spa, 1,800 SF fitness center and 2,000 SF indoor lounge area. Individual residences will feature quartz and granite countertops, wood flooring and stainless steel appliances. Artisan 420 includes a 448 space three-story parking garage for off-street parking in this bustling and pedestrian friendly downtown area. The first expected units are anticipated to deliver in October 2015.

The 10,000 SF of retail space planned for the ground floor of Artisan 420 will likely incorporate a restaurant concept along with the confirmed three gallery spaces. The Downtown Art District is working with Jefferson Apartment Group to coordinate operation of the Artisan 420 galleries alongside other gallery events and shows in downtown Orlando.

Similar to all JAG properties, Artisan 420 is transit oriented, and is located across the street from a new Lymmo bus circulator stop, which immediately connects residents of Artisan 420 to Orlando's SunRail light rail system. SunRail is a new mass transit system operating in metro Orlando that will eventually cover sixty-one miles upon completion in 2016. The development is also located at the crossroads of Interstate 4 and the 408, providing quick access to all parts of the Orlando MSA.

About Jefferson Apartment Group

Jefferson Apartment Group is a full-service real estate firm specializing in multifamily and mixed-use real estate investments through acquisition, development, construction and property management services. JAG focuses on urban, transit-oriented assets located in high barrier-to-entry markets on the East Coast. The firm is committed to creating and managing communities that are high quality, innovative and environmentally responsible. More information is available at www.jeffersonapartmentgroup.com.

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