### REGENCY CENTERS CORP Form SC 13G February 18, 2004

# UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549

SCHEDULE 13G
Information to be included in Statements filed pursuant to Rules 13d-1(b), (c) and (d) and amendments thereto filed pursuant to Rule 13d-2(b)
(Amendment No)
Regency Centers Corporation
(Name of Issuer)
Common Stock
(Title of Class of Securities)
758849103
(CUSIP Number)
December 31, 2003
(Date of Event That Requires Filing of this Statement)
Check the appropriate box to designate the rule pursuant to which this Schedule is filed:
/x / Rule 13d-1(b) / / Rule 13d-1(c) / / Rule 13d-1(d)
1. Names of Reporting Persons and I.R.S. Identification No.  UBS AG
2. Check the Appropriate Box if a Member of a Group
a // b // See Item 8 of attached schedule
3. SEC USE ONLY
4. Citizenship or Place of Organization  Switzerland
Number of 5. Sole Voting Power 4,311,335 Shares Bene- 6. Shared Voting Power 0 ficially 7. Sole Dispositive Power 4,311,335

Owned by Each 8. Shared Dispositive Power 0 Reporting Person With:
9. Aggregate Amount Beneficially Owned by Each Reporting Person: 4,311,335 shares
10. Check if the Aggregate Amount in Row 9 Excludes Certain Shares / /
11. Percent of Class Represented by Amount in Row 9 7.14%
12. Type of Reporting Person  BK
Item 1(a) Name of Issuer  Regency Centers Corporation
Item 1(b) Address of Issuer's Principal Executive Offices:  Regency Centers Corporation 121 West Forsyth St.  Jacksonville, FL 32202
Item 2(a) Name of Person Filing: UBS AG
Item 2(b) Address of Principal Business Office:  UBS AG's principal business office is: Bahnhofstrasse 45 PO Box CH-8021 Zurich, Switzerland
Item 2(c) Citizenship Switzerland

Item 2(d) Title of Class of Securities
Common Stock
Item 2(e) CUSIP Number: 758849103
<pre>Item 3. Type of Person Filing:</pre>
UBS AG is classified as a Bank as defined in section 3(a)(6) of the Act pursuant to no action relief granted by the staff of the Securities and Exchange Commission.
<pre>Item 4 (a)-(c)(iv). Ownership:</pre>
Items 5-11 of the cover pages are incorporated by reference.
Item 5. Ownership of Five Percent or Less of a Class:
If this statement is being filed to report the fact that as of the date hereof the reporting person has ceased to be the beneficial owner of more than five percent of the class of securities, check the following / /.
Item 6. Ownership of More than Five Percent on Behalf of Another Person:
Not applicable
Item 7. Identification and Classification of the Subsidiary That Acquired the Security Being Reported on By the Parent Holding Company:
Not applicable
Item 8. Identification and Classification of Members of the Group:
Not applicable
Item 9 Notice of Dissolution of Group:
Not Applicable
<pre>Item 10. Certification:</pre>
By signing below, the undersigned certify that, to the best of their knowledge and belief, the securities referred to above were acquired and are held in the ordinary course of business and were not acquired and are not held for the purpose of or with the effect of changing or influencing the control of the issuer of the securities and were not acquired and are not held in connection

with or as a participant in any transaction having that purpose or effect.

#### SIGNATURES

After reasonable inquiry and to the best of the knowledge and belief of the undersigned, the undersigned certifies that the information set forth in this statement is true, complete and correct.

UBS AG

By: /s/ Robert C. Dinerstein Robert C. Dinerstein Managing Director

By: /s/ Per Dyrvik
Per Dyrvik
Managing Director

Date: February 18, 2004