

Real Estate

special advertising section

Focus on Condominium Housing
The Ellington, Philadelphia

Ellington launches blog, premieres penthouses

By Rachel Vigoda
Hollister Publication Services

With all the new condos in Center City, it can be hard for a buyer to know where to start. The Ellington, at 15th and Chestnut Streets, is banking on two things to set itself apart: penthouses with sweeping city views and an interactive dialogue with its new blog.

The new bi-level penthouses now being offered at The Ellington feature spacious layouts of 1,200 to 2,500 square feet, luxe master bathrooms and sweeping city views.

The two-story design of The Ellington's penthouses captures the charm of a Society Hill townhouse with the luxury of a full-service condominium.

The kitchens feature stainless appliances, black granite countertops and rich cherry finishes, not unlike that of a high-end

custom-built home. Several have a den area perfect for a home office setup. Prices start in the high \$500s.

The Ellington has recently launched a blog — an online diary of information and ideas — on the property's website, www.ellingtoncentercity.com. The blog allows The Ellington's staff to communicate with buyers, brokers, the media and anyone with an interest in real estate and the changes taking place in Center City. "We are one of the first residential properties to use a technology that's changing how people communicate," says Greg Dwornikowski of Pitcairn Properties, The Ellington's developer. "Blogs have emerged as a truly interactive means for talking and learning. We're very excited about having a two-way dialogue that brings things to an entirely new level."

The Ellington blog covers topics such as the emergence and power of single women buyers, Center City shopping and entertainment, a perspective on the current Center City real estate market and the introduction of bi-level penthouses at The Ellington.

One item that will stand out to blog visitors is the property's awards. In September, The Ellington was named Best Condominium Home of the Year Under \$500,000 by the Building Industry Association of Philadelphia. It also received five of the association's 2006 William Penn Awards of



The Ellington is located on 15th and Chestnut Streets in Center City.

Excellence, including Best Conversion of the Year under \$500,000 and Best Adaptive Reuse of the Year.

"Being named Condominium of the Year when Philadelphia has so many high-profile residential projects under way, and from the finest national and regional homebuilders, is an incredible recognition of our ability to provide the marketplace with a great product," says Dwornikowski.

All of the condos at The Ellington are digital cable- and high-speed Internet-ready, and feature 10-foot ceilings; Brazilian cherry floors; GE washers and dryers; new, oversized, fully operable windows; and, in the kitchens, granite countertops, Poggenpohl cabinets and stainless-steel appliances. Bathrooms have marble tiling, cultured-marble vanity tops and Kohler fixtures.

The 160 units are over 50-percent sold. A variety of model homes at The Ellington are open for viewing, including a penthouse.



The spacious layouts at The Ellington afford luxury.

The Details

Name: The Ellington

Address: 1500 Chestnut Street, Philadelphia, PA 19102

Nearby Landmark: Avenue of the Arts

Phone: 215-569-8174

Website: www.ellingtoncentercity.com

Type of Housing: Condominiums

Number of Units: 160

Developer: Pitcairn Properties

Amenities: Fully equipped fitness center, clubroom, oversized windows, hardwood floors, 10-foot ceilings, bi-level penthouses

Shopping: Liberty Place; Walnut and Chestnut Street shopping; Restaurant Row, including Le Bec Fin, The Palm and Capital Grille

Public Transportation: SEPTA subway, bus and train lines are within walking distance.

Location: The building is located on the corner of Chestnut Street (eastbound) and 15th Street (southbound) in Center City.



An Italian marble floor in the lobby welcomes residents with elegance.

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