

PRINT & ONLINE

PENINSULA PUBLISHING

BUILDER AND DEVELOPER

The Business Management Resource for U.S. Homebuilding Professionals

Volume 21, Number 10



Issue No. 238



www.bdmag.com

October 2011 \$10.00



Interesting Interiors

LEED-ing Philly in Luxury Living

Philadelphia's premier multiuse multifamily midrise is providing an urban luxe environment with a twist of eco-conscious green living.

By DANI SMITH

The 18,835 square foot lot that is now Philadelphia's premier five-story multi use midrise built and owned by Dranoff Properties, was once the property of the Philadelphia Redevelopment Authority. According to Carl Dranoff, president of Dranoff Properties, the

transform the urban core of Philadelphia—with concentration on South Broad, otherwise known as the Avenue of the Arts, in particular—it was only a matter of time before Dranoff Properties acquired the location of 777 South Broad. Situated right along the said avenue, was the perfect location for Carl's newest vision of luxury green living. "Avenue of the Arts is the city's only 24-



▲ THE LATEST PEARL IN A STRING OF LUXURY DRANOFF PROPERTIES PROJECTS, THE BUILDING REPRESENTS THE CITY OF PHILADELPHIA'S FIRST LEED SILVER CERTIFICATION MULTIFAMILY COMMUNITY.

► EVERY APARTMENT IN 777 FEATURES 10-FOOT CEILINGS AND LARGE WINDOW WALLS BATHING EACH APARTMENT IN NATURAL LIGHT.

space had been vacant for over a decade taking over a long stretch of unoccupied and decaying row homes and was intermittently a homeless destination. A company committed to creating unparalleled residential destinations that

seven street where residents and visitors alike can experience the best of the city's culture in the many arts, entertainment and restaurant venues lining the street. 777 South Broad makes the southern end of the Avenue of the Arts much







“777 South Broad represents the best in sustainable urban living in this blossoming new neighborhood ... It also proudly represents Philadelphia’s first LEED certified multifamily building.”

— Carl Dranoff, President of Dranoff Properties

more attractive in promoting future investment,” said Dranoff.

Funded by a construction loan of 64.5 million dollars, the completed multi-use midrise brings a fusion of sophistication and communal feeling to the once abandoned and decaying 2.2-acre lot. “Accented by a dramatically lit beacon in the center of its façade, its cutting edge glass and brick exterior is set back 28 feet from the street, creating wide Parisian-like sidewalks conducive to sidewalk café’s and pedestrian friendly activities,” explained Dranoff. Contemporary and fresh, the building is home to 146 luxury residential units above 19,000 square feet of retail space on the ground floor and a 191-space gated parking lot. Though today, 777 South Broad stands as a testament to the up and coming city transformation the Avenue of the Arts is undergoing with the help of Dranoff Properties, there were some construction challenges along the way.

The building’s size make a great place to put 146 units above 19,000 square feet of retail space, but



▲ 777 SOUTH BROAD STREET OFFERS ONE AND TWO BEDROOM APARTMENT HOMES WITH OPEN SPACE LAYOUTS RANGING FROM 800 SQUARE FEET TO 1,400 SQUARE FEET.

◀ THE 2.2-ACRE LOT THAT WAS ONCE DECAYED NOW FEATURES THE FIVE-STORY MULTI-USE BUILDING WITH 146 LUX RENTAL APARTMENTS AND 19,000 SQUARE FEET OF RETAIL SPACE.

made for difficult construction. “The size of the building created a constraint. Using wood frame construction — or Type 3B — has a significantly lower allowable floor area and even with the allowances for a fully automatic sprinkler, the cumulative building was too large,” expressed Dranoff. In order to make the building feasible, Dranoff properties opted to utilize wood framing construction for the residential floors, rather than concrete plank and steel. The building is four stories of wood construction over a concrete deck with steel beams and columns on the ground level. This enabled the builder to meet code requirements

by differentiating the building into two separate horizontal zones — one being residential lobby and ground floor retail and the rest, residential—by creating a three-hour fire separation between the two different types of construction. He went on to mention that in order to keep the building the same size, the residential building (floors two through five) had to be split into two different vertical zones. The residential sections were split on the South side of the elevator lobby with a two-hour rated wall that extends from the concrete deck to the roof, so 777 South Broad is actually considered three separate buildings under one roof.

While the exterior of the community makes

for an interesting piece of architecture, it is what the community offers its residents in terms of living space and extra features that really makes it stand out. Unlike any of its neighboring residences and facilities, 777 South Broad is a LEED Silver certified luxury apartment community—a first for the city. Featuring low-flow plumbing and water fixtures, bamboo flooring, locally produced materials and recycled products, the project made a commitment to maintaining an eco-conscious lifestyle for residents. Also conveniently located next to Philadelphia’s mass transit system, residents can help cut down carbon emissions

by taking advantage of the neighboring mass transit. The community also hosts Philadelphia’s first electric car charging station. Cutting edge in both architectural design as well as sustainable features, this mixed-use community has set the standard for communities in Philadelphia to promote sustainability. “777 South Broad represents the best in sustainable urban living in this blossoming new neighborhood... It proudly represents Philadelphia’s first LEED Silver certified multifamily building,” mentioned Dranoff.

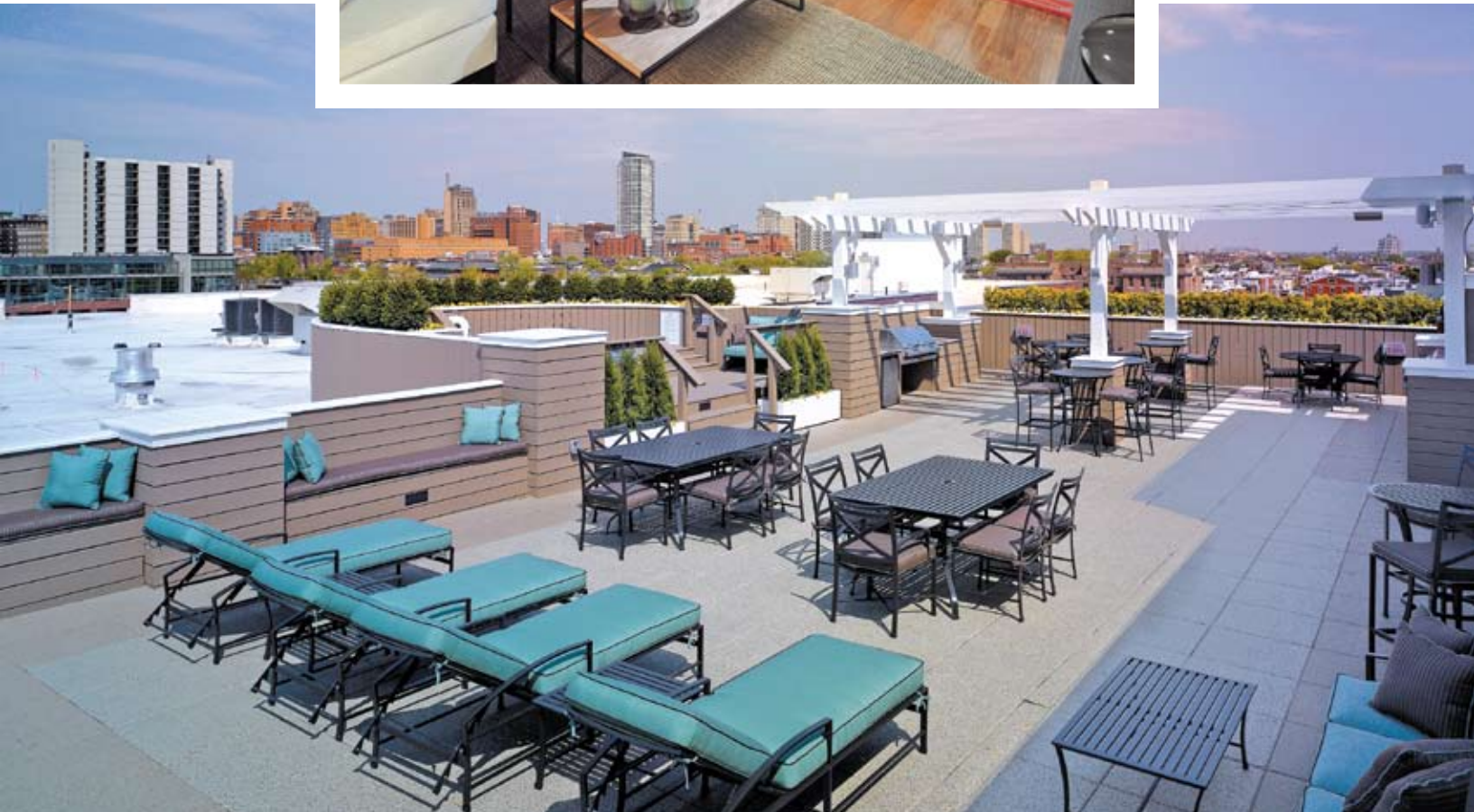
With a targeted renter of graduate students, young professionals and professional athletes,

► DRANOFF PROPERTIES CREATED A COMMUNITY THAT COMBINES ALL THE COMFORTS OF A LUXURY CONDO IN A RENTAL COMMUNITY.

▼ AN OUTDOOR SKY DECK IS JUST ONE OF THE MANY AMENITIES 777 SOUTH BROAD STREET OFFERS. IT FEATURES 24-SEVEN CONCIERGE, HOSPITALITY SUITES FOR GUESTS AND FITWATER’S PUB FOR RESIDENTS TO ENJOY.



Dranoff Properties went to great lengths to ensure that the amenities 777 South Broad offered were features that directly spoke to the targeted Gen-Y renter. The midrise building offers the same amenities as most multifamily complexes: state-of-the-art gym, pool, clubrooms, 24-hour concierge, hospitality suites and conference rooms. However, Dranoff Properties went to great lengths to go above and beyond what other communities are





▲ CAPITALIZING ON THE HEIGHT OF THE MIDRISE, EACH UNIT ALSO HAS AN UNOBSTRUCTED VIEW OF THE CITY, GIVING RESIDENTS THE FULL EFFECT OF URBAN LIVING.

doing and funneled in on exactly what they knew their residents want in a community within a community. The outdoor sky deck with décor that parallels a lounge-type atmosphere, is designed for outdoor entertaining and relaxation. A gorgeous city view of Avenue of the Arts and the Philadelphia skyline, a fireplace with surrounding seating area, dining area with high top seating, outdoor stainless steel grills and an eight to 12 person hot tub, make the sky deck a popular attraction among both residents and guests. The Fitzwater Pub located inside the complex is another selling point the community has to offer. Featuring beverages on tap, pool tables, dartboards and multiple flat screen TV's, it's the perfect gathering place for sporting events, laid-back weekends at home and meeting

neighbors. According to Dranoff, the idea behind such amenities was that regardless of the renter's apartment size, they could share in the benefits and amenities offered to all residents.

While features and amenities are important to any multifamily complex, it's the actual unit that the resident spends the most time in, and 777 South Broad's interiors are just as fully equipped as the rest of the complex. Available in one- and two- bedroom floor plans with layouts that range from 800 square feet to 1,400 square feet, the units also feature 10-inch ceilings, floor to ceiling window walls and full-size balconies or bay windows keep each unit well lit with natural sunlight and moonlight. The windows and inlet of light to each unit added to the sustainability of the project, generating LEED points because units will conserve energy by offering more natural light during the day. Capitalizing on the height of the midrise, each unit also has an unobstructed view of the city, giving residents the full effect of urban living.

The kitchen was a major priority for the builder, as it is a huge focus in the home and was given special attention to during the development process, so that 777 South Broad residents could live in it without complications, that would only be

seen after it was built. "We made a couple mistakes (in kitchens) in prior projects and wanted to get it right," explained Dranoff. "We did everything: the flooring, backsplashes, countertops, internet connections. Some of the biggest mistakes are made in the lay out in kitchens, but by creating a mock-up we were able to avoid making any (mistakes) because the contractors and subcontractors could see a real-life version of the kitchen and made the necessary corrections ... Good planning pays off." The perfectly planned kitchens in every unit are spacious and come with granite countertops, breakfast bars and stainless steel appliances as well as built-in computer nooks and are a major beauty point in the apartments.

Bringing luxe green living to an area that was once vacant and unproductive, 777 South Broad has set the bar for communities to come for the city of Philadelphia.

"What we did was a first in the region. We delivered a rental community with the same quality of living as a luxury condo," said Dranoff.



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