

# The (New) Dranoff Lifestyle

Cutting edge 777 South Broad becomes an urban landmark in Philadelphia

By Chaz Wendigo



**D**ranoff Properties is reinventing the way Philadelphia lives.

That's not a new thing, of course; properties from the iconic Symphony House on Avenue of the Arts to the historically rehabbed Victor Lofts on the Camden Waterfront stand as symbols of Dranoff's influence on urban life. The concept? Merge luxury residences with unmatched amenities.

Which is why their newest project is such a landmark for the city—777 South Broad. A 146-unit building, 777 challenges the industry with

high-end features coupled with the ultimate in convenience and earth-friendly construction. Carl Dranoff, CEO of Dranoff Properties, extols the virtues of the complex's eco-consciousness: "The building was designed to cut heating and cooling costs by circulating fresh air, reducing water use with low-flow plumbing, and maintaining an infrastructure with few or no volatile organic compounds (VOCs). Hybrid car owners are even given preferential parking options."

Located on Avenue of the Arts, 777 is within seven minutes of everything Philadelphia urban life has

to offer—the Kimmel Center for the Performing Arts, a subway ride away from all the sports stadiums, and walking distance from countless bars, restaurants, and shops that give the city its daytime vibe and bustling nightlife.

Residents of 777 have even more to look forward to. Dranoff has teamed up with dozens of Philadelphia shops, services, and restaurants to bring the 777 crowd a wealth of discounts and VIP treatments with the Dranoff Lifestyle Access Card. "It's another way of connecting residents with the greater community," Dranoff says. Participating



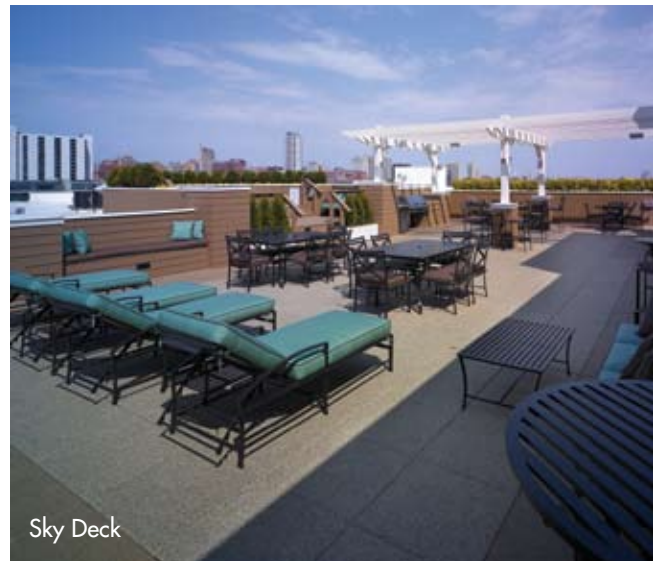
Corner, 2-bedroom Apartment



777 Club Room



Lobby



Sky Deck

businesses include The Capital Grille, Philadelphia Theatre Company, Bain's Deli and many more throughout the Philadelphia region.

But even if residents don't want to go that far afield, restaurants and shops on the first floor of 777 will offer them several choices for shopping and dining. Two restaurants are planned for the corner spaces, with additional services such as a gourmet grocery store, a hair salon/spa, and other boutiques. Inside the complex, a resident-only bar/lounge, Fitzwater's Pub, offers pool tables, card tables, multiple flat-screen TVs,

and other pub-like amenities. A state-of-the-art Precor® fitness center on the second floor provides a great workout.

The magnificent Sky Deck at 777 is ideal for dining, lounging, or soaking—all while taking in pristine views of Philadelphia. Two large industrial grills, outdoor dining areas, and a 12-person hot tub make summer time ideal for entertaining, or, at the very least, for a picturesque evening at home.

Every unit in 777 comes equipped with granite countertops, bamboo floors, stainless steel kitchen

appliances, marble master bathrooms, and large, floor-to-ceiling windows that reveal unmatched views of the city.

So how is this new Dranoff feature faring? "Leasing is brisk," Dranoff says, "so jump on the opportunity and become the envy of the city—paving the way for luxurious, eco-friendly living in the heart of Philadelphia.

*For more information on 777 South Broad, visit [777southbroad.com](http://777southbroad.com).*