



PHILADELPHIA, PA

MARKET PROFILE 2023

MAJOR RETAILERS Burlington, Forever 21, H&M, Kate Spade New York, Nike Factory Store, Primark, Sephora, Ulta

FOOD & ENTERTAINMENT AMC, City Winery, Round1 Bowling & Amusement, Rec Philly, Wonderspaces

OFFICE TENANTS Industrious

PROPERTY TYPE Mixed-use, Urban | **TOTAL SQUARE FEET** 803,000 | **BUILT** 2019

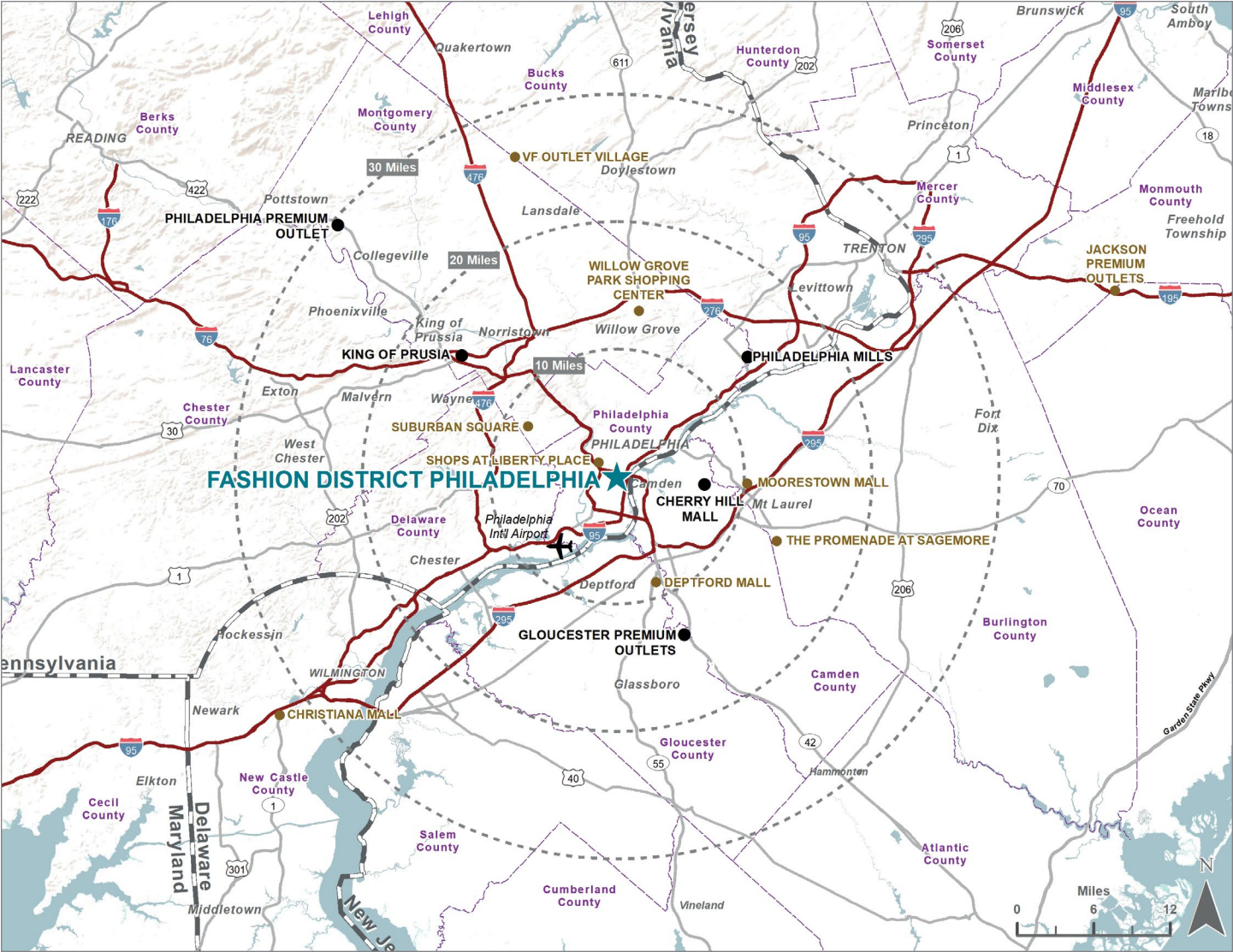
FOR MORE INFORMATION 703-847-7322 | [Macerich.com](https://www.macerich.com)



DEMOGRAPHIC SUMMARY

POPULATION		CENTER CITY		20-MILE RADIUS		PHILADELPHIA-CAMDEN-WILMINGTON, PA-NJ-DE-M [MSA]	
2022 Total Population		205,731		4,116,078		6,290,595	
2027 Total Population		212,718		4,109,870		6,309,366	
2022-2027 Population Growth		3.4%		-0.2%		0.3%	
HOUSEHOLDS							
2022 Total Households		110,267		1,621,837		2,438,223	
2027 Total Households		114,567		1,625,930		2,454,567	
2022-2027 Household Growth		3.9%		0.3%		0.7%	
INCOME							
Average Household Income		\$143,259		\$111,355		\$119,011	
Median Household Income		\$92,967		\$74,509		\$81,273	
Per Capita Income		\$76,887		\$44,005		\$46,256	
HOUSEHOLD INCOME RANGES							
\$50,000 +		80,608	73.1%	1,054,433	65.0%	1,682,763	69.0%
\$75,000 +		65,102	59.0%	807,314	49.8%	1,312,887	53.9%
\$100,000 +		52,098	47.3%	608,736	37.5%	1,006,419	41.3%
\$150,000 +		34,729	31.5%	344,665	21.3%	582,058	23.9%
AGE							
Median Age		36.1		39.0		39.7	
EDUCATION / OCCUPATION							
Bachelor’s Degree Plus		113,831	72.1%	1,144,489	41.3%	1,806,091	42.5%
White Collar		94,996	77.5%	1,267,867	61.1%	1,998,685	61.8%
RACE/ETHNICITY							
White		129,892	63.1%	2,225,325	54.1%	3,792,067	60.3%
Black/African American		31,045	15.1%	1,031,177	25.1%	1,282,874	20.4%
American Indian		520	0.3%	13,157	0.3%	19,217	0.3%
Asian		23,168	11.3%	304,910	7.4%	425,176	6.8%
Pacific Islander		59	0.0%	1,680	0.0%	2,388	0.0%
Other Race		21,048	10.2%	539,828	13.1%	768,873	12.2%
Hispanic or Latino		15,304	7.4%	470,225	11.4%	647,385	10.3%
Not Hispanic or Latino		190,427	92.6%	3,645,853	88.6%	5,643,210	89.7%
EMPLOYMENT / DAYTIME POPULATION		0.5 MILE		1 MILE		2 MILE	
Total Businesses		3,686		12,182		18,390	
Total Employees		69,846		219,298		301,236	
Daytime Population		77,284		259,268		446,397	

TRADE AREA MAP



LEGEND

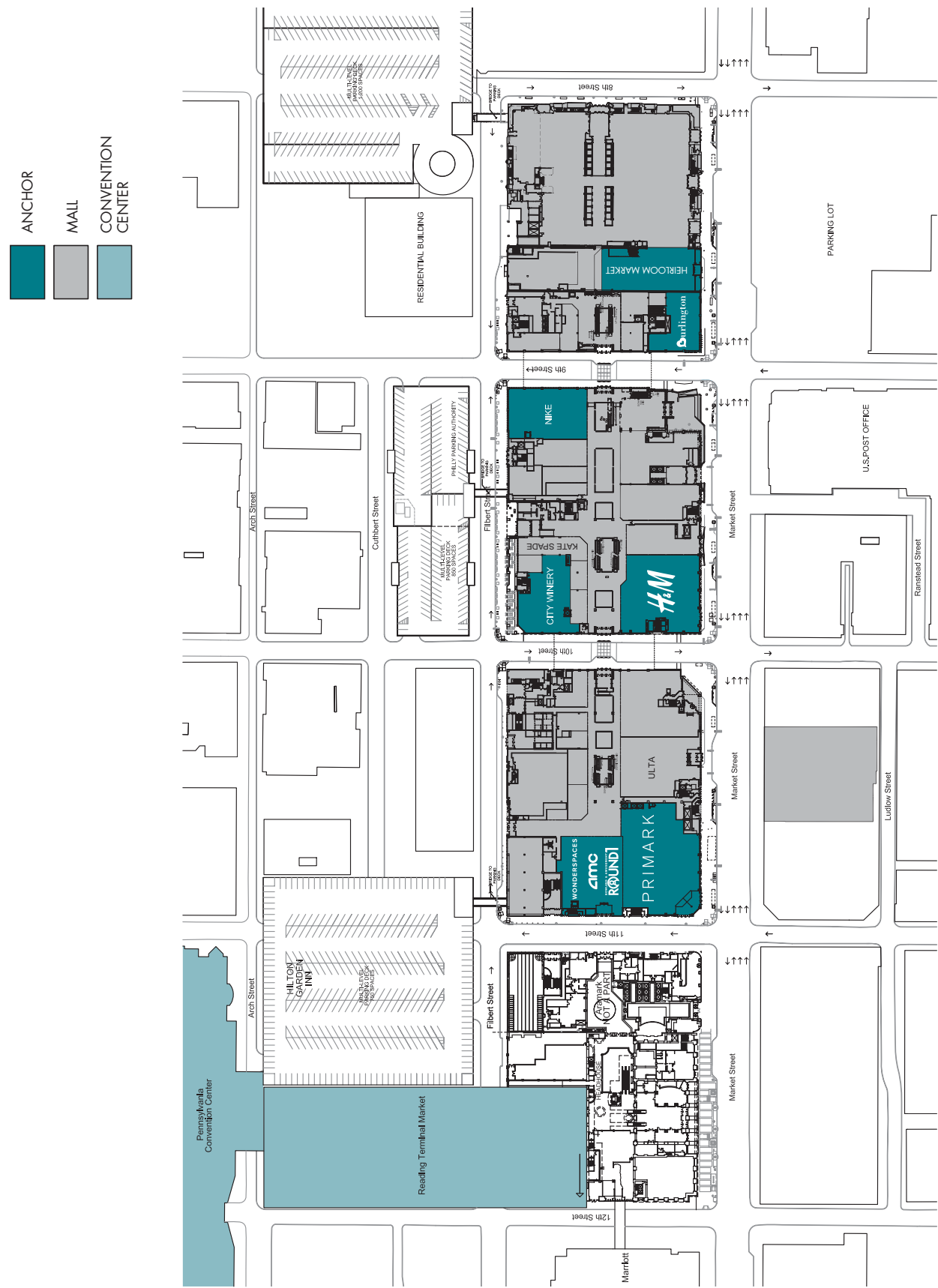
- ★ FASHION DISTRICT PHILADELPHIA
- COMPETITIVE CENTERS
- OTHER CENTERS



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

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

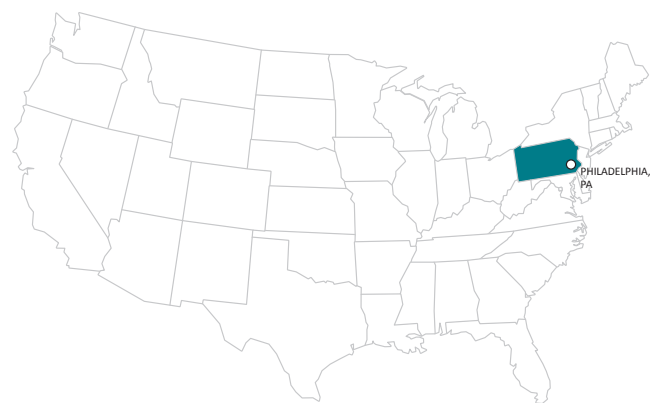
ATTACHED TO THE
PENNSYLVANIA CONVENTION
CENTER AND READING
TERMINAL MARKET

CENTER CITY POPULATION IS
45% MILLENNIAL/GEN Z

\$150,567 AVERAGE
HOUSEHOLD INCOME WITHIN
1 MILE OF THE CENTER
(VS \$105,029 IN THE MSA)

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



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

YEARLY SALES

JAN	5.88%	MAY	8.36%	SEP	8.55%
FEB	6.76%	JUN	8.79%	OCT	8.70%
MAR	8.35%	JUL	8.45%	NOV	8.87%
APR	8.29%	AUG	8.36%	DEC	10.64%



FASHIONDISTRICT

PHILADELPHIA

MAJOR RETAILERS INCLUDE:

- | | | | | |
|--------------|----------------------------|---------------------|---------------------|--------------|
| BURLINGTON | ROUND1 BOWLING & AMUSEMENT | GUESS FACTORY STORE | KATE SPADE NEW YORK | SEPHORA |
| PRIMARK | CITY WINERY | HEIRLOOM MARKET | LEVI'S OUTLET STORE | STARBUCKS |
| H&M | EXPRESS FACTORY STORE | INDUSTRIOUS | PANDORA | ULTA |
| AMC THEATRES | FOREVER 21 | JOURNEYS | REC PHILLY | WONDERSPACES |



NORTH

