

IN THE NEWS

Seen in a recent article in *The Philadelphia Inquirer* on the luxury condo market in Center City. “Carl Dranoff said his experience at 10 Rittenhouse, where condo prices topped an unprecedented \$1,000 plus per square foot as the market was just starting to recover, convinced him that taking One Riverside condo would meet a demand.

“There is a scarcity of this kind of product on the market,” he said. “I’ve learned that people, especially those from the suburbs, want open space,” said Dranoff, adding that “all units would have terraces and balconies.”

One Riverside will feature several one bedroom units, as well as larger two, three, four and five bedroom units. The larger units will have more square footage to accommodate families downsizing from larger residences. Over 90% of the units will have two or more bedrooms and over 50% will have dens or sitting areas. ■



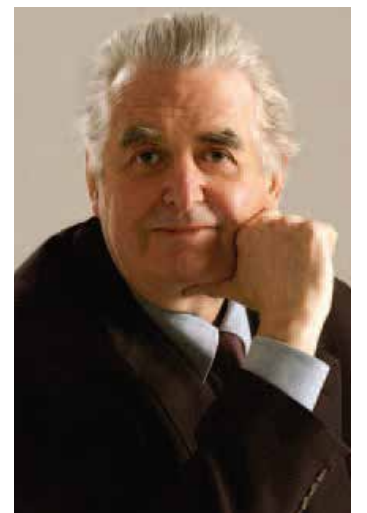
# The One Riverside Road Show



Heads were turning this Fall as a trolley named the One Riverside Road Show made its way along the streets of center city and beyond. According to Marianne Harris, using a trolley as a mobile sales center was a first for the city. “So many people were asking for information about the property, we decided to literally ‘take the show on the road’ to get some preliminary information out to prospective buyers and brokers.”

## CECIL'S CORNER

Cecil Baker, architect for One Riverside, heads a highly acclaimed firm based in Philadelphia. The firm's designs have received regional and national accolades, including awards from The American Institute of Architects, Progressive Architecture, Architectural Record, and the U.S. Department of Housing and Urban Development.



### On One Riverside's setting:

“One Riverside sits on a key waterfront site in Philadelphia. To the south of the site is the Schuylkill River Park, a remarkable urban asset contiguous to a vibrant eclectic neighborhood. Its numerous features, including community gardens, are richly used and meticulously maintained. To the north of the site is a major entrance to the Schuylkill River Banks and Trails system that leads to the Philadelphia Art Museum and beyond.

The design of One Riverside seeks to minimize obstructions to the view of the abutting Fitter Square neighborhood. The building is placed proximate to its southern property line in order to yield a surface garden framing the entrance to the Schuylkill River Banks river park.

One Riverside is envisioned as a contemporary glass tower bookending the western edge of Center City. It attests to the new vitality flourishing in Philadelphia's urban core.” ■

# 5 QUICK FACTS ABOUT ONE RIVERSIDE

- 1. The 22-story tower will have just 82 residences with only 3-6 per floor**
- 2. A walkable location close to restaurants, shops, more**
- 3. 110 underground parking spaces with valet parking**
- 4. Sweeping, panoramic views in all directions**
- 5. An abundance of terraces, balconies, gardens and greenspace** ■



## We ♥ Brokers!

One Riverside is delighted to work with Real Estate Brokers and their clients.

Questions?  
Call us at 215.600.2496.



# Unparalleled Amenities

Yet another reason why you should make this ONE, yours: the world-class amenities found only here.

These include an underground valet parking garage, a stunning lobby with 24/7 manned concierge desk, a private pocket park for residents only, and an amenity floor with 60' indoor lap pool, state-of-the-art fitness center (with see-forever views of the river and city, facing the art Museum) a business center, a clubroom with catering kitchen and an impressive guest suite that you can use for visiting family or friends. ■



**Above:**  
The finely detailed lobby, featuring onyx and rich woods, includes a manned concierge desk and well-appointed seating area with fireplace.

**Left:**  
The 60 foot lap pool is splashed with light from floor-to-ceiling windows

**Below Left:**  
The clubroom is meticulously appointed with a grand piano, fireplace, flat-screen TV and catering kitchen.

**Below Right:**  
The executive boardroom includes multi-media presentation equipment and stunning views from a wall of windows.

All renderings are artist's conceptions



## MEET THE TEAM

### Teisha Sor

Sales Agent

DIRECT: 856-520-3246

OFFICE: 215-600-2496

EMAIL: [tsor@dranoffproperties.com](mailto:tsor@dranoffproperties.com)

**Passionate about:** everything real estate. Her TV is always tuned to HGTV.

**Why we're lucky to have her here:** With more than 9 years of experience in rentals, marketing property management and broadcast sales she has extensive contacts in Philly sports and media. She doesn't just spot trends, she sets them.



### Norm Eckert

Senior Sales Associate

DIRECT: 215-834-1963

OFFICE: 215-600-2496

EMAIL: [neckert@dranoffproperties.com](mailto:neckert@dranoffproperties.com)

**Impresses us:** with his vast knowledge and experience of both residential and commercial real estate. Has held real estate licenses in Tennessee and North Carolina (as well as his current one in PA). He's a selling machine – with success after success after success. Norm has been a major player in Philadelphia real estate sales since 2007.



**Visit us now to reserve the very best selection of prime residences. Come choose your view!**

**Our Showroom is open daily M-F 10 – 6; Sat. 10 – 5; Sun. 12 – 5.**

**Call us now at 215-600-2496 for an appointment!**