

Meet the Developers

Presented by Center City Proprietors Association



Paul Steinke

Executive Director

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Paul Steinke serves as executive director of the Preservation Alliance for Greater Philadelphia, a membership-based organization whose mission is to promote the appreciation, adaptive re-use and development of the Philadelphia region's historic buildings, communities and landscapes. He started in this role in June 2016 after serving on the organization's board of directors for many years.

Paul ran for Philadelphia City Council in the May 2015 Democratic primary. Although he was not elected, Paul received endorsements from the Philadelphia Inquirer, Daily News, Philadelphia Tribune and former Pennsylvania governor Edward G. Rendell, and was recommended by the Greater Philadelphia Chamber of Commerce.

Prior to his run for public office, Paul served as general manager of the Reading Terminal Market for 13 years, where he oversaw numerous improvements in the facility and tenant mix. In 2014, the market was recognized by the American Planning Association as one of the Great Places in America.

Earlier in his career, Paul served as the founding Executive Director of University City District, a neighborhood improvement organization that has been central to the revitalization of West Philadelphia. Before that, Paul was a founding staff member of the Center City District, Philadelphia's downtown improvement agency, where he served as its Finance Director.

A lifelong Philadelphian, Paul holds a Bachelor's degree in Business Administration and Economics from Penn State University and a Master of Business Administration from Drexel University. Paul is board treasurer of The Fund for the Water Works and serves on the board of directors of the National Preservation Partners Network and Temple University Libraries. He is immediate past co-chair of the William Way LGBT Community Center and volunteered for nearly a decade on the steering committee of the Human Rights Campaign, Philadelphia Chapter. He lives in University City with his husband and partner of 26 years, David Ade, an architect with a practice based in Center City Philadelphia.



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Carl Dranoff

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Civic leader, entrepreneur and urban visionary, **Carl Dranoff** is the president and founder of Dranoff Properties, Inc. The company's work, though based in and around Philadelphia, is nationally known and widely respected, with projects ranging from the adaptive reuse of historic buildings to ground up skyscrapers and complex mixed-use projects.

Carl is well known in the housing industry for assembling great talent, putting out a fresh and exciting high-quality product and precision execution resulting in completion that is on time and on budget. He has kept his company nimble and has been able to successfully navigate through the ups and downs of the housing cycles, staying ahead of the trends and establishing a strong competitive advantage. His branding of the Dranoff name has made his firm easily the most recognized and sought-after name for luxury housing in the Philadelphia region.

Some of Dranoff's most well-known projects include Locust on the Park, The Left Bank, The Victor, Symphony House (named "#1 High Rise in the Nation" by Multifamily Executive and Developer Magazine), World Café Live, Venice Lofts, 777 South Broad and Southstar Lofts. One Riverside, completed 2017, was Philadelphia's first high-rise condominium in 10 years, and the 22-story award-winning tower is completely sold out. His most recent projects include One Ardmore Place, a mixed-use transit-orientated residential, retail and parking complex in Lower Merion Township, PA and One Theater Square in Newark, NJ, a 23-story structure which is Newark's first high rise market rate apartment building in 50 years. The upcoming 47-story condominium tower, located at Broad & Spruce Streets across from Philadelphia's Kimmel Center for the performing arts, will be a game changer for both Philadelphia and its Avenue of the Arts.

Dranoff Properties has been featured in national, regional, trade and local press including The New York Times, The Wall Street Journal, Fortune, The Philadelphia Inquirer, Multifamily Executive, Builder, Apartment Finance Today, and Urban Land. Carl has previously been named Developer of the Year by the Pennsylvania Builder's Association, Entrepreneur of the Year by Ernst & Young, and Multifamily Executive's Editor's Choice. Most recently, he was selected by Philadelphia Magazine among its "100 Most Influential People in Philadelphia" as well as Philadelphia Business Journal's "Power 100".

Carl earned his B.S. in Civil Engineering at Drexel University and his MBA at Harvard University. He was also awarded an Honorary Doctorate in Engineering from Drexel University which cited him as "a nationally recognized civic leader and entrepreneur...whose work has brought a renewed sense of history to Philadelphia and urban Americans throughout the country".

