



THE

LAUREL

RITTENHOUSE SQUARE

“OUR GOAL WAS A BUILDING THAT HONORS
PHILADELPHIA TRADITION AND A LIFESTYLE
THAT EMBRACES ITS FUTURE.”

- Tim Downey, Founder & CEO, Southern Land Company

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Named for Pennsylvania's exquisite state flower, inspired by its historic surroundings, The Laurel introduces a lifestyle worthy of the final residential opportunity on prestigious Rittenhouse Square.

A VISIONARY DEVELOPER

Southern Land Company founder and CEO, Tim Downey is the driving force behind a growing portfolio of innovative living environments that are redefining landscapes, skylines and lifestyles in premier locations across the country, including Nashville, Dallas, Denver, New York, Charleston and Philadelphia.

Tim's vision for this once-in-a-lifetime opportunity on Rittenhouse Square compelled him to assemble a team of the industry's brightest planners, architects and interior designers to help envision a building that the people of Philadelphia could embrace and a lifestyle second to none.





A LEGENDARY LOCATION

One of five original squares planned by city founder William Penn in the late 17th century, Rittenhouse Square has been home to Philadelphia aristocracy for generations.

IN THE HEART *of* CENTER CITY

Located in the heart of Center City's most exclusive neighborhood, Rittenhouse Square is considered one of the finest urban public spaces in the United States.

The scenic, tree-filled park is also surrounded by some of Philadelphia's best fine dining, boutique shopping, cultural destinations and nightlife.



An aerial night view of a city skyline, likely New York City, featuring numerous skyscrapers and buildings illuminated with warm lights. The sky is a deep blue, and the city lights create a vibrant, glowing effect. The text is overlaid on the right side of the image.

THE GRANDE FINALE of luxury
living on RITTENHOUSE SQUARE

“SUCH AN ICONIC LOCATION DEMANDED
THAT WE DESIGN SOMETHING BEAUTIFUL
AND TIMELESS THAT THE PEOPLE OF
PHILADELPHIA COULD BE PROUD OF.”

– *Clara Wineberg, Principal, SCB Architects*





A MASTERFUL BLEND
of classic and contemporary
ARCHITECTURE

The tallest residential building in Philadelphia, The Laurel's impressive design honors tradition before soaring into a strikingly modern architectural statement that redefines the local skyline. Luxurious tower residences rise from the 27th to 48th floors to offer an incomparable lifestyle and unprecedented panoramic views.

An aerial, wide-angle photograph of the New York City skyline at sunset. The sun is low on the horizon, casting a warm, golden glow over the city. The sky is filled with soft, white clouds. In the foreground, several prominent skyscrapers are visible, including the Empire State Building on the left. The city extends far into the distance, with a dense grid of buildings and streets. The water of the harbor is visible in the middle ground, with a few bridges in the distance. The overall atmosphere is serene and majestic.

Taking luxury to NEW HEIGHTS and
PANORAMIC VIEWS to new horizons



A RENAISSANCE
OF REFINED LIVING





CURATED SERVICES *and* AMENITIES

With on-site management seeing to every detail, staffing includes a valet, doorman, and elegant lobby with 24/7 reception and concierge. A chauffeured town car and guest rental suite highlight the exceptional array of curated services and amenities at your command.



A PRIVATE OASIS *in* THE SKY

Indulgent private amenities include the luxurious, 26th floor residents' club featuring a stylishly appointed lounge, with fireplace, catering kitchen and bar, that opens onto a spacious terrace overlooking the city.

A heated indoor pool and spa complement state-of-the-art fitness facilities that include locker rooms, saunas, steam rooms, and a yoga/flex studio.



► N 15,000 square feet of amenity space which includes PRIVATE RESIDENTS' CLUB 26th floor

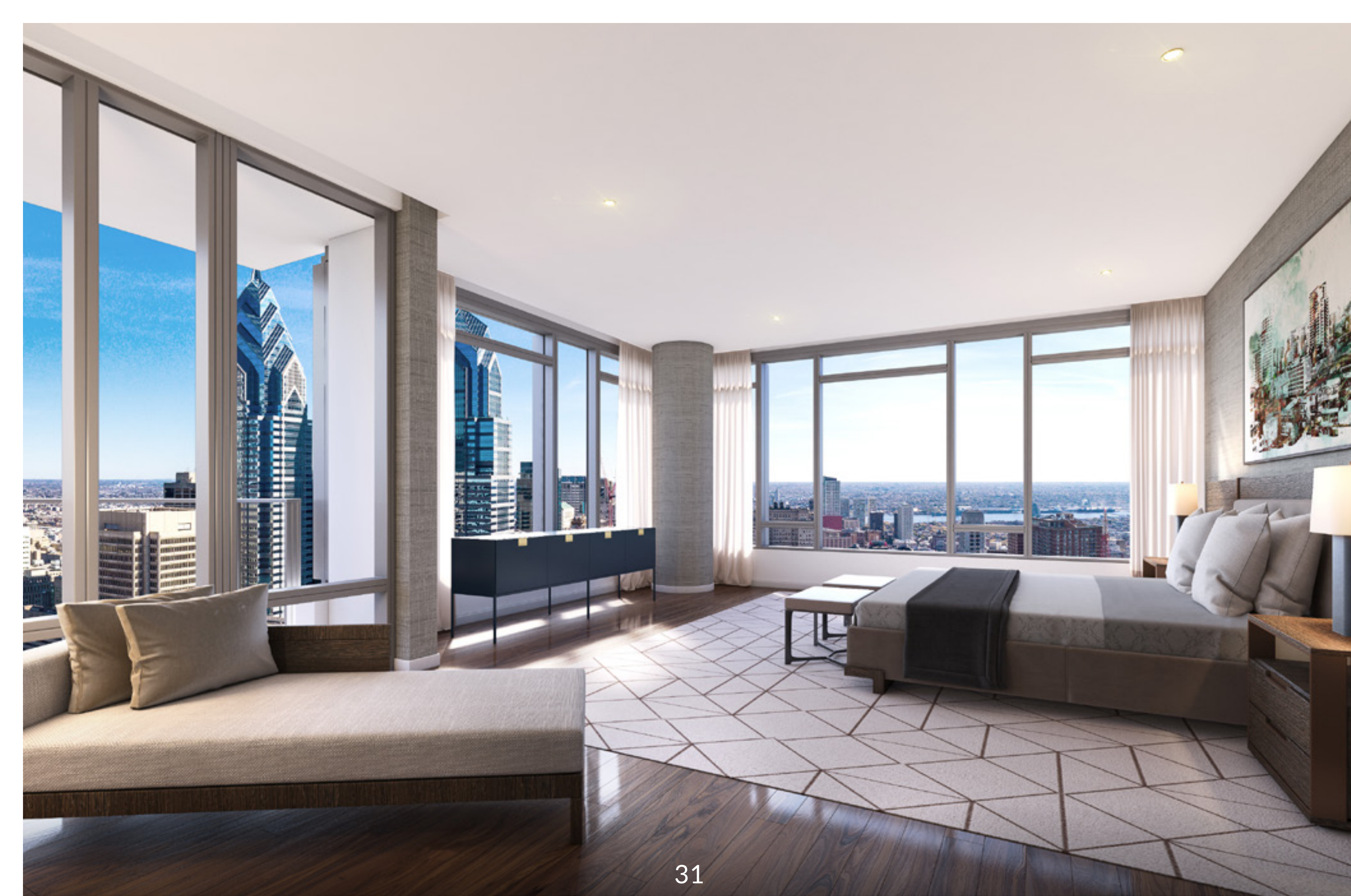






A LIMITED COLLECTION *of* LUXURIOUS SKY RESIDENCES

Lavishly appointed Sky Residences, Estate Residences, and Penthouses range from more than 1,700 to nearly 9,000 square feet. Expansive flow-through floorplans feature open kitchen, living and dining areas. Soaring, 10- to 12-foot ceiling heights frame large wraparound windows and sliding glass doors that open to spacious balconies offering unmatched panoramic vistas of city and sky.



FLOORPLAN S1

3 BED | 3.5 BATH

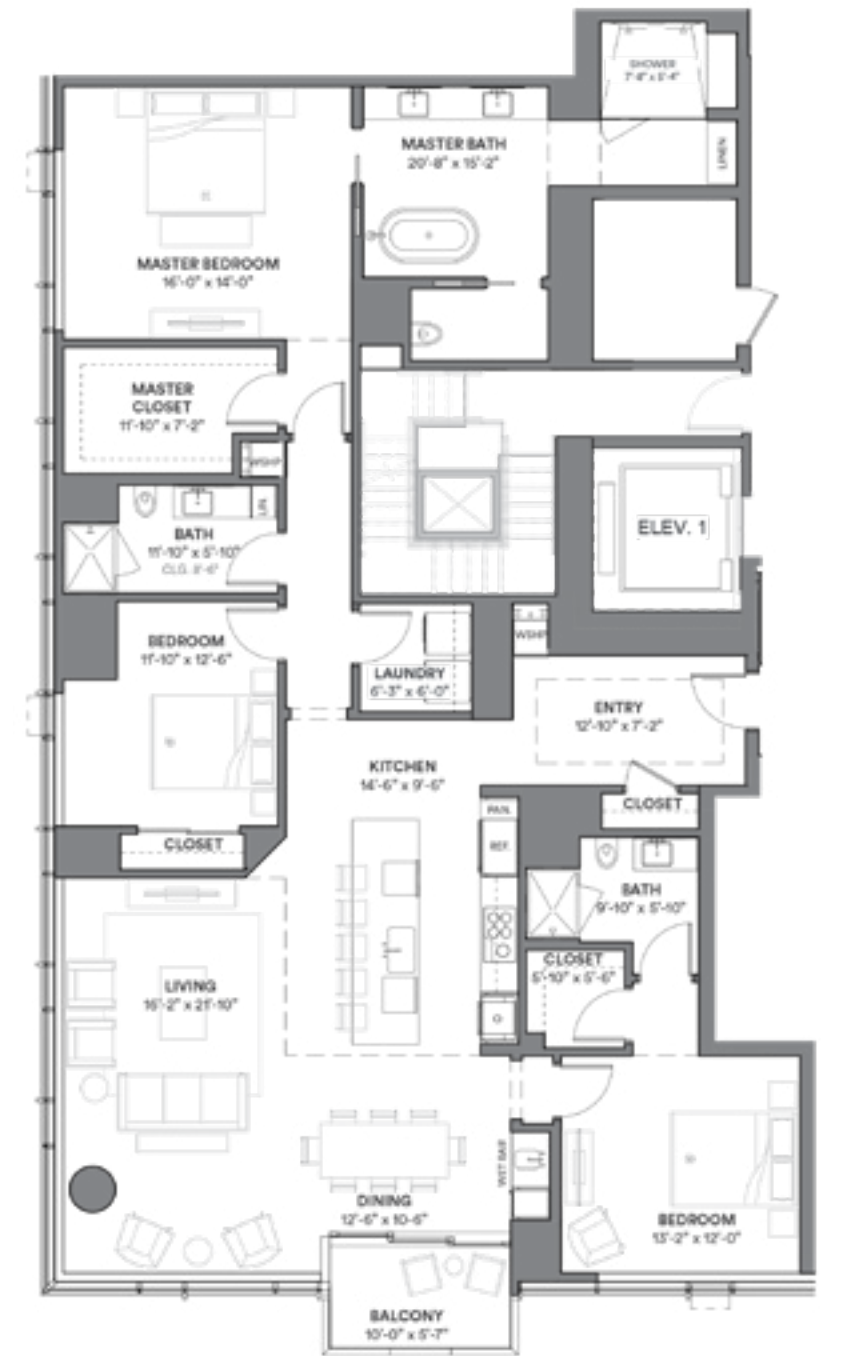
Interior Living Area	2,501 SF
Balcony	134 SF
Total Living Area	2,635 SF



FLOORPLAN S2

3 BED | 3 BATH

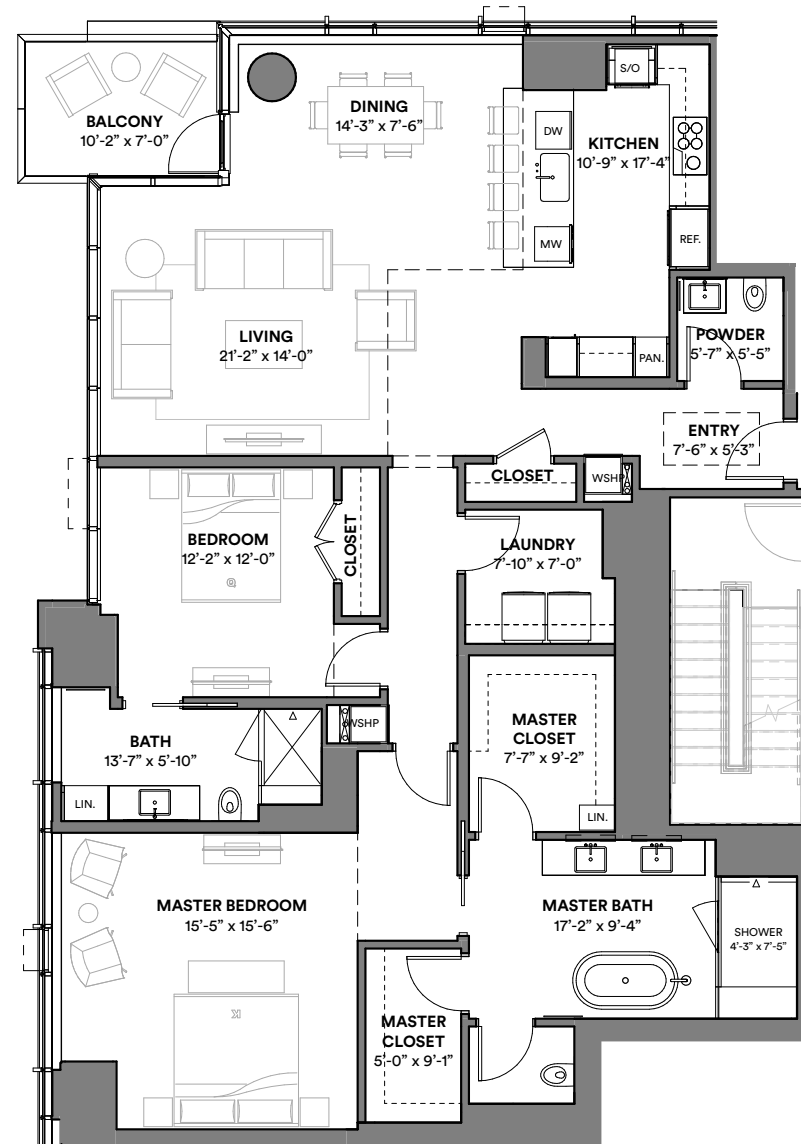
Interior Living Area	2,207 SF
Balcony	56 SF
Total Living Area	2,263 SF



FLOORPLAN S3

2 BED | 2.5 BATH

Interior Living Area	1,909 SF
Balcony	75 SF
Total Living Area	1,984 SF



FLOORPLAN S4

2 BED | 2.5 BATH

Interior Living Area	1,748 SF
Balcony	133 SF
Total Living Area	1,881 SF



CITY VIEW ESTATE

3 Bed | 3.5 Bath | Den

Interior Living Area	3,680 SF
Balcony	208 SF
Total Living Area	3,888 SF



PARK VIEW ESTATE

3 Bed | 3.5 Bath | Den

Interior Living Area	4,713 SF
Balcony	190 SF
Total Living Area	4,903 SF

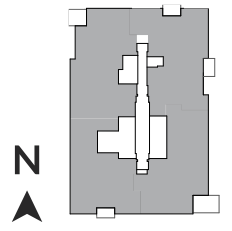
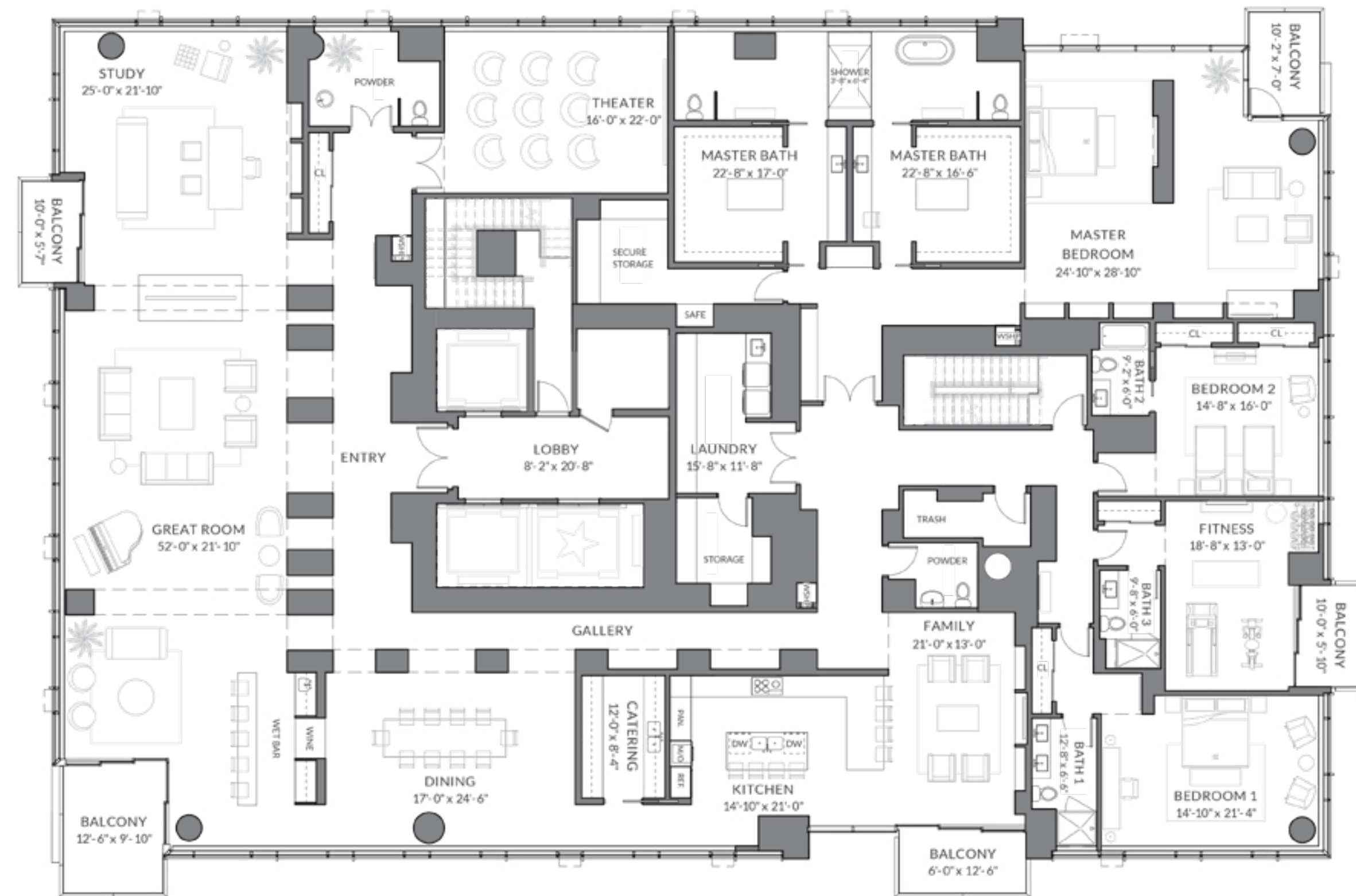


PENTHOUSE

Floorplan is Customizable

Interior Living Area	8,382 SF
Balcony	400 SF
Total Living Area	8,782 SF

Schematic penthouse plan prepared by Cecil Baker + Partners



A company founded on the belief that real estate could, and should, be beautiful.



TIM DOWNEY, FOUNDER/CEO



BRIAN SEWELL, PRESIDENT/COO



DUSTIN DOWNEY, SENIOR VICE PRESIDENT



BRIAN EMMONS, VICE PRESIDENT

SOUTHERN LAND
COMPANY

Based in Nashville, Tennessee, Southern Land Company was founded in 1986 on the belief that real estate could, and should, be beautiful. To this day, founder and CEO Tim Downey cultivates an understanding that every project is an opportunity to create a remarkable living environment that boosts aesthetics, livability and well-being.

Mr. Downey serves as the driving and visionary force behind a team of over 400 professionals responsible for a growing portfolio of market-leading projects in premier locations across the country, including distinctive single- and multi-family homes, luxury towers, master-planned communities and mixed-use projects.

Inspired by Walt Disney Imagineering's desire to inspire creativity, innovation and interaction in the company and across projects, Tim's vertically integrated business model enables direct communication between architecture, horticulture, construction and planning professionals.

With meticulous attention to detail, the people of Southern Land are driven to design environments that enrich people's lives and contribute to the communities in which we build. For The Laurel, Tim Downey assembled an award-winning team of planners, architects and interior designers to create an address worthy of the final residential opportunity on historic Rittenhouse Square and the finest luxury lifestyle offering in downtown Philadelphia. To learn more, visit southernland.com.



SOLOMON CORDWELL BUENZ

SCB is an architecture, interior design, and planning firm that practices nationally from offices in Chicago and San Francisco.

Since 1931, SCB has made a lasting impact on the nation's skyline, campuses, and neighborhoods, helping clients across the country achieve their goals, serve their constituencies, and make their mark. To learn more, visit scb.com.



FORRESTPERKINS

ForrestPerkins is an interior architecture and design firm with offices in Chicago, Dallas, San Francisco, New York and Washington, D.C. A distinct design studio of the global architecture firm, Perkins Eastman, the firm specializes in luxury and landmark hotels, resorts, spas, and multifamily residential.

From inspiration to opening, from arrival to departure, ForrestPerkins designs take people on a journey and craft curated experiences that resonate on an emotional level. To learn more, visit forrestperkins.com.



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215-977-9777 | 1845 Walnut St, Suite 1911, Philadelphia, PA 19103 | TheLaurelRittenhouse.com



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