

# PHILADELPHIA BUSINESS JOURNAL



## CARL DRANOFF

CEO, DRANOFF PROPERTIES INC.

Carl Dranoff has been involved in Philadelphia and the region's residential real estate scene for decades. His projects include Locust on the Park, Left Bank and Victor. A pioneer, Dranoff built Symphony House, the first condominium project along South Broad Street that set the stage for more residential development along the Avenue of the Arts including 777 South Broad and Southstar Lofts. Always a little restless and looking to hit the market's sweet spot, Dranoff is involved in four projects — One Riverside, One Ardmore Place, One Theater Square and SLS Hotel and Residences — totaling \$500 million that will reshape their communities.

