



PHILADELPHIA, PA

MARKET PROFILE 2021

MAJOR RETAILERS A/X Armani Exchange, DSW, Burlington, Forever 21, H&M,
Kate Spade New York, Nike Factory Store, Sephora, Ulta

FOOD & ENTERTAINMENT AMC, Candytopia, City Winery, Round 1, Starbucks, Wonderspaces

OFFICE TENANTS Industrious

PROPERTY TYPE Mixed-use, Urban | **TOTAL SQUARE FEET** 826,000 | **BUILT** 2018

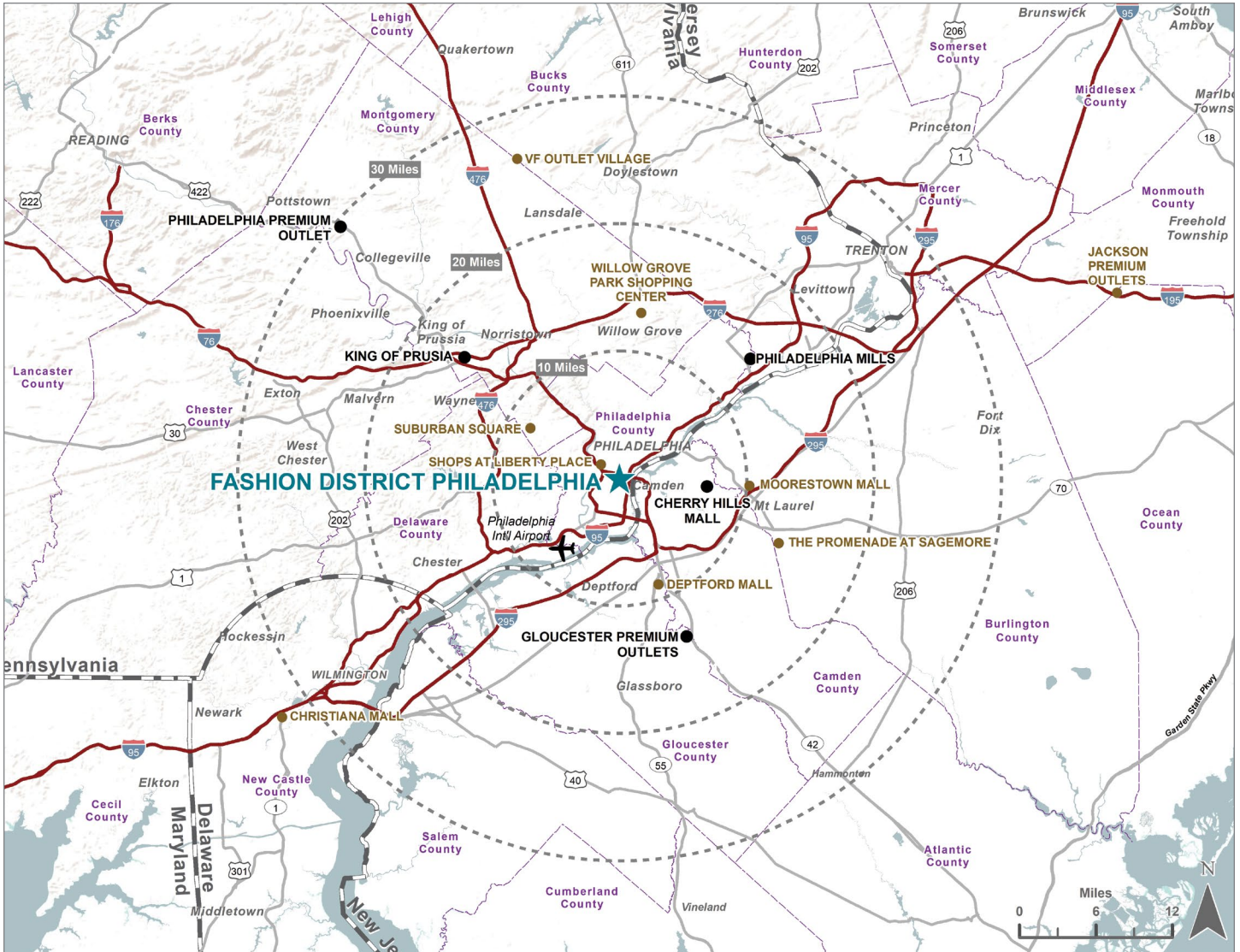
FOR MORE INFORMATION 703-847-7322 | Macerich.com



DEMOGRAPHIC SUMMARY

POPULATION		PRIMARY TRADE AREA		TOTAL TRADE AREA		PHILADELPHIA-CAMDEN- WILMINGTON, PA-NJ-DE-MD [MSA]	
2020 Total Population		2,233,864		5,486,033		6,191,755	
2025 Total Population		2,268,492		5,566,924		6,300,740	
2020-2025 Population Growth		1.6%		1.5%		1.8%	
HOUSEHOLDS							
2020 Total Households		871,122		2,096,434		2,353,378	
2025 Total Households		885,565		2,129,886		2,396,987	
2020-2025 Household Growth		1.7%		1.6%		1.9%	
INCOME							
Average Household Income		\$79,815		\$101,279		\$102,326	
Median Household Income		\$52,725		\$69,504		\$71,766	
Per Capita Income		\$31,238		\$38,860		\$39,021	
HOUSEHOLD INCOME RANGES							
\$50,000 +		457,388	52.5%	1,329,340	63.4%	1,520,753	64.6%
\$75,000 +		314,745	36.1%	992,205	47.3%	1,140,438	48.5%
\$100,000 +		222,036	25.5%	741,044	35.3%	849,686	36.1%
\$150,000 +		109,960	12.6%	404,046	19.3%	460,992	19.6%
AGE							
Median Age		36.2		39.3		39.3	
EDUCATION / OCCUPATION							
Bachelor’s Degree Plus		503,799	33.3%	1,490,434	39.1%	1,673,447	38.9%
White Collar		576,445	65.4%	1,615,786	69.1%	1,835,199	68.9%
RACE / ETHNICITY							
White		1,006,501	45.1%	3,403,623	62.0%	3,994,475	64.5%
Black		819,758	36.7%	1,265,004	23.1%	1,320,072	21.3%
American Indian		9,569	0.4%	17,246	0.3%	18,780	0.3%
Asian		155,753	7.0%	364,301	6.6%	397,289	6.4%
Pacific Islander		1,237	0.1%	2,812	0.1%	3,022	0.0%
Other Race		241,047	10.8%	433,048	7.9%	458,117	7.4%
Hispanic or Latino		339,316	15.2%	610,839	11.1%	635,928	10.3%
Not Hispanic or Latino		1,894,548	84.8%	4,875,194	88.9%	5,555,827	89.7%
EMPLOYMENT / DAYTIME POPULATION		0.5 MILE		1 MILE		1.5 MILE	
Total Businesses		3,468		11,288		14,138	
Total Employees		68,594		218,795		250,476	
Daytime Population		57,427		193,185		272,337	

TRADE AREA MAP

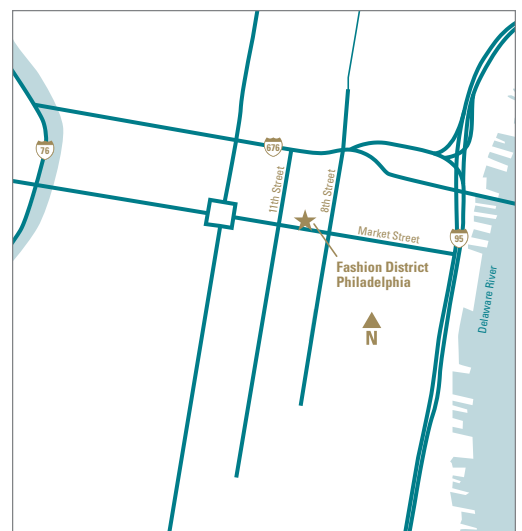


LEGEND

- ★ FASHION DISTRICT PHILADELPHIA
- COMPETITIVE CENTERS
- OTHER CENTERS



10% PCW



SITE PLAN



MARKET FACT SHEET

45 MILLION TOURISTS
VISIT GREATER
PHILADELPHIA
EACH YEAR

2ND LARGEST
CITY ON THE
EAST COAST

NAMED
“CITY OF THE YEAR”
(GQ 2018)

3RD LARGEST
CONCENTRATION
OF STUDENTS IN
THE UNITED STATES
AT 500,000

\$2 BILLION
IN TOTAL DEVELOPMENT
OCCURRING IN MARKET EAST
NEIGHBORHOOD

ATTACHED TO THE
PENNSYLVANIA
CONVENTION CENTER
AND READING
TERMINAL MARKET

3RD LARGEST
CHINATOWN
IN THE U.S.

39 HOTEL BRANDS
IN CENTER CITY



RANKED #2 TOURIST
DESTINATION
(U.S. NEWS & WORLD REPORT 2017)

STEPS AWAY FROM
INDEPENDENCE NATIONAL
HISTORIC PARK

3 CITY BLOCKS IN THE
HEART OF CENTER CITY
PHILADELPHIA

PRIMARY INDUSTRIES

- HEALTHCARE & BIOTECHNOLOGY
- HIGHER EDUCATION
- TELECOMMUNICATIONS
- TOURISM
- FINANCIAL SERVICES
- MANUFACTURING

\$432 BILLION IN GROSS REGIONAL PRODUCT

2ND LARGEST DOWNTOWN WORKFORCE OF ANY CITY ON THE EAST COAST



FASHIONDISTRICT

PHILADELPHIA

- 1 SHOPPERS WORLD
- 2 BURLINGTON
- 3 PRIMARK
- 4 H&M
- 5 CITY WINERY

- 6 WONDERSPACES
- 7 AMC
- 8 INDUSTRIOUS
- 9 SEPHORA
- 10 ULTA

- 11 ROUND 1
- 12 HEIRLOOM MARKET (COMING SOON)
- 13 STARBUCKS
- 14 CANDYTOPIA
- 15 NIKE FACTORY STORE

- 16 EXPRESS FACTORY STORE
- 17 AIX ARMANI EXCHANGE
- 18 KATE SPADE NEW YORK
- 19 PANDORA
- 20 LEVI'S

