



North Broad Street will have an apartment complex that rivals other architectural splendors on the thoroughfare.

The Philly Lover's Loft

Lofts 640 are giving life to North Broad Street.

Although it has long stood in the shadow of the architecture of the Avenue of the Arts, North Broad Street is asserting its architectural prowess with the Lofts 640. EB Realty Management Corp., the visionaries behind the Marine Club and the Cigar Factory, have chased the drafts out of the former Mulford Building and transformed a historically certified industrial shell into an all-inclusive luxury loft package.

Built in the classical revival style in 1913, the history of the nine-story brick and steel structure is a piece of Philadelphia's garment manufacturing past. The design team decided to let the building's roots show. The original facade, antique wrought iron elevator, exposed brick wall, factory style fire doors and mosaic tile flooring commemorate the building's past and give it some urban flourishes.

Encompassing old houses of worship, narrow residential streets and the Divine Lorraine, the view offers a panoramic eyeful of Philadelphia. For EB Realty director of leasing Frank Clapsaddle, the location forms a bridge between Center City and Fairmount.

"We really believe that this building is the Center City anchor to the community that's known as Fairmount. We have the luxury of being this close to Center City, yet our community is Fairmount. So if you want that neighborhood bar experience, or if you want to go in and have a relaxed pint of beer, you would want to go to Fairmount,"

Clapsaddle says, citing Illuminare, Rembrandt's, London Grill and Jack's Firehouse as nearby eating and drinking fixtures.

The apartment complex was designed with the goal of consolidating all the needs of the urban tenant into one facility. For instance, despite its location six blocks from City Hall and right on the Broad Street subway line, the first two stories of the Lofts 640 have a secure parking garage. Architects Alesker & Dundon and designer Suki Che created a yoga and Pilates studio separate from the fitness center. The studio features bamboo flooring and bright orange acrylic panels suspended from the ceiling in such a way that they seem to levitate over the practitioner. The crown jewel of the development—an environmentally friendly saltwater pool—sits atop the roof of the annex. The enclosed and heated pool is available for use year round.

"The pool is going to be lit from the bottom up with lights that change colors, so the overall effect will be like looking down on a lava lamp at the heart of the building," Clapsaddle says.

Inside the 266 apartments, nearly floor-to-ceiling windows flood the units with natural light. The ceilings are between 13 and 16 feet high, and the 1,000 to 1,500 square feet are fairly uninterrupted because EB Realty wanted a pure, back to basics loft design. The units range in price from \$1,250 to \$1,595 a month for one or two bedrooms. —Amanda Williamson



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The Cigar Factory's loft space will have residents thinking of Soho.

Smoking Guns

The Cigar Factory is Philly's answer to New York's Soho.

When Philadelphia was founded, owning property in the Liberty Lands, now known as Northern Liberties, was a sign of prestige. This legacy continues at The Cigar Factory, the neighborhood's latest condominium development.

This former stogie factory—developed by the EB Realty Management Corp., Bresler & Reiner and Acorn Development Corp.—is one of many recent developments in a neighborhood that has attracted artists, musicians and young professionals. The flood of new residents has enhanced the creative atmosphere and helped to quadruple the value of area real estate. It has become Philly's answer to Soho, a perfect place for New York City-style lofts.

The Cigar Factory's faded red brick exterior only hints at what is inside. Finished with natural woodwork and exposed brick, the condominiums are blank canvases, ready for customized living. A variety of layouts, named after cigar brands, give each space its own personality. The Baccarat floor plan is open and spacious. The

Don Tomas is crafted into distinct living areas, creating privacy and an intimate feel. The two-story penthouses, the Montecristo and the Excalibur, exemplify modern living. Want a room with a view? Generous 12- to 21-foot high walls house factory-sized windows to frame the Philadelphia skyline.

It has become Philly's answer to Soho, a perfect place for New York City-style lofts.

With granite countertops, two full bathrooms per unit and secure underground parking, The Cigar Factory lofts prices start at \$339,000. For more information, call 215-627-1293 or go to www.cigarfactorycondos.com. —Catherine Boggs



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