

FASHIONDISTRICT PHILADELPHIA

THREE CITY BLOCKS OF SHOPPING, ENTERTAINMENT & MORE

PHILADELPHIA + CENTER CITY

An East Coast powerhouse, Philadelphia's metro momentum is concentrated in downtown Center City

6 million+ residents

in the Greater Philadelphia Area

2nd largest city

on the East Coast by population

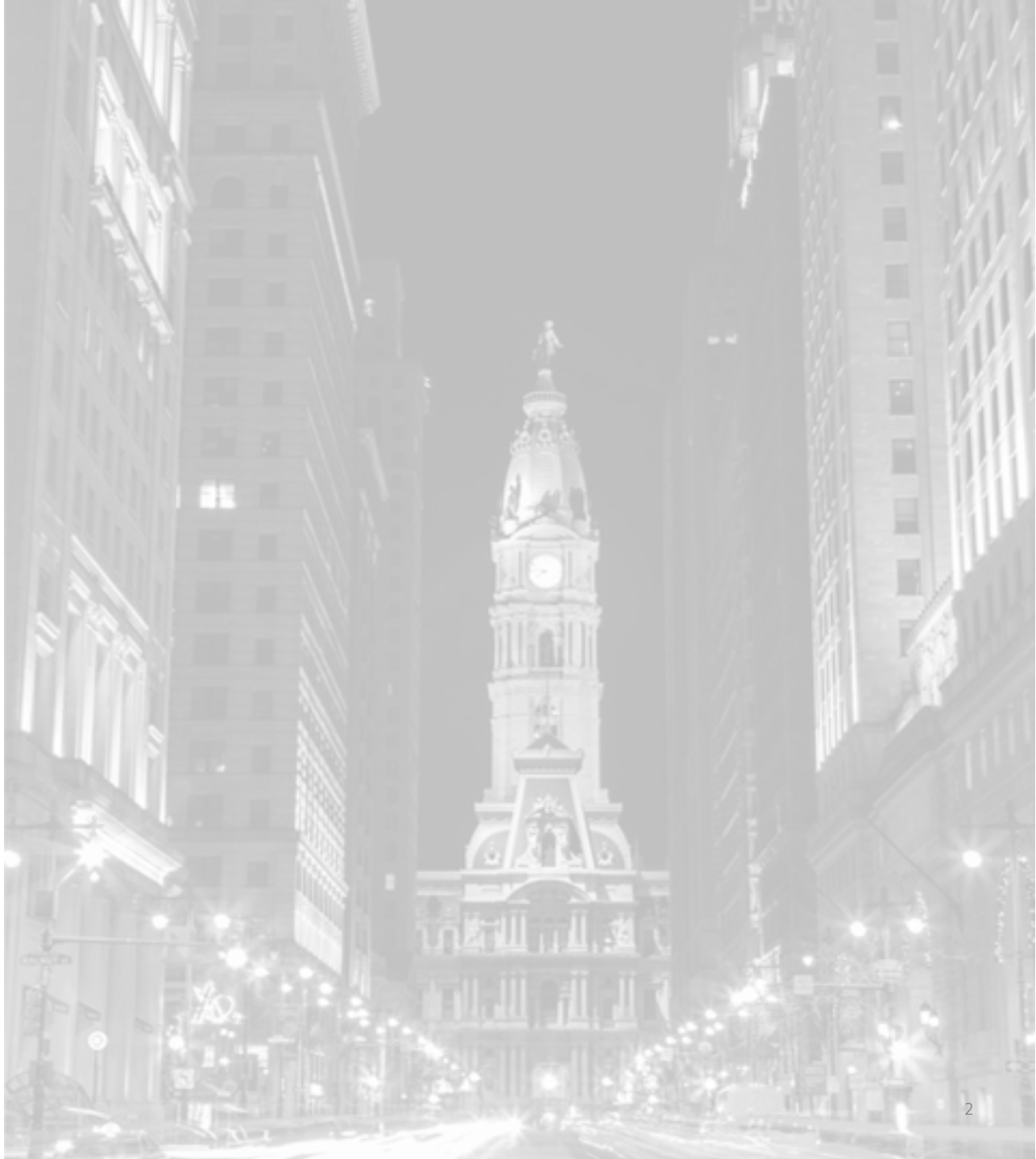
42% of Philadelphia jobs

located in Greater Center City

350,000+ daily visitors

to Center City, with *90% of pedestrian volume returning* vs. 2019

Sources: Visit Philly, U.S. Census Bureau; State of Center City, Center City Philadelphia, 2025



CENTER CITY TOURISM

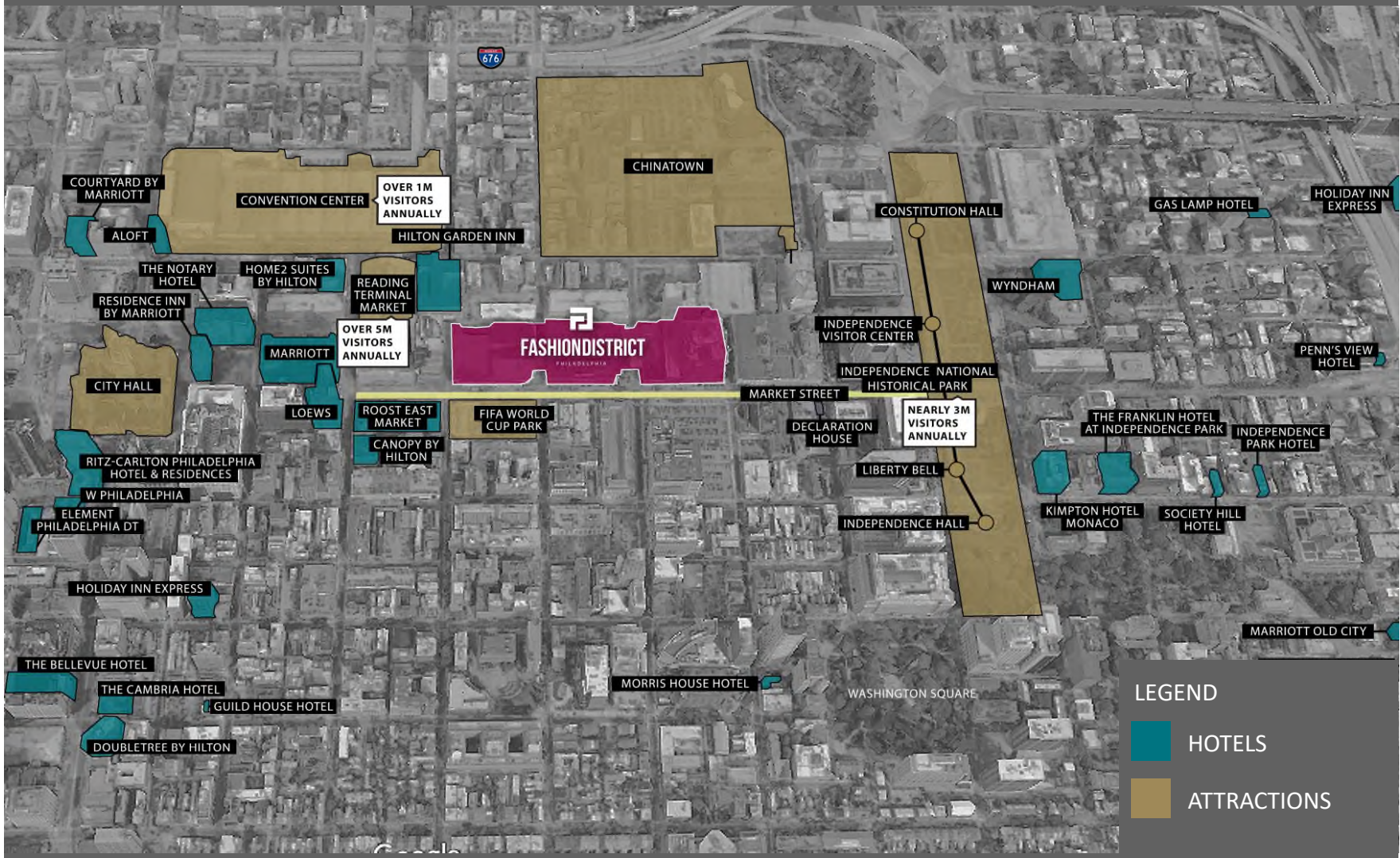
Proximity to the convention center and major tourist attractions powers a steady stream of shoppers

43 million annual visitors
to Philadelphia, 27 million to Center City

9 million visitors
to Reading Terminal Market, Convention Center and Independence National Historical Park

10,000+ hotel rooms
50+ hotels within walking distance

$4.5 billion+ in visitor spend
including $634 million on shopping/retail



Sources: Visit Philly; NRF, 2024



TRANSPORTATION

350,000+ daily visitors
to Center City

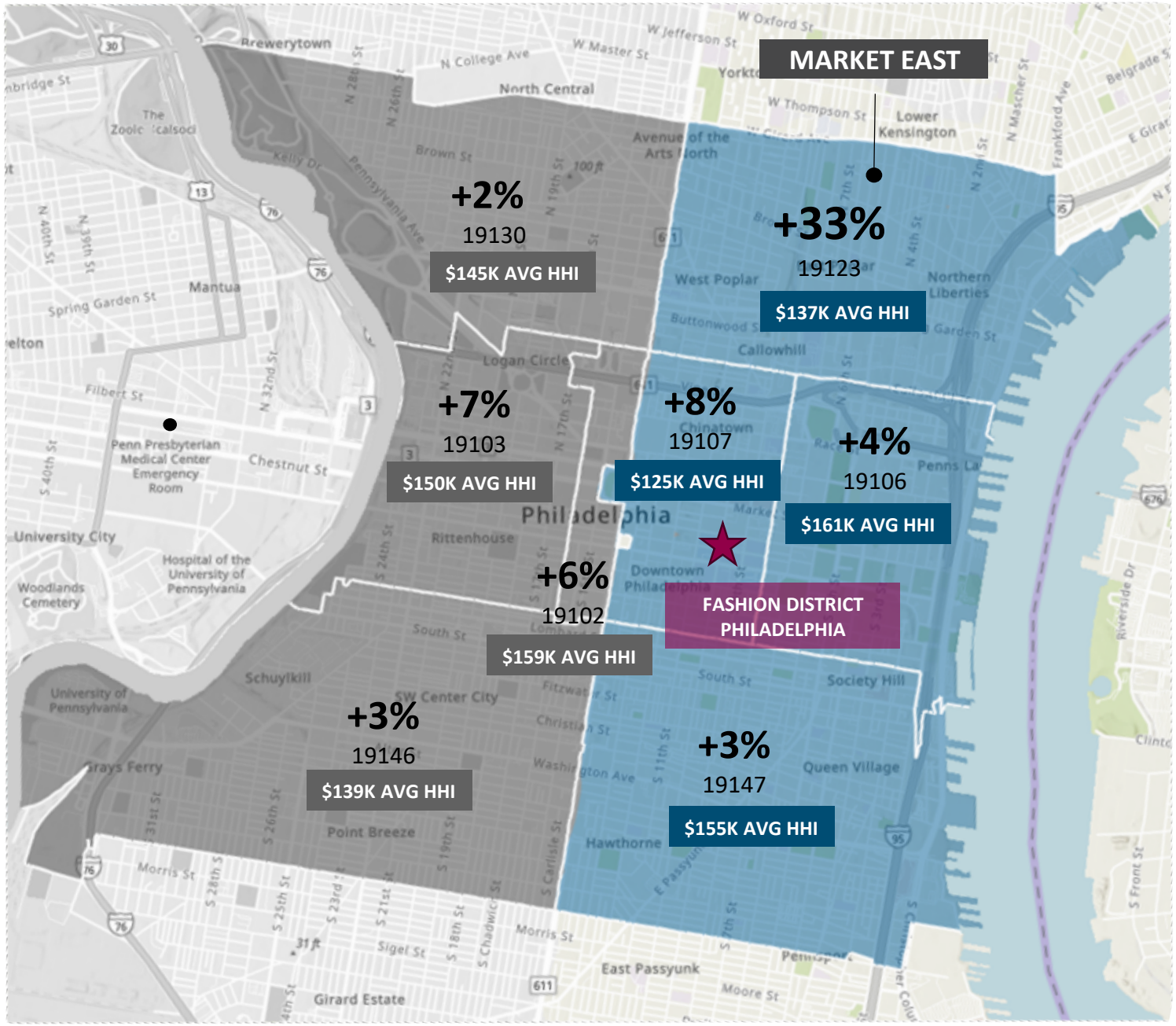
136,000 daily commuters
SEPTA (PA) Center City stations and
PATCO (NJ) Speedline

2.8K parking spaces
located adjacent to the center

Direct station access
Jefferson Station & 11th St Station connect to shopping center concourse

Sources: State of Center City, Center City Philadelphia, 2025; PATCO; SEPTA

% 5-YEAR PROJECTED POPULATION GROWTH



MARKET EAST EXPANSION

12% Market East growth (vs. 4% West) powered by revitalization, office-to-multifamily conversions and renewed policy focus

$1 billion+ development pipeline

for Center City with a large shift towards Market East

5,000 residential units

proposed or under construction in Market East, reinforcing increased demand for housing east of Broad Street

MARKET SNAPSHOT – WITHIN 1 MILE OF FDP

$154K	37%	34.1
Average Household Income	Household Income $150K+	Median Age

Sources: Esri, 2025; Philadelphia Inquirer, 2025; CoStar, 2025; CCD Housing Report, 2025



PROXIMITY TO PRESTIGE

Fashion District Philadelphia (FDP) sits at the nexus of elite research universities, a dense college-aged population and a young, talented resident base within the core of Center City

80,000 college students

with 300K students in the Philadelphia metro area

+155% growth in college graduates

in Philadelphia over the last 20 years, most of any major metro

Over 80% of Center City residents

hold a college degree

53% of the population is young

with the majority of Center City residents ages 22-34

Sources: Visit Philly; NRF, 2024; Drexel; Penn; Temple, 2025; Placer.ai, 2025; Philadelphia International Airport, 2025

TALENT MAGNET

Young, highly-skilled talent and university grads are building a dense, walkable career base in Center City that powers its emergence as a tech, AI and research hub

42% of Philadelphia's jobs

located in Greater Center City, contributing to weekday retail demand

+13.6% job growth

since 2020 in Philadelphia

220,000+ total employees

work within 1 mile of Fashion District Philadelphia

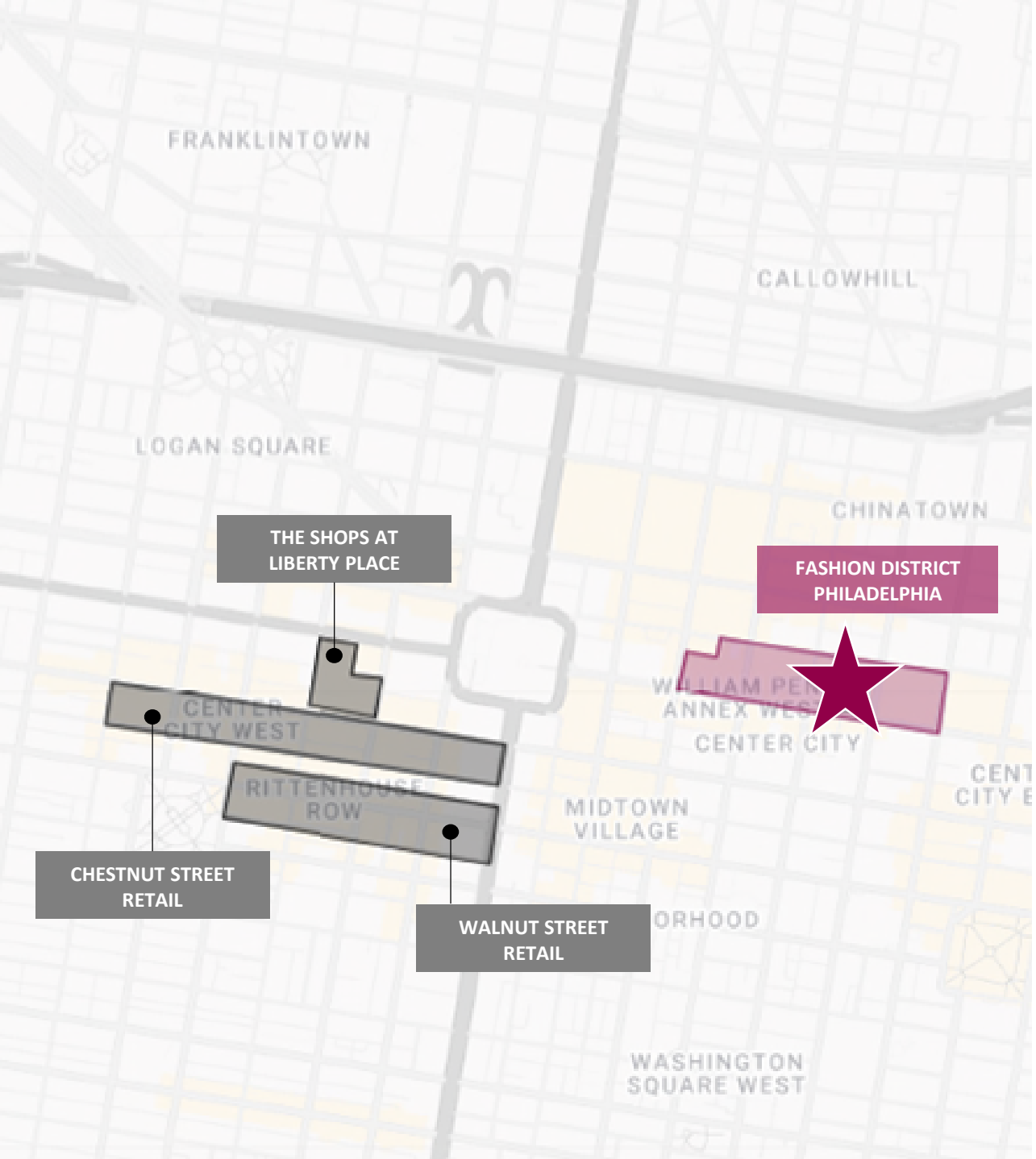
40% Center City residents walk to work

favoring frequent in-and-out shopping trips before and after the office

MAJOR CENTER CITY EMPLOYERS

City of Philadelphia
Jefferson Health
COMCAST
CHUBB
Deloitte.
EY
peco℠ AN EXELON COMPANY
KPMG

Sources: CCD Philadelphia Employment Report, 2025; 2024 Annual Report, CampusPhilly.org; The Global Startup Ecosystem Report, Startup Genome, 2025



REPEATEDLY LOYAL SHOPPERS

Fashion District Philadelphia attracts a highly loyal, repeated shopper, with nearly 2x the visit frequency of its nearby competitors.

The enclosed center keeps shoppers on site all-year round, providing easy access for commuters to complete dependable, repeated transactions.

CENTER CITY TRAFFIC COMPARISON

RETAIL	VISIT FREQUENCY ▼	VISITS	VISITORS
Fashion District Philadelphia	3.66	6.4M	1.7M
The Shops at Liberty Place	1.98	1.8M	903K
Walnut Street Retail	2.41	5.2M	3.5M
Chestnut Street Retail	2.64	8.3M	3.2M

Source: Placer.ai, 2025

FASHIONDISTRICT
PHILADELPHIA





MACERICH (NYSE: MAC)

ONE OF THE NATION'S LEADING OWNERS, OPERATORS & DEVELOPERS OF MAJOR RETAIL PROPERTIES IN ATTRACTIVE U.S. MARKETS, INCLUDING CALIFORNIA, PHOENIX/SCOTTSDALE, PACIFIC NORTHWEST, NORTH CAROLINA, GREATER NEW YORK AND WASHINGTON, D.C.