



PHILADELPHIA, PA

MARKET PROFILE 2022

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

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

OFFICE TENANTS Industrious

PROPERTY TYPE Mixed-use, Urban | **TOTAL SQUARE FEET** 801,000 | **BUILT** 2018

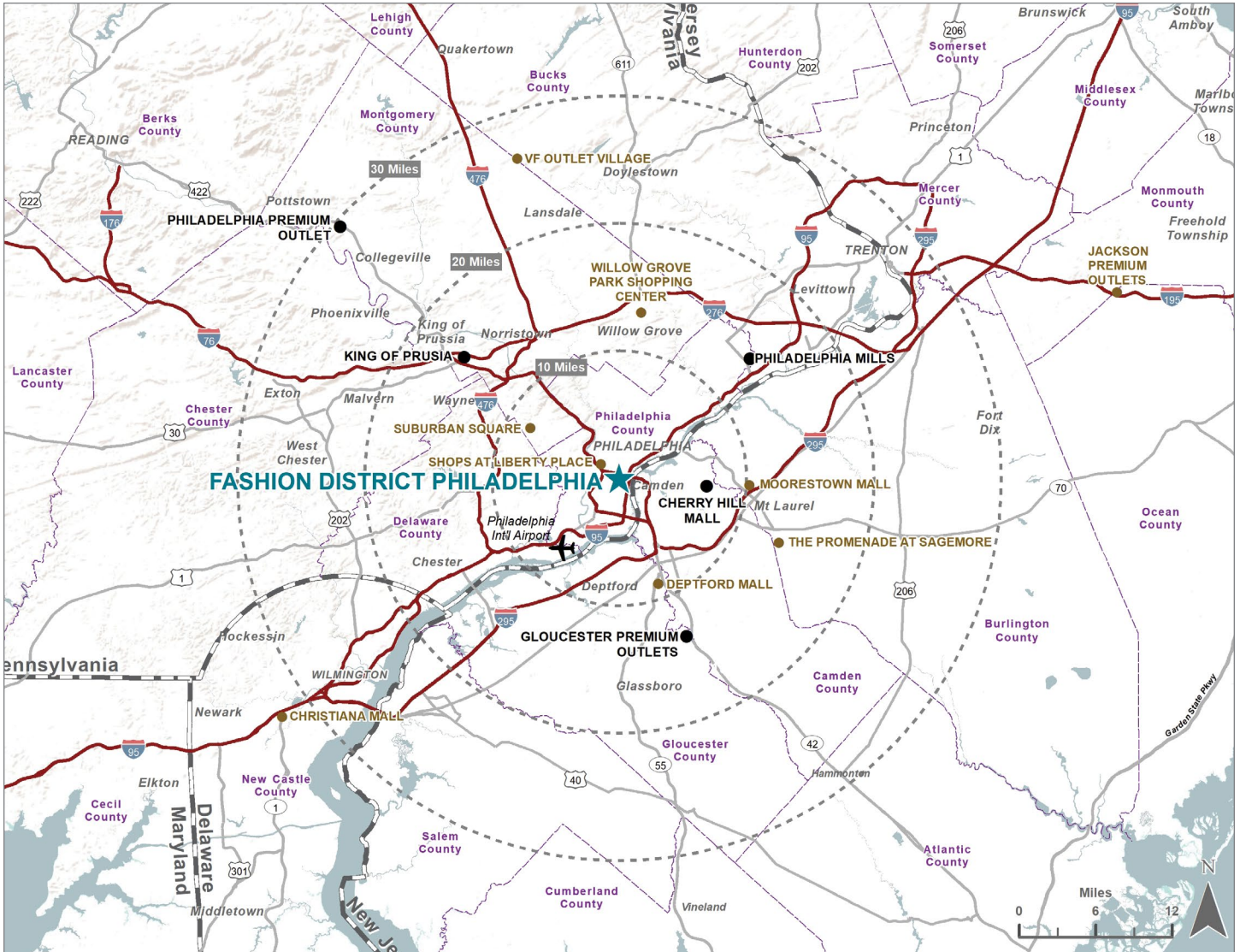
FOR MORE INFORMATION 703-847-7322 | [Macerich.com](https://www.macerich.com)



DEMOGRAPHIC SUMMARY

POPULATION		CENTER CITY		20-MILE RADIUS		PHILADELPHIA-CAMDEN- WILMINGTON, PA-NJ-DE-M [MSA]	
2021 Total Population		188,779		4,024,868		6,165,397	
2026 Total Population		204,368		4,084,027		6,271,138	
2021-2026 Population Growth		8.3%		1.5%		1.7%	
HOUSEHOLDS							
2021 Total Households		99,252		1,558,714		2,353,510	
2026 Total Households		107,987		1,584,893		2,398,744	
2021-2026 Household Growth		8.8%		1.7%		1.9%	
INCOME							
Average Household Income		\$125,232		\$98,744		\$105,676	
Median Household Income		\$82,300		\$66,800		\$74,817	
Per Capita Income		\$65,935		\$38,345		\$40,445	
HOUSEHOLD INCOME RANGES							
\$50,000 +		68,754	69.3%	961,236	61.7%	1,547,103	65.7%
\$75,000 +		53,677	54.1%	716,671	46.0%	1,174,791	49.9%
\$100,000 +		42,095	42.4%	529,183	34.0%	881,408	37.5%
\$150,000 +		27,107	27.3%	290,143	18.6%	495,066	21.0%
AGE							
Median Age		36.1		39.0		39.6	
EDUCATION / OCCUPATION							
Bachelor’s Degree Plus		102,267	68.8%	1,075,986	38.3%	1,705,571	39.6%
White Collar		94,259	84.7%	1,304,130	68.2%	2,046,650	68.9%
RACE / ETHNICITY							
White		106,730	56.5%	2,319,537	57.6%	3,960,394	64.2%
Black		45,273	24.0%	1,062,675	26.4%	1,318,889	21.4%
American Indian		522	0.3%	13,261	0.3%	18,739	0.3%
Asian		22,779	12.1%	285,882	7.1%	401,607	6.5%
Pacific Islander		89	0.0%	1,958	0.0%	2,950	0.0%
Other Race		13,385	7.1%	341,556	8.5%	462,818	7.5%
Hispanic or Latino		18,536	9.8%	472,465	11.7%	642,050	10.4%
Not Hispanic or Latino		170,243	90.2%	3,552,403	88.3%	5,523,347	89.6%
EMPLOYMENT / DAYTIME POPULATION		0.5 MILE		1 MILE		2 MILE	
Total Businesses		3,534		11,326		17,128	
Total Employees		71,799		227,988		303,718	
Daytime Population		65,530		211,786		390,508	

TRADE AREA MAP

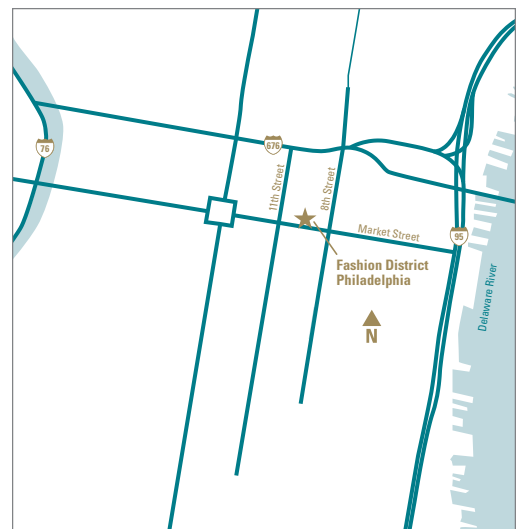


LEGEND

- ★ FASHION DISTRICT PHILADELPHIA
- COMPETITIVE CENTERS
- OTHER CENTERS



10% PCW



SITE PLAN



MARKET FACT SHEET

45 MILLION TOURISTS
VISIT GREATER
PHILADELPHIA
EACH YEAR

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

ATTACHED TO THE
PENNSYLVANIA CONVENTION
CENTER AND READING
TERMINAL MARKET

CENTER CITY POPULATION IS
45% MILLENNIAL/GEN Z

\$130,345 AVERAGE
HOUSEHOLD INCOME WITHIN
1 MILE OF THE CENTER
(VS \$105,676 IN THE MSA)

STEPS AWAY FROM
INDEPENDENCE NATIONAL
HISTORIC PARK

3 CITY BLOCKS IN THE
HEART OF CENTER CITY
PHILADELPHIA

2ND LARGEST
CITY ON THE
EAST COAST

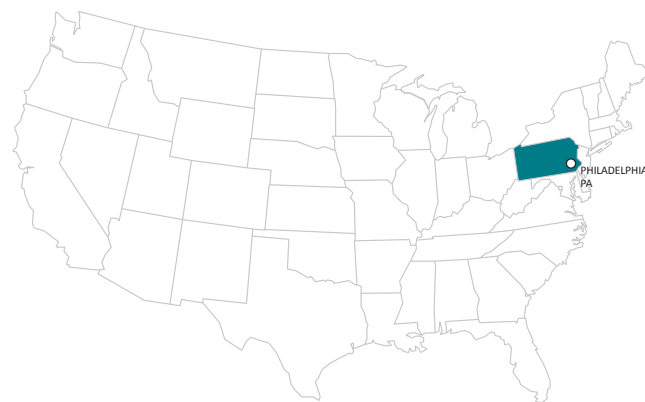
NAMED
“CITY OF THE YEAR”
(GQ 2018)

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

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

3RD LARGEST
CHINATOWN
IN THE U.S.

12 HOTELS WITHIN
A SHORT WALK FROM
THE CENTER AND
39 HOTEL BRANDS
IN CENTER CITY SUCH
AS LOEWS, WESTIN,
HYATT, MARRIOTT,
RENAISSANCE AND
RITZ-CARLTON



PRIMARY INDUSTRIES

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

\$432 BILLION IN GROSS REGIONAL PRODUCT

YEARLY SALES

JAN	4.5%	MAY	8.2%	SEP	9.4%
FEB	5.4%	JUN	8.6%	OCT	9.4%
MAR	8.9%	JUL	8.8%	NOV	9.6%
APR	7.5%	AUG	8.7%	DEC	11.2%



FASHIONDISTRICT

PHILADELPHIA

MAJOR RETAILERS INCLUDE:

SHOPPERS WORLD	AMC	EXPRESS FACTORY STORE	LEVI'S	STARBUCKS
BURLINGTON	ROUND 1	HEIRLOOM MARKET	NIKE FACTORY STORE	ULTA
PRIMARK	A/X ARMANI EXCHANGE	INDUSTRIOUS	PANDORA	WONDERSPACES
H&M	CITY WINERY	KATE SPADE NEW YORK	SEPHORA	

