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Review of 777 South Broad: Part 1

 June 7, 7:51 PM • [Philadelphia Green Architecture Examiner](#) • Emily Lutz

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Exterior of 777 South Broad

Courtesy of Dranoff Properties

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I toured South Philadelphia's Dranoff developed [777 South Broad](#) a few days ago. I had very little to go by, no prejudices, and no expectations - just the website and some cold emails.

Allow me to set the scene: it's the tenth consecutive ninety degree day and I'm nervously jaywalking up and across Broad Street to the large windowed facade of 777 South Broad. I stood at the front door buzzing like a dope, but the receptionist had already "let me in" and was ready to greet me with a chirpy hello.

777's well appointed lobby is paved in 18 X 18 Calcatta marble (see recommendations) with Philly themed coffee table books to help sell the local flavor. It was here that I met Dranoff's Regional Manager, Melissa Ware, for a private tour.

777 South Broad is an apartment building, but you would never know - it is more stylish, tidier, more high-tech, and certainly more green than even the most expensive local hotels. 777 is not *like green*, it is [LEED certified](#), and it hides this fact very well beneath layers of luxe materials and high end detail. You could liken 777 South Broad to a paunchy actor who adroitly tucks his gut into an expensive Italian suit; there's nothing

unsightly to see. All strings are invisible. I think not knowing a building is "green" by looks alone is possible one of highest compliments you could pay it.

Melissa took me through the lobby's common areas: Fitzwater Pub and the Club Room. It was easy for me to envision Scrabble championships played out across the common's table and easy for Melissa to envision movie night across the plasma TV. Melissa said as RM, she tries to create signature events for residents to foster community and neighborly communion. These events can range from breakfast and brown bags to champagne and chocolate to sangria fueled fiestas - the key is to make sure everything a resident could want, a resident can find already on board at 777 South Broad.

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