



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

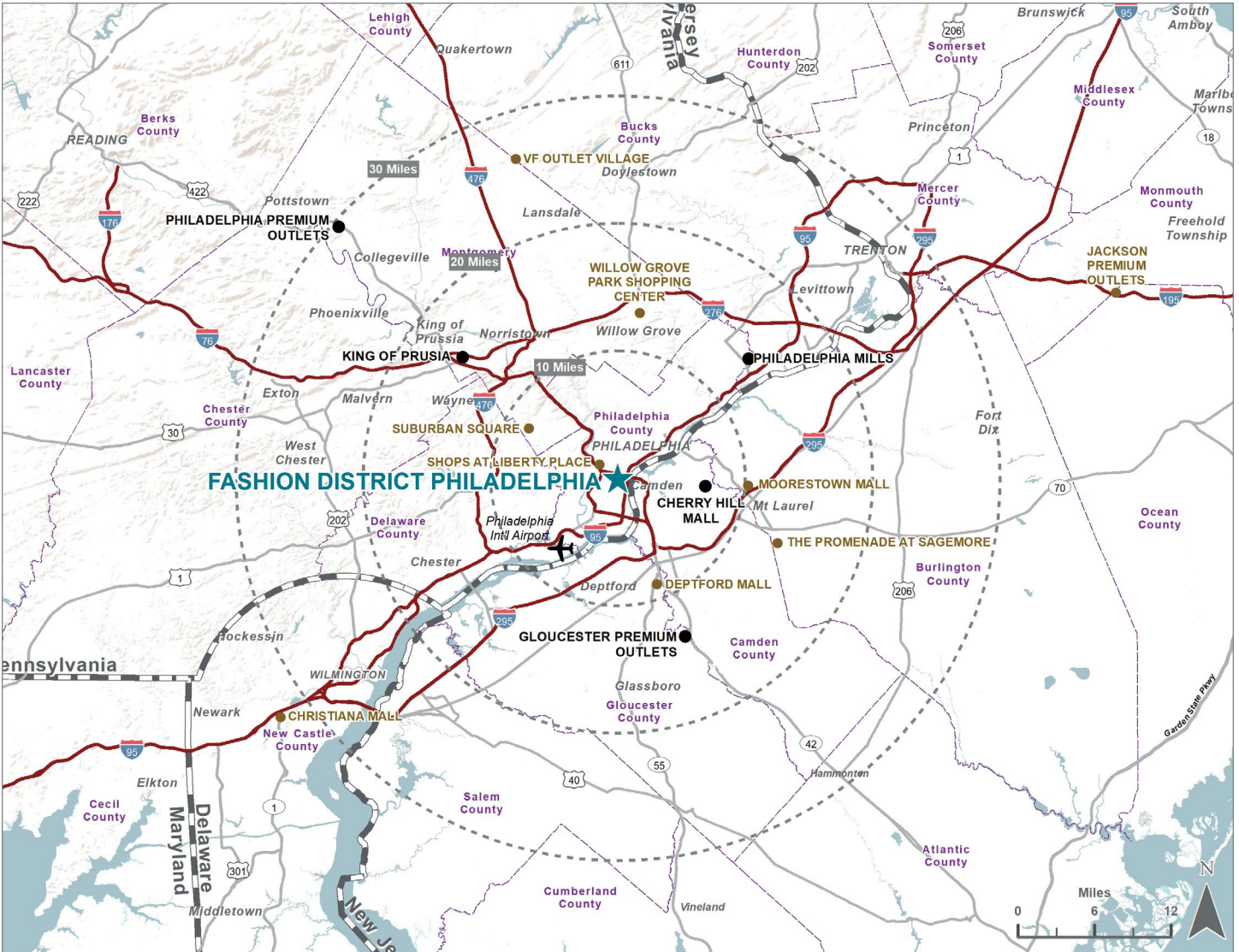
FOR MORE INFORMATION 703-847-7322 | [Macerich.com](https://www.macerich.com)



DEMOGRAPHIC SUMMARY

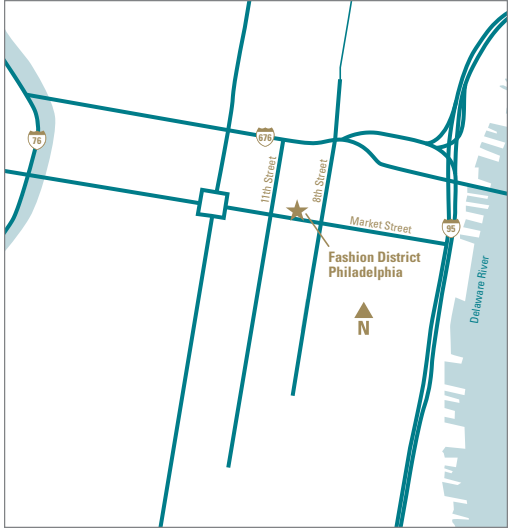
| POPULATION | CENTER CITY | | 20-MILE RADIUS | | PHILADELPHIA-CAMDEN-WILMINGTON, PA-NJ-DE-MD [MSA] | |
|---------------------------------|-------------|-------|----------------|-------|---|-------|
| 2023 Total Population | 205,609 | | 4,108,131 | | 6,292,945 | |
| 2028 Total Population | 220,221 | | 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



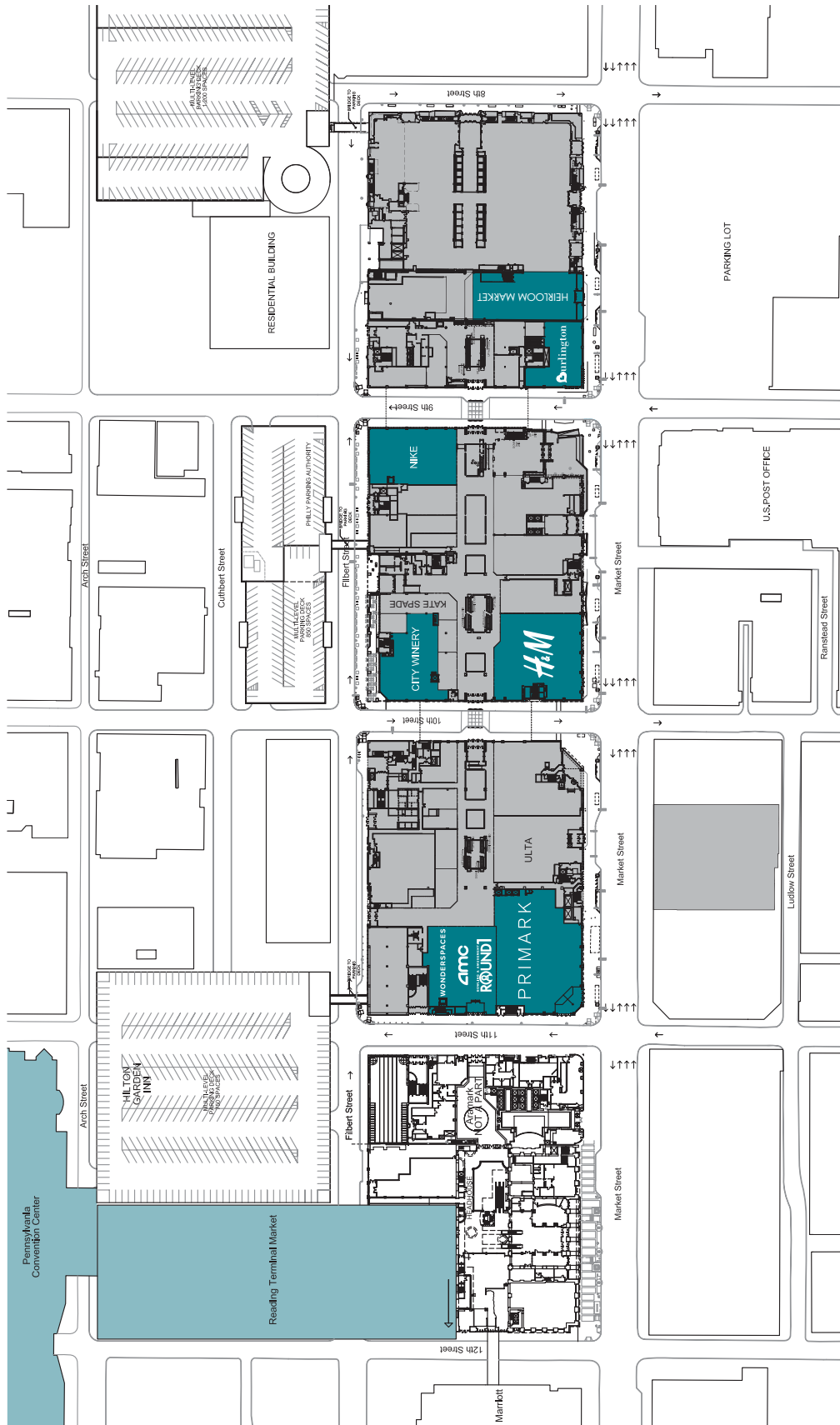
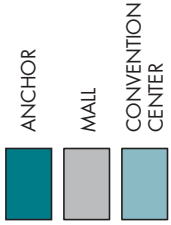
LEGEND

- ★ 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% |



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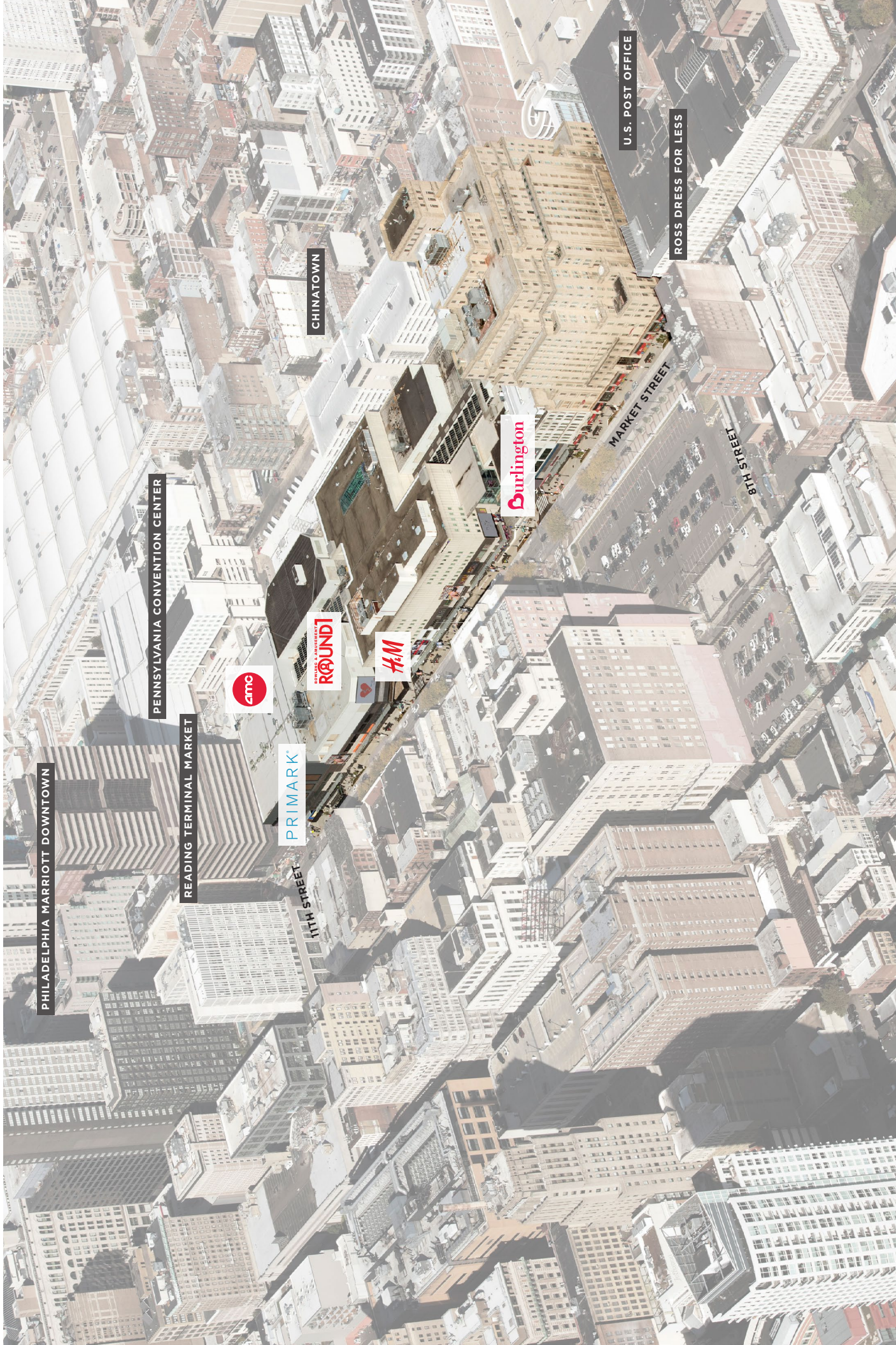
PHILADELPHIA

MAJOR RETAILERS INCLUDE:

- BURLINGTON
- PRIMARK
- H&M
- AMC THEATRES
- ROUNDI BOWLING & AMUSEMENT
- AMERICAN EAGLE
- CITY WINERY
- 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

11TH STREET

PRIMARK



CHINATOWN

MARKET STREET

U.S. POST OFFICE

ROSS DRESS FOR LESS

8TH STREET