



**FASHIONDISTRICT**  
PHILADELPHIA

PHILADELPHIA, PA

## MARKET PROFILE 2025

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

**FOOD & ENTERTAINMENT** AMC, City Winery, Round1 Bowling & Arcade, REC Philly, Wonderspaces

**OFFICE TENANTS** Industrious

**PROPERTY TYPE** Mixed-use, Urban | **TOTAL SQUARE FEET** 802,000 | **BUILT** 2019

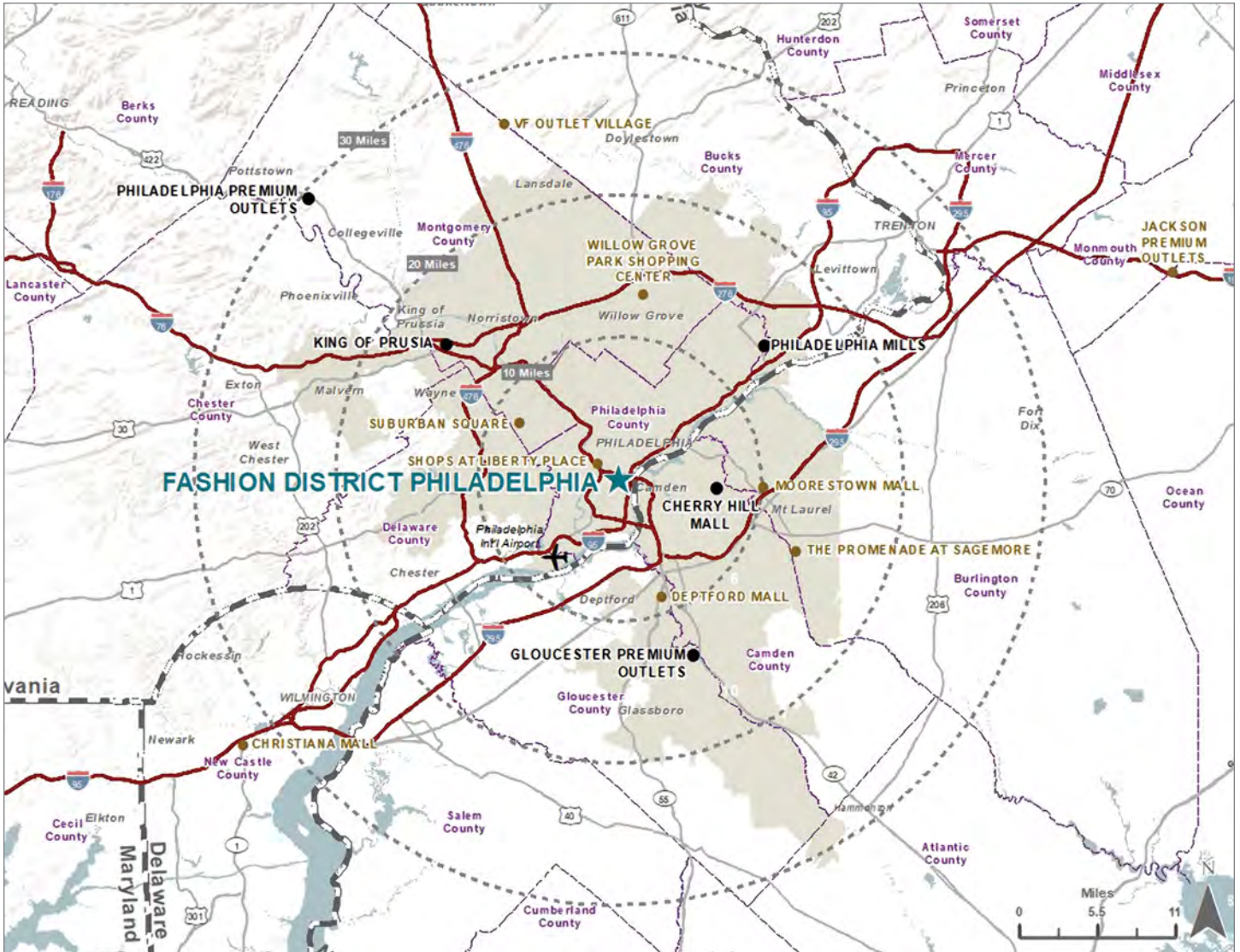
**FOR MORE INFORMATION** 703-847-7322 | [Macerich.com](http://Macerich.com)



# DEMOGRAPHIC SUMMARY

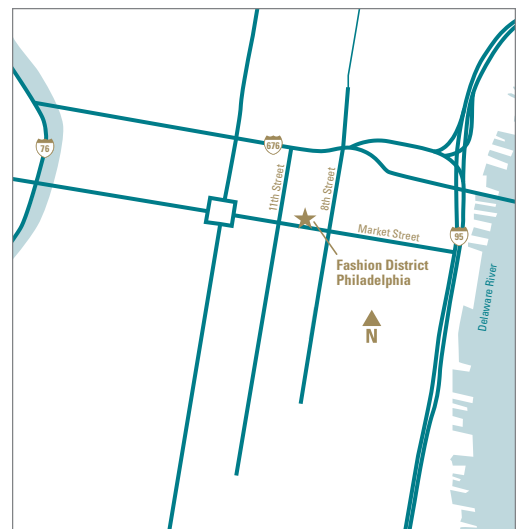
POPULATION	PRIMARY TRADE AREA		TOTAL TRADE AREA		PHILADELPHIA-CAMDEN-WILMINGTON, PA-NJ-DE-MD MSA	
2024 Total Population	3,592,264		4,112,831		6,307,532	
2029 Total Population	3,602,129		4,122,486		6,334,854	
% Population Change 2024 to 2029	0.3%		0.2%		0.4%	
HOUSEHOLDS						
2024 Total Households	1,430,801		1,630,043		2,460,883	
2029 Total Households	1,463,432		523,550		2,518,376	
% Household Change 2024 to 2029	2.3%		2.2%		2.3%	
INCOME						
Average Household Income	\$118,514		\$119,683		\$127,993	
Median Household Income	\$79,287		\$84,591		\$89,278	
Per Capita Income	\$47,320		\$47,562		\$50,057	
HOUSEHOLD INCOME RANGES						
Household Income \$50,000 +	962,919	67.3%	1,110,051	68.1%	1,762,689	71.6%
Household Income \$75,000 +	748,946	52.4%	865,583	53.1%	1,411,091	57.4%
Household Income \$100,000 +	590,437	41.3%	683,387	41.9%	1,125,269	45.7%
Household Income \$150,000 +	350,700	24.5%	405,319	24.9%	674,796	27.4%
AGE						
Median Age	38.3		38.7		39.6	
EDUCATION / OCCUPATION						
Bachelor's Degree +	1,075,188	42.7%	1,210,195	42.0%	1,914,855	43.2%
White Collar	1,246,699	67.7%	1,419,473	67.4%	2,229,993	68.1%
RACE/ETHNICITY						
White	1,849,176	51.5%	2,188,531	53.2%	3,743,479	59.4%
Black	920,019	25.6%	1,029,826	25.0%	1,292,914	20.5%
American Indian	12,618	0.4%	13,859	0.3%	20,245	0.3%
Asian	304,838	8.5%	320,938	7.8%	451,682	7.2%
Pacific Islander	1,694	0.1%	1,878	0.1%	2,677	0.0%
Other Race	246,118	6.9%	263,121	6.4%	342,197	5.4%
2 + Races	257,800	7.2%	294,678	7.2%	454,338	7.2%
Hispanic Population	456,121	12.7%	496,910	12.1%	687,326	10.9%
EMPLOYMENT / DAYTIME POPULATION						
	1 MILE		3 MILE		5 MILE	
Total Businesses	4,224		13,027		19,978	
Total Employees	76,219		220,604		308,269	
Total Daytime Population	90,389		283,142		484,131	

# TRADE AREA MAP



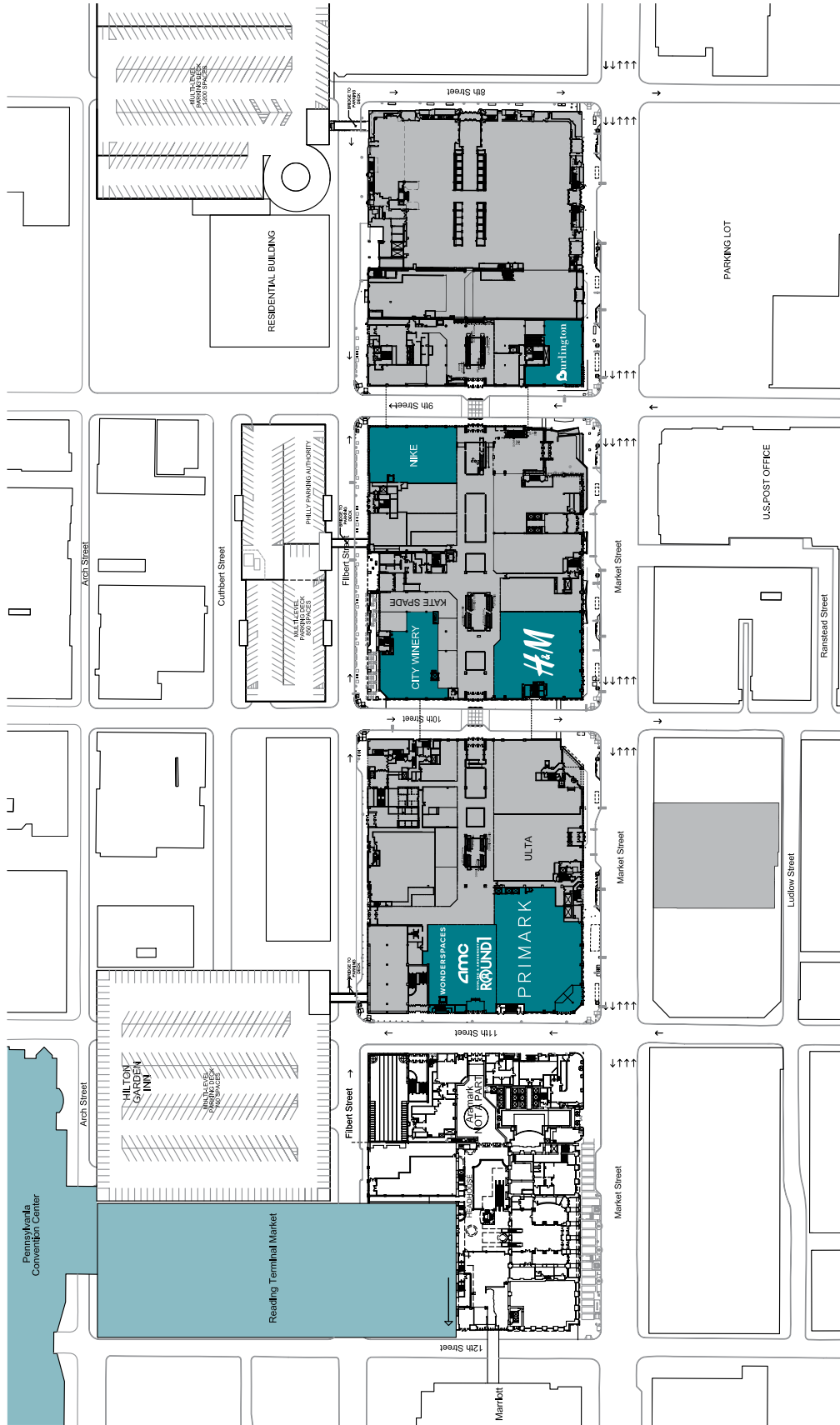
## LEGEND

- ★ FASHION DISTRICT PHILADELPHIA
- COMPETITIVE CENTERS
- OTHER CENTERS



# SITE PLAN

- ANCHOR
- MALL
- CONVENTION CENTER



# AT A GLANCE

## CENTER INFORMATION

Fashion District Philadelphia is an urban destination offering top flagship brands, designer outlets, delicious dining and exciting entertainment—all within three bustling city blocks in downtown Philadelphia.

**52%**

OF OUR TRADE AREA IS A  
**MILLENNIAL/GEN Z**

**\$151K**

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

**42M**

TOURIST VISIT GREATER  
PHILADELPHIA EACH YEAR,  
**SPENDING \$7.6B**

## MARKET INFORMATION

- Philadelphia has been named the **BEST U.S. CITY TO VISIT IN 2024** by Lonely Planet, a leading travel guide, highlighting it as one of the world's top travel spots
- Nearly **20K HOTEL ROOMS** within a short walk from the center and 39 hotel brands in Center City such as Loews, Westin, Hyatt, Marriott, Renaissance and Ritz-Carlton
- Philadelphia named **"MOST WALKABLE CITY TO VISIT"** for second consecutive year by USA Today.

## OTHER FACTS

- Fashion District Philadelphia is attached to Reading Terminal Market and the Pennsylvania Convention Center that hosted 144 events, welcoming over **860K ATTENDEES**
- Steps away from Independence National Historic Park
- **22M COMMUTERS** annually access the concourse level
- #1 on-site transit hub for SEPTA, PATCO and City Blue Line, and strategically positioned along the 200-mile Amtrak corridor

## ECONOMIC DRIVERS

- 2nd largest city on the East coast
- Greater Philadelphia is home to nearly 100 colleges and universities with **HALF A MILLION STUDENTS**. (Source, 2024)
- Over 80% of residents in core Center City have a college degree, and 53% are in the 22-34 age range (Source, 2024)
- **2ND LARGEST DOWNTOWN WORKFORCE** of any city on the East coast
- 3rd largest Chinatown in the U.S.
- **3RD LARGEST METRO** in the Northeast with \$445 billion in Gross Regional Product (Source, 2024)
- In 2026, Philadelphia will host America's 250th birthday celebration, the MLB All-Star Game, the FIFA World Cup 26, PGA 108th Championship and NCAA March Madness games.



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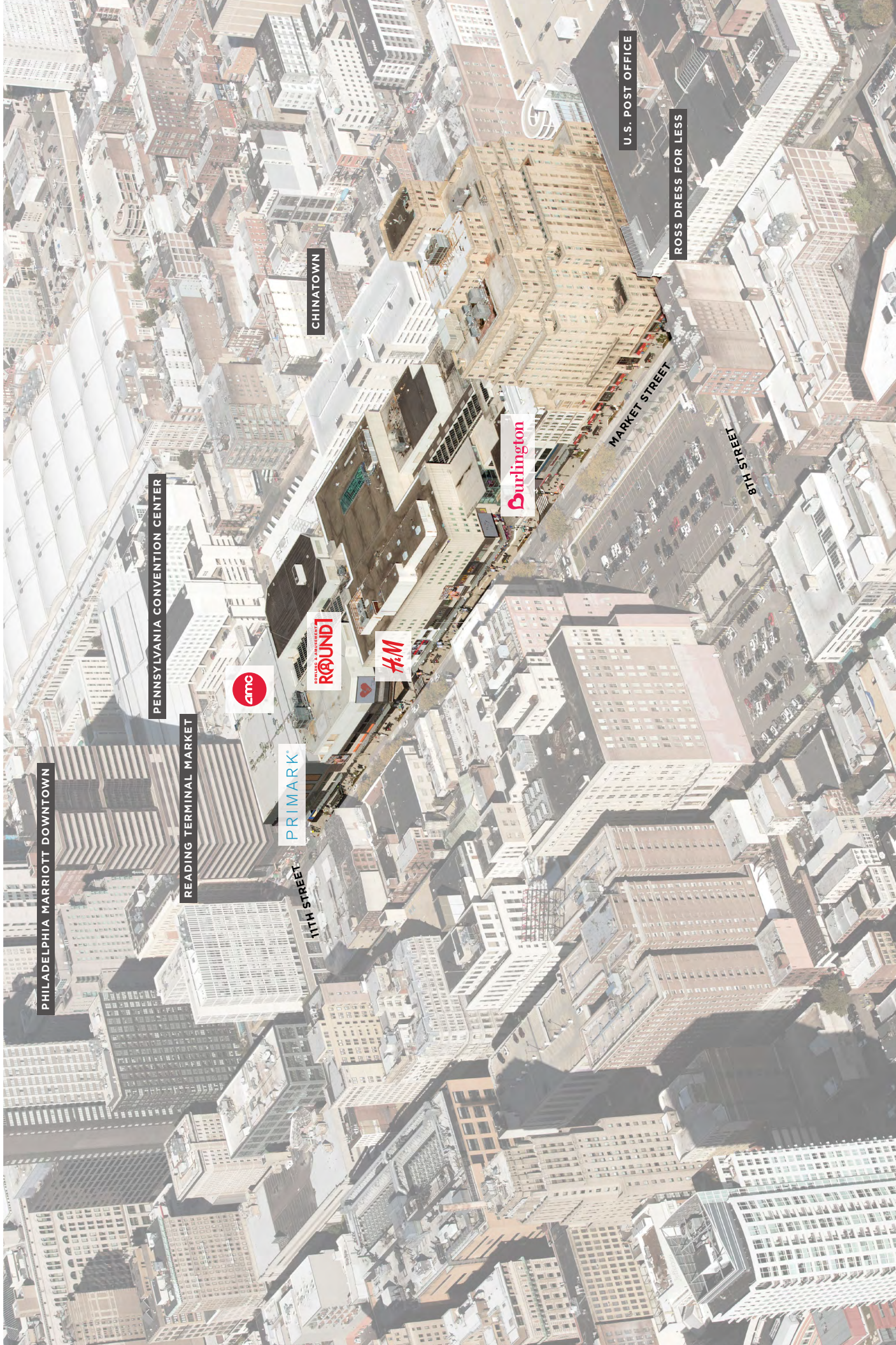
PHILADELPHIA

## MAJOR RETAILERS INCLUDE:

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



NORTH



PHILADELPHIA MARRIOTT DOWNTOWN

PENNSYLVANIA CONVENTION CENTER

READING TERMINAL MARKET

11TH STREET

PRIMARK



ROUNDI

H&M

Burlington

CHINATOWN

MARKET STREET

U.S. POST OFFICE

ROSS DRESS FOR LESS

8TH STREET