

Metal Architecture

June 2011

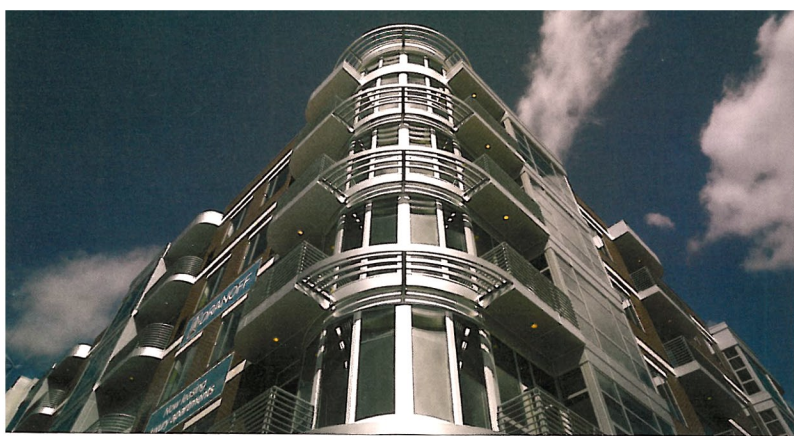
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25 years

A Special Retrospective





Upscale development helps transform neighborhood

Located in the heart of **Philadelphia's** premier Avenue of the Arts, the upscale **777 South Broad** development offers 146 loft apartments, as well as 18,000 square feet of ground-floor commercial space.

Developed by Dranoff Properties, Philadelphia, and designed by JKR Partners, also of Philadelphia, the five-story, \$70 million property plays a pivotal role in the transformation of the Avenue of the Arts to a true residential neighborhood. The project brings together the flavor of South Philadelphia with nearby City Center style.

Indianapolis-based Citadel Architectural Products supplied approximately 28,000 square feet of its Citadel ProCore plastic core panels finished in Silver Metallic.

The 160,000-square-foot building takes up an entire city block. "This is an urban infill project and we wanted to make it a part of the city," says Jerry Roller, managing principal of JKR Partners. "We looked at urban materials and settled on brick and

other materials that would meld well with the brick. We used the Citadel panels extensively to break up the façade and to create the radius bay structures that are somewhat typical of Philly architecture."

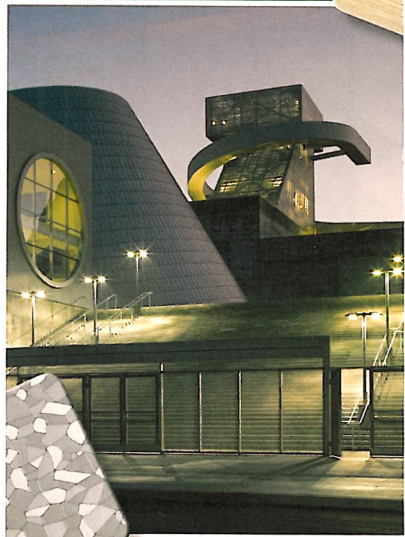
The LEED-registered project is Philadelphia's first truly green luxury apartment building, says Roller. According to developer Carl Dranoff, president of Dranoff Properties, "777 South Broad sets the benchmark on how to build green and how to do it well with sustainable materials."

Bradco Supply, Malvern, Pa., was the Citadel distributor, and Towne and Country Roofing & Siding Inc., Bensalem, Pa., was the installer.

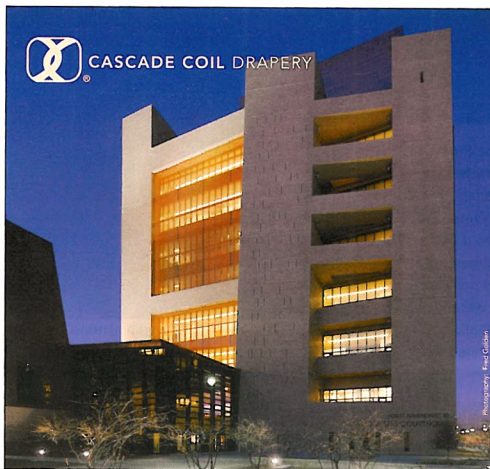
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