

# Real Estate

special advertising section

## Focus on Condominium Housing Venice Lofts, Manayunk

# Manayunk's Venice Lofts opens model, sales center

By Rachel Vigoda  
Hollister Publication Services

Dranoff Properties, recognized in the Philadelphia area as a leader in urban redevelopment, is transforming a former textile mill site in trendy Manayunk into a collection of luxury condominiums called Venice Lofts. A comprehensive onsite sales center and model home have just opened to the public.

Adhering to the tried-and-true Dranoff method, Venice Lofts will mesh the latest design and technology innovations with both historic architecture and brand-new construction. One- and two-bedroom flats and three- and four-story individual-entry townhomes will be available.

Interested buyers can browse a selection of finishes, features and amenities at the

new sales center, which is located in two of the townhomes. A model bedroom, bathroom and kitchen will help buyers visualize the final product, and choose color palettes.

"It's convenient for our buyers to have the sales center onsite," says sales manager Natalie Wolfinger. "They can see the views, see the model, see our stunning selections."

Bordering the Schuylkill River and the Manayunk Canal, and just 7 miles west of Center City Philadelphia, Manayunk is filled with fashionable boutiques, galleries, bistros and restaurants. The Manayunk Towpath is a popular spot for jogging, biking and strolling, and the Canal, when fully restored by the Manayunk Development Corporation, will allow small boats and canoes access to the river.



Venice Lofts will feature a private clubroom.

Pamela Mitchell is moving to Manayunk from Washington, D.C. She had been thinking about transferring to either her law firm's office in Philadelphia or its office in Phoenix when she saw an ad for Venice Lofts.

"I went up one Saturday, to Manayunk, and I just loved the town," Mitchell says. "And I like that Philadelphia is really an up-and-coming city. I'm looking forward to walking around and exploring."

Venice Lofts will feature Dranoff staples, such as a modern, elegant lobby manned by a concierge; a private clubroom with a big-screen TV and a catering kitchen; and an elaborate fitness facility. The residences are being designed with oversized windows, 9-foot-plus ceilings, hardwood flooring, carpeting in the bedrooms, large closets with built-in shelving and individual heating and cooling systems. Secured parking is included.

"It's higher-end living," says Mitchell.

The new Venice Lofts model and sales center are open Monday to Friday, from 10 a.m. to 6 p.m., and weekends, from 11 a.m. to 5 p.m.

**Dranoff Properties is transforming a former Manayunk textile mill site into condos.**

## The Details

**Name:** Venice Lofts

**Address:** 4601 Flat Rock Road, Venice Island, Philadelphia, Pa.

**Nearby Landmark:** Manayunk's Main Street

**Phone:** 215-483-4090

**Website:** [www.veniceloftscondo.com](http://www.veniceloftscondo.com)

**Type of Housing:** Luxury condominium homes, including flats and townhomes

**Number of Units:** 128 (90 flats and 38 townhomes)

**Price Range:** Upper \$300s to the \$700s

**Developer:** Dranoff Properties

**Architect:** Bower Lewis Thrower Architects

**Amenities:** Secured parking (included), library/clubroom, fitness center, hardwood floors, walk-in closets, gourmet kitchens, 10-year tax abatement

**Shopping:** Abundant stores and restaurants along Manayunk's bustling Main Street are within walking distance.

**Public Transportation:** Bus and train lines are within walking distance.

**Directions:** Take 76 East to Belmont Avenue/Green Lane (Exit 338). Cross the bridge. Turn left at the first light (Flat Rock Road). Follow the signs to the Venice Lofts sales center.

### Two bedroom floorplan



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