



Keystone Property Group Targets Next-Generation Development Projects Under New Brand, Keystone Development + Investment

Firm's visionary mixed-use projects, among Philadelphia's most significant in recent years, inspire rebranding and new headquarters

CONSHOHOCKEN -- November 04, 2021 -- Keystone Property Group, a leading real estate developer and investor of mixed-use properties, announced today it has rebranded to Keystone Development + Investment. As part of the rebranding, Keystone changed its web address to www.keystone.us.

The company has moved its new headquarters to [1K1](#), Keystone's 255,000-square-foot property that will house 50 employees in Conshohocken, Pennsylvania. 1K1, a high-performance office property, will be the first in the Philadelphia market with smart glass technology curtain walls that will anticipate the sun's movement and adjust in response to temperature levels, glare, and daylight all throughout the workday.

The new brand represents the next phase of the firm's 30-year aspirational mindset and innovative approach to developing commercial real estate, and is best expressed through Keystone's \$325 million, skyline-redefining development, SORA West. Located in the Philadelphia MSA where Keystone is headquartered, the 520,000-square-foot multi-use project is 17 years in the making and connects a landmark historic firehouse with a new boutique hotel and the new global headquarters for [AmerisourceBergen](#).

"We are invested in our partners, our properties, our tenants, and our communities. This investment drives everything we do," says Keystone Founder/CEO Bill Glazer. "With a vision to expand our focus to larger scale, more complex projects, this rebranding is the next logical step in our evolution towards mixed-use developments that will serve generations to come."

Keystone has completed more than 50 development and redevelopment projects across eight states, and maintains \$3.5 billion in assets, which include a deep pipeline of future development sites to be built out over the coming years. Keystone is a fully integrated real estate enterprise, performing all functions of development, management, operations, and investments.

"With multiple projects along the East Coast, Keystone is poised to scale nationally by creating permanently iconic mixed-use developments," says Richard Gottlieb, President and COO of Keystone.

SORA West provides an ideal case study:

Keystone purchased four vintage 1980s office buildings in 2003 on the SORA West site, which lies within a five-minute walk of the borough's SEPTA Regional Rail station in downtown Conshohocken. Ten years later, the company won an RFP by Conshohocken Borough and the



Montgomery County Redevelopment Authority to develop the site, bought a small strip of land adjacent to the firehouse, and then purchased the firehouse. In 2014, Keystone successfully petitioned the community to rezone the area to bring all the pieces together.

“We’re able to reinvent properties to adapt to where the market is going,” says Gottlieb. “That culture runs through our firm’s history and across all our employees.”

Three of the company’s recently developed, high-profile Center City Philadelphia assets, totaling nearly 2 million square feet on historic Independence Mall, also demonstrate the kind of forward thinking that has led Keystone to this moment:

100 Independence: Acquired in 2013, the former Rohm & Haas Building is an historic, architectural icon. Keystone re-imagined the property by creating a vibrant indoor-outdoor experience, including Independence Beer Garden, which kicked off a trend of similar pop-up and permanent beer hubs across Center City, and a La Colombe coffee cafe.

The Curtis: Acquired in 2014, this landmark former publishing house has been reinvented by Keystone into a mixed-use property with life science office, luxury residential apartments, high-street retail, and public parking.

The Washington: Acquired in 2016 and adjacent to The Curtis, Keystone advanced classic architectural features with modern amenities (daycare, fitness center) and converted ground-floor and mezzanine space to retail use to further reinforce the area’s growing pedestrian activity.

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About Keystone Development + Investment

Keystone is a vertically integrated commercial real estate development and investment company. It delivers value for investors and tenants by creating mixed-use developments that revitalize neighborhoods, empower people, and drive productivity and collaboration.

Headquartered in Conshohocken, Pa., its portfolio of iconic projects attracting world-class companies includes 10 million square feet of office and mixed-use properties with 2 million square feet under development, and spans locations along the East Coast. Keystone has offices in Philadelphia, PA, Morristown, NJ, and Miami FL.

For more information, please visit www.keystone.us.

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