

Condos, Retail, Green Space to Rise Along Philly's Avenue of the Arts

ArtHaus Condos to rise across from Kimmel Center on Philly's Avenue of the Arts
By Dan Stamm

Published Jun 11, 2019 at 10:55 AM | Updated at 6:03 PM EDT on Jun 11, 2019



A new development is coming to the heart of Center City. The Broad and Spruce Project will be the next addition to the Avenue of the Arts. NBC10's Lauren Mayk is in Center City with more on this surge in development. (Published Tuesday, June 11, 2019)



WHAT TO KNOW

- ArtHaus Condos to rise across from Kimmel Center on Philly's Avenue of the Arts
- Dranoff Properties says the project will feature the highest residential units on the iconic stretch of South Broad Street.
- The hope is to complete the project by 2021.

A developer has big plans for to build a 47-story residential tower at a long vacant lot along Philadelphia's Avenue of the Arts.

The plan is to build a 528-foot high-rise featuring luxury condos, green spaces and retail stores at 300 South Broad Street. The project is called ArtHaus and features plenty of amenities, including a sixth-story outdoor sky garden that even features

gardening plots.

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Each residence, or "haus" as designers call them, will wrap a corner of the building and feature a balcony, Dranoff said.



A look at a mock up of the ArtHaus Condominiums planned for Philadelphia's Avenue of the Arts. See Larger Photo credit: NBC10

The \$253-million project also features a full spa, pool and gym.

Dranoff Properties CEO Carl Dranoff joined Philadelphia Mayor Jim Kenney, former mayor and governor Ed Rendell and other city leaders at the Kimmel Center which sits across the street Tuesday to make the announcement. They...

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Center, which sits across the street, Tuesday to make the announcement. They then planned to move across the street for a groundbreaking.

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Dranoff called the Avenue of the Arts "one of Philadelphia's great treasures." He called the new tower a "beacon."

"The project is transforming the Avenue of the Arts into one of the best streets in America," Dranoff Properties said in a news release.

The hope is to complete the high-rise by 2021.

The site, which has sat vacant behind a fence for years, was once home to Gamble and Huff's Philadelphia International Records. The building was demolished in 2015, about five years after an arson badly damaged the historic home of the Sound of Philadelphia.