



FASHIONDISTRICT
PHILADELPHIA

PHILADELPHIA, PA

MARKET PROFILE 2024

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** 802,000 | **BUILT** 2019

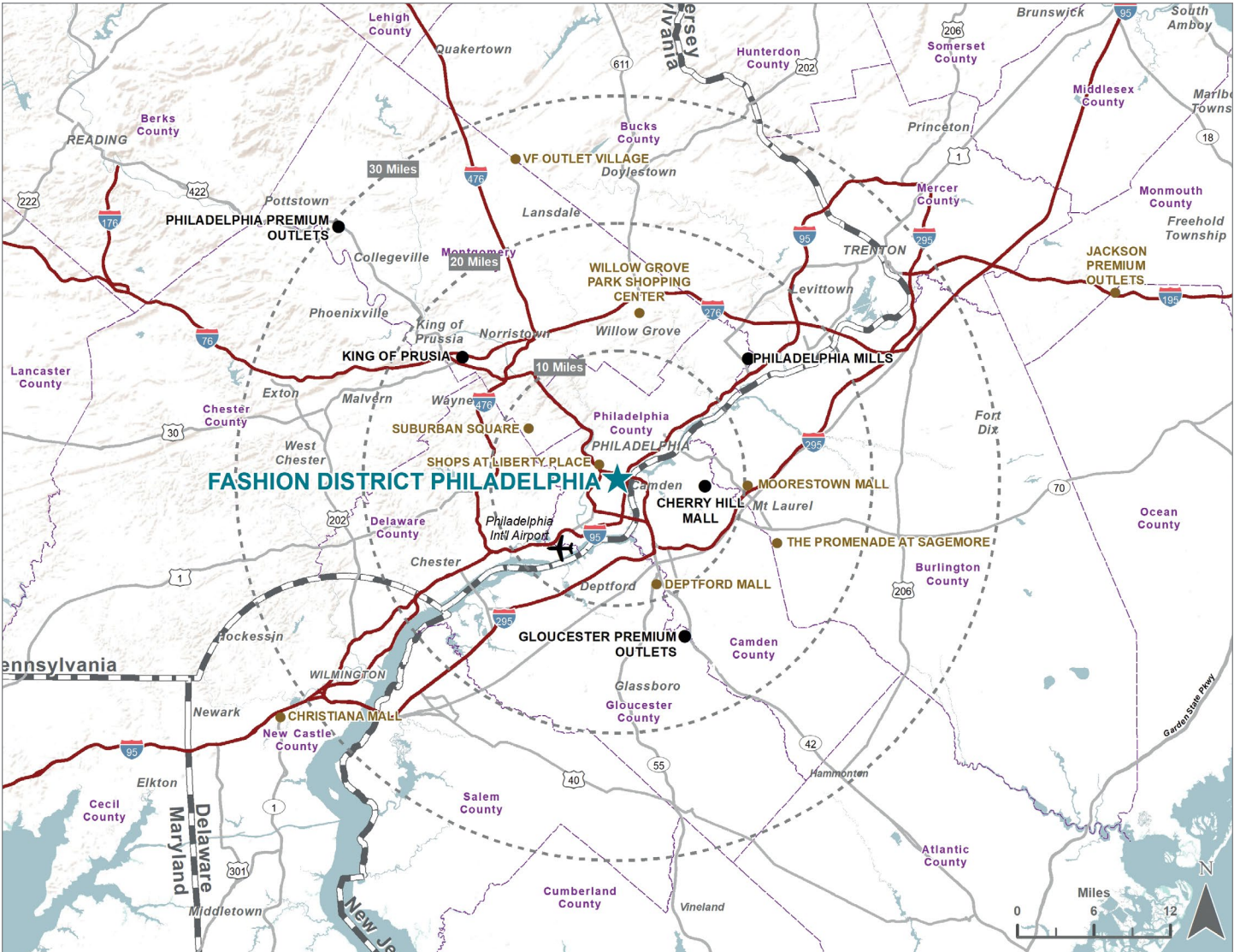
FOR MORE INFORMATION 703-847-7322 | [Macerich.com](https://www.macerich.com)



DEMOGRAPHIC SUMMARY

POPULATION	CENTER CITY		20-MILE RADIUS		PHILADELPHIA-CAMDEN-WILMINGTON, PA-NJ-DE-MD [MSA]	
2023 Total Population	205,609		4,108,131		6,292,945	
2028 Total Population	220,221		4,124,490		6,333,683	
2023-2028 Population Growth	7.1%		0.4%		0.6%	
HOUSEHOLDS						
2023 Total Households	110,819		1,629,065		2,453,801	
2028 Total Households	120,207		1,659,415		2,503,881	
2023-2028 Household Growth	8.5%		1.9%		2.0%	
INCOME						
Average Household Income	\$148,241		\$114,915		\$121,655	
Median Household Income	\$100,114		\$77,355		\$83,525	
Per Capita Income	\$79,980		\$45,684		\$47,554	
HOUSEHOLD INCOME RANGES						
\$50,000 +	82,823	74.7%	1,073,397	65.9%	1,700,886	69.3%
\$75,000 +	68,358	61.7%	837,620	51.4%	1,345,754	54.9%
\$100,000 +	55,465	50.1%	645,092	39.6%	1,050,800	42.8%
\$150,000 +	36,697	33.1%	366,075	22.5%	607,537	24.8%
AGE						
Median Age	36.2		39.2		39.9	
EDUCATION / OCCUPATION						
Bachelor's Degree Plus	119,651	73.9%	1,190,294	41.4%	1,878,714	42.7%
White Collar	111,930	85.9%	1,384,931	67.5%	2,162,414	68.1%
RACE/ETHNICITY						
White	126,716	61.6%	2,190,913	53.3%	3,749,927	59.6%
Black/African American	31,865	15.5%	1,031,225	25.1%	1,290,004	20.5%
American Indian	579	0.3%	13,745	0.3%	20,012	0.3%
Asian	24,173	11.8%	315,958	7.7%	441,055	7.0%
Pacific Islander	60	0.0%	1,693	0.0%	2,424	0.0%
Other Race	22,215	10.8%	554,597	13.5%	789,523	12.5%
Hispanic or Latino	17,297	8.4%	497,252	12.1%	685,983	10.9%
Not Hispanic or Latino	188,312	91.6%	3,610,879	87.9%	5,606,962	89.1%
EMPLOYMENT / DAYTIME POPULATION						
	.5 MILE		1 MILE		2 MILE	
Total Businesses	3,722		12,144		18,209	
Total Employees	74,119		224,166		309,199	
Daytime Population	90,556		290,686		476,407	

TRADE AREA MAP



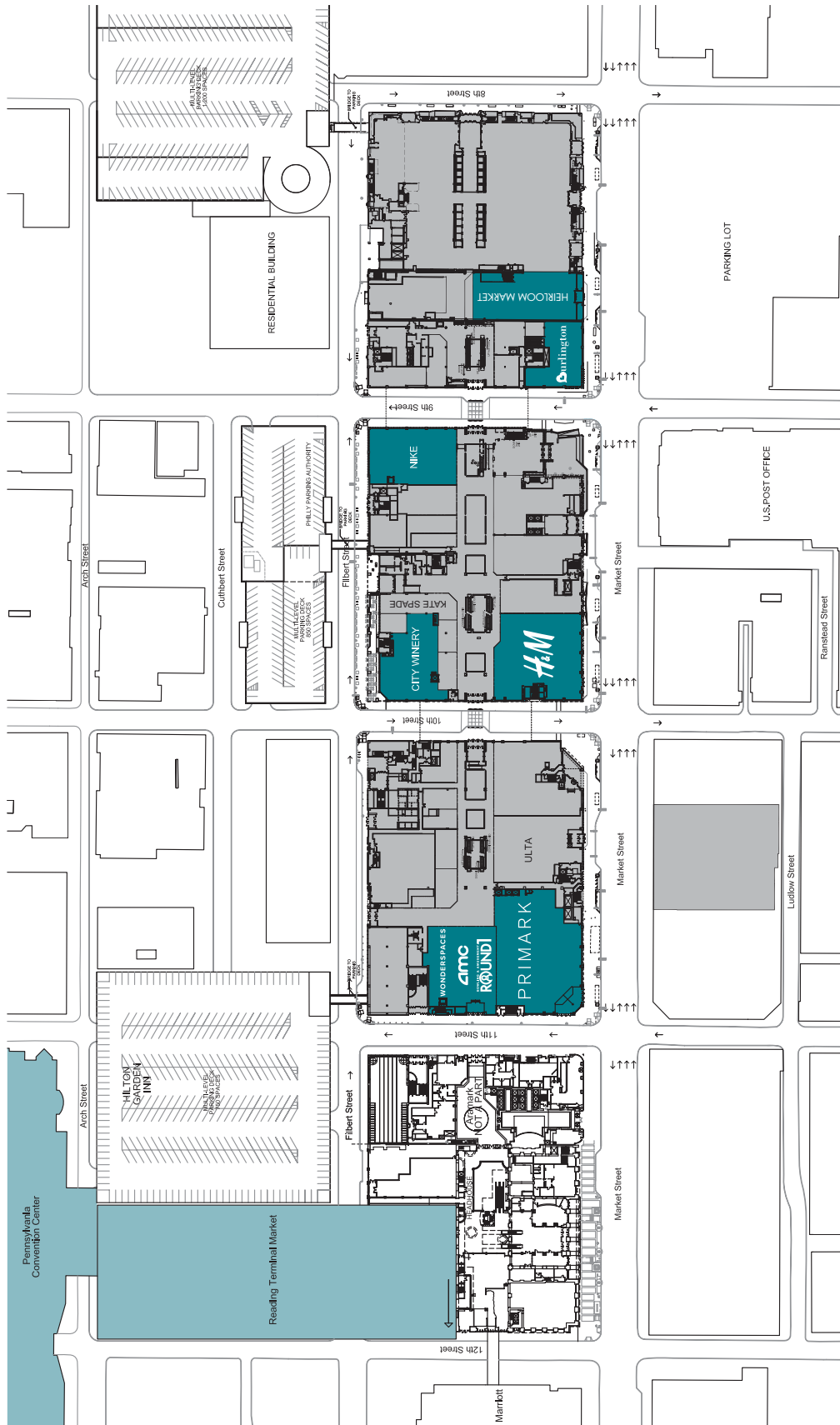
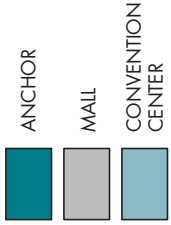
LEGEND

- ★ 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

\$151K AVERAGE HOUSEHOLD INCOME WITHIN 1 MILE OF THE CENTER (VS \$105K IN THE MSA)

STEPS AWAY FROM INDEPENDENCE NATIONAL HISTORIC PARK

3 CITY BLOCKS IN THE HEART OF CENTER CITY PHILADELPHIA

HISTORY, ATTRACTIONS AND DINNING RANKED TOP 5 IN THE WORLD (LONELY PLANET, 2024)

2ND LARGEST CITY ON THE EAST COAST

MOST WALKABLE CITY IN THE U.S.

(USA TODAY, 2023)

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



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

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

PRIMARY INDUSTRIES

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

\$432 BILLION IN GROSS REGIONAL PRODUCT

YEARLY SALES

JAN	7.2%	MAY	8.0%	SEP	8.4%
FEB	7.1%	JUN	8.7%	OCT	8.7%
MAR	8.3%	JUL	8.4%	NOV	8.8%
APR	7.8%	AUG	8.2%	DEC	10.4%



FASHIONDISTRICT

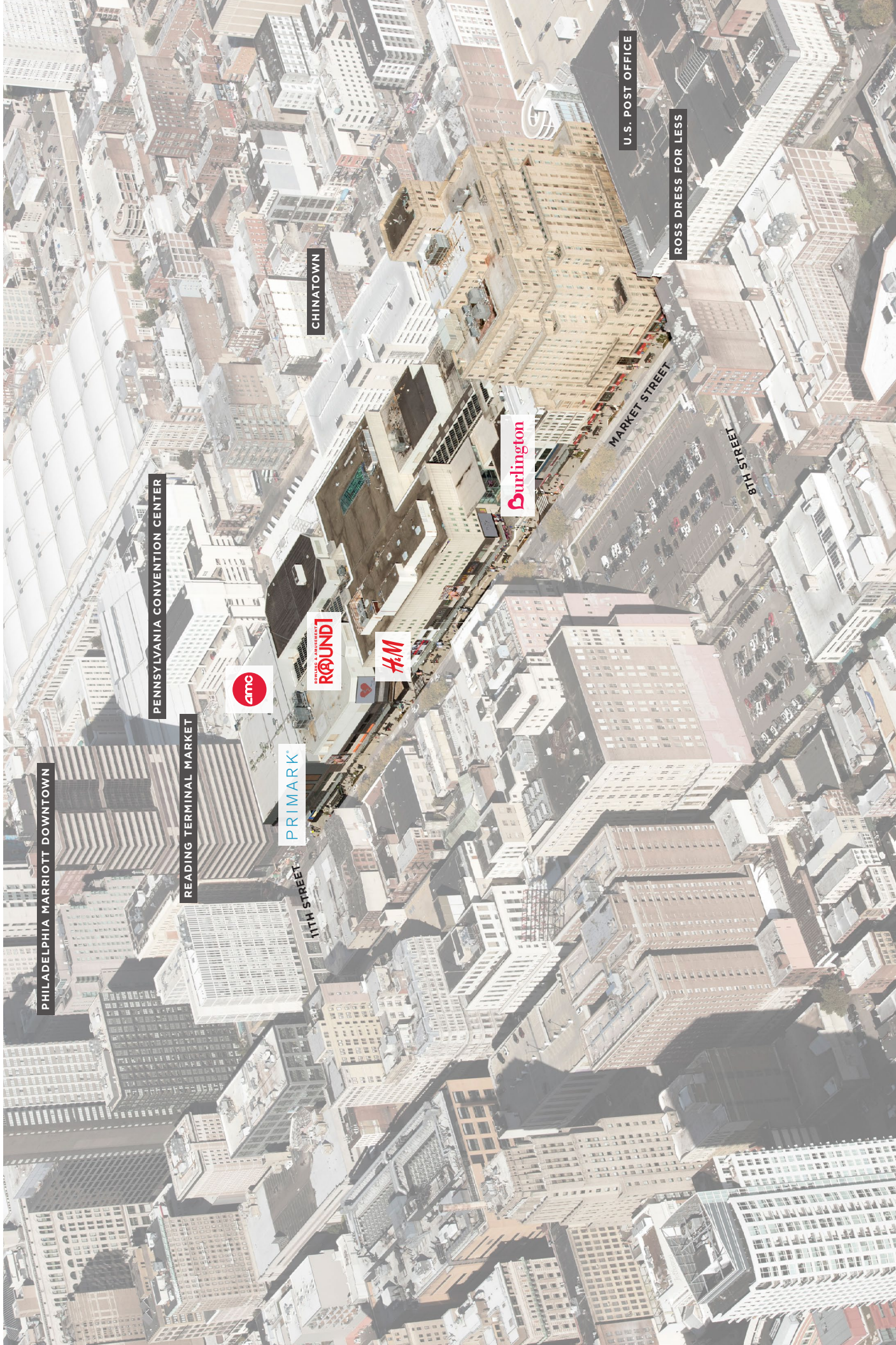
PHILADELPHIA

MAJOR RETAILERS INCLUDE:

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



NORTH



PHILADELPHIA MARRIOTT DOWNTOWN

PENNSYLVANIA CONVENTION CENTER

READING TERMINAL MARKET

PRIMARK

11TH STREET



CHINATOWN

U.S. POST OFFICE

ROSS DRESS FOR LESS

MARKET STREET

8TH STREET