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Commercial Real Estate

## The Klotz Group and KABR Group open luxury apartments in Atlantic Beach



The Reef  
KABR GROUP



By [Nick Blank](#) – Reporter - Real Estate & Economic Development, Jacksonville Business Journal  
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An Atlantic Beach 456-unit luxury apartment community with retail space that recently opened is already 50% occupied.

The Reef Apartments, which opened Aug. 18, is located at 2753 Mayport Road, near Hannah Park and Highway A1A. The project has 30,000 square feet of Class-A restaurant, which will include [Spliff's Gastropub](#). The project is led by real estate investment firm KABR Group and The Klotz Group of Companies.

“In addition to our large unit sizes and great location, current and future residents enjoyed The Reef’s incredible amenities and learned about new upcoming retail and restaurant options,” KABR Group Chairman and CEO Ken Pasternak said.

The project's 13,000-square-foot, two-story glass and steel clubhouse includes a rooftop terrace, resort-style pool, espresso bar and lounge, bike parking station and a fitness center with a rock climbing wall and Peloton bikes. Additional amenities include electric vehicle charging stations and a large dog park.

“We are excited to fully open this first-class, luxury development located so close to the beach,” The Klotz Group CEO Jeff Klotz said. “We designed The Reef to feel more like a luxury resort, where residents and their guests can relax and enjoy all that the Florida lifestyle has to offer.”