

# Barzilay's Iron Mill Lofts in Philadelphia Unveils Model Unit

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by Jeffrey Steele

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Philadelphia—A fully furnished one-bedroom model loft has been opened at Iron Mill Lofts, a new Barzilay Development property in the trendy and dynamic Northern Liberties neighborhood of Philadelphia. The soaring ceilings and original restored details of the loft reflect the building's industrial legacy.

"The Northern Liberties neighborhood is a vibrant community of young urban professionals, artists and the creative class, with exciting restaurants, shops and art galleries," Barzilay Development founder and CEO Alon Barzilay tells *MHN*. "The neighborhood has been undergoing a transformation over the last several years, and as a result the demand for true loft living is on the rise. Iron Mill Lofts offers all of the modern conveniences in an historic and restored building with 22-foot-tall ceilings."

Iron Mill Lofts features a dozen one-bedroom, one-bath lofts, each with a private entrance adorned with a diamond plate entryway. The building's brick elevation and floor-to-ceiling windows serve as an homage to the structure's industrial past. In addition to the soaring ceilings, units feature exposed wooden beams, brick walls and ductwork. Sleek kitchens offer large islands, European-styled cabinetry, black granite countertops with aluminum backsplashes, and stainless-steel GE appliances, including a 20-cubic-foot, side-by-side refrigerator/freezer.

Barzilay reports the neighborhood surrounding the property has blossomed and provides one of the city's largest supermarkets, situated about a block away.

"As locations improve, it becomes more expensive to buy buildings, so how do you make the numbers work and still allow for the customer to have an affordable rent and a product with great value?" Barzilay asks. "The answer is a hands-on development approach, in which Barzilay Development functions as the interior designer, the ad agency, leasing and management, and construction supervisor."

Cost-effective, innovative and practical solutions are keys to success, he adds.

Such solutions range "from an industrial-themed ship ladder made from plumbing components to diamond-plated metal engine flooring that not only reinforces the cool factor, but also leaves room in the budget for enormous granite kitchen islands," he reports.

"What makes Iron Mill Lofts unique is that they are more than just industrial-themed apartments," Barzilay says. "They are true loft rentals that offer enormous volume space. Other projects may talk about volume, but at Iron Mill Lofts, you really need to 'think cubic.' Our competition may advertise open spaces, but their 13-foot-high ceilings are about the height of the top of the backboard of a standard basketball hoop. Iron Mill Lofts' ceilings are truly soaring."

Iron Mill Lofts is located within a short walk of distinctive boutiques, one-of-a-kind eateries like Honey's Sit N' Eat, Bar Ferdinand and Green Eggs Cafe, and art galleries such as Art Star and Philadelphia Glass Works. Public transportation and highways are easily accessible from the property.

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