



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

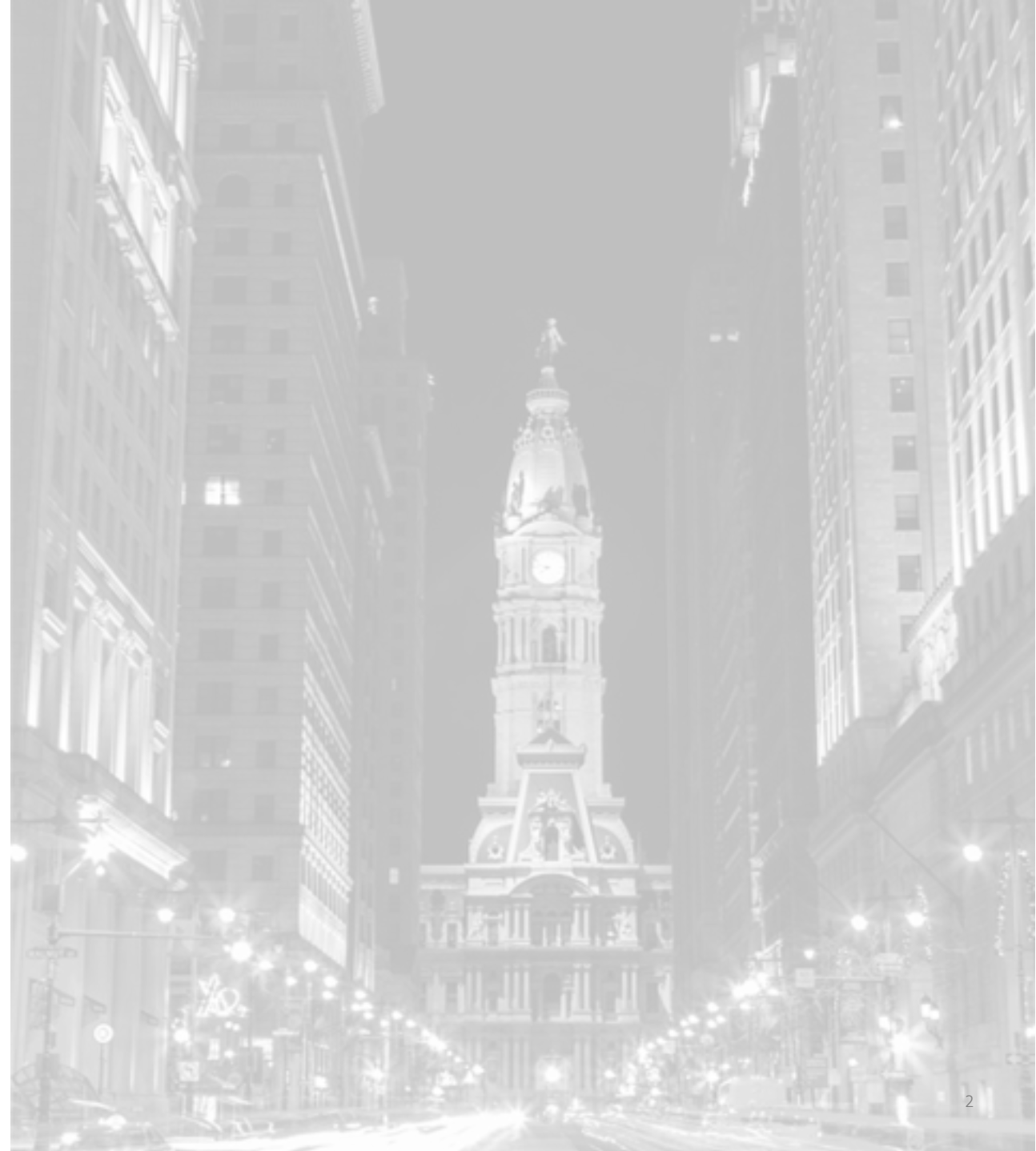
42% of Philadelphia jobs

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

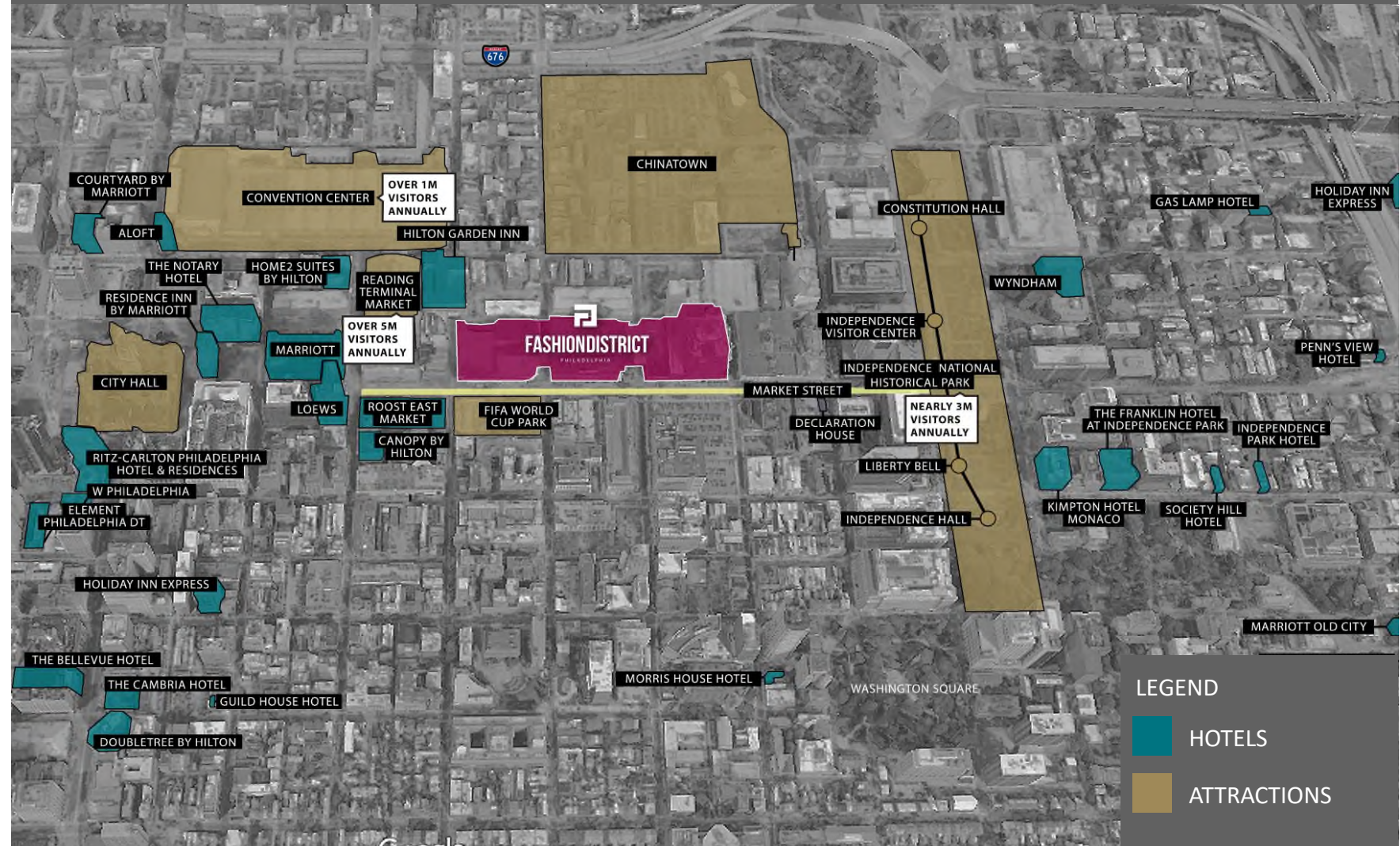
43 million annual visitors
to Philadelphia, 27 million to Center City

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*

MARKET EAST

+33%
19123
\$137K AVG HHI

+2%
19130
\$145K AVG HHI

+7%
19103
\$150K AVG HHI

+8%
19107
\$125K AVG HHI

+4%
19106
\$161K AVG HHI

+6%
19102
\$159K AVG HHI

+3%
19146
\$139K AVG HHI

+3%
19147
\$155K AVG HHI

FASHION DISTRICT PHILADELPHIA

5,000 residential units
proposed or under construction in Market East, reinforcing
increased demand for housing east of Broad Street

\$154K
Average
Household
Income

37%
Household
Income
\$150K+

34.1
Median Age



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

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

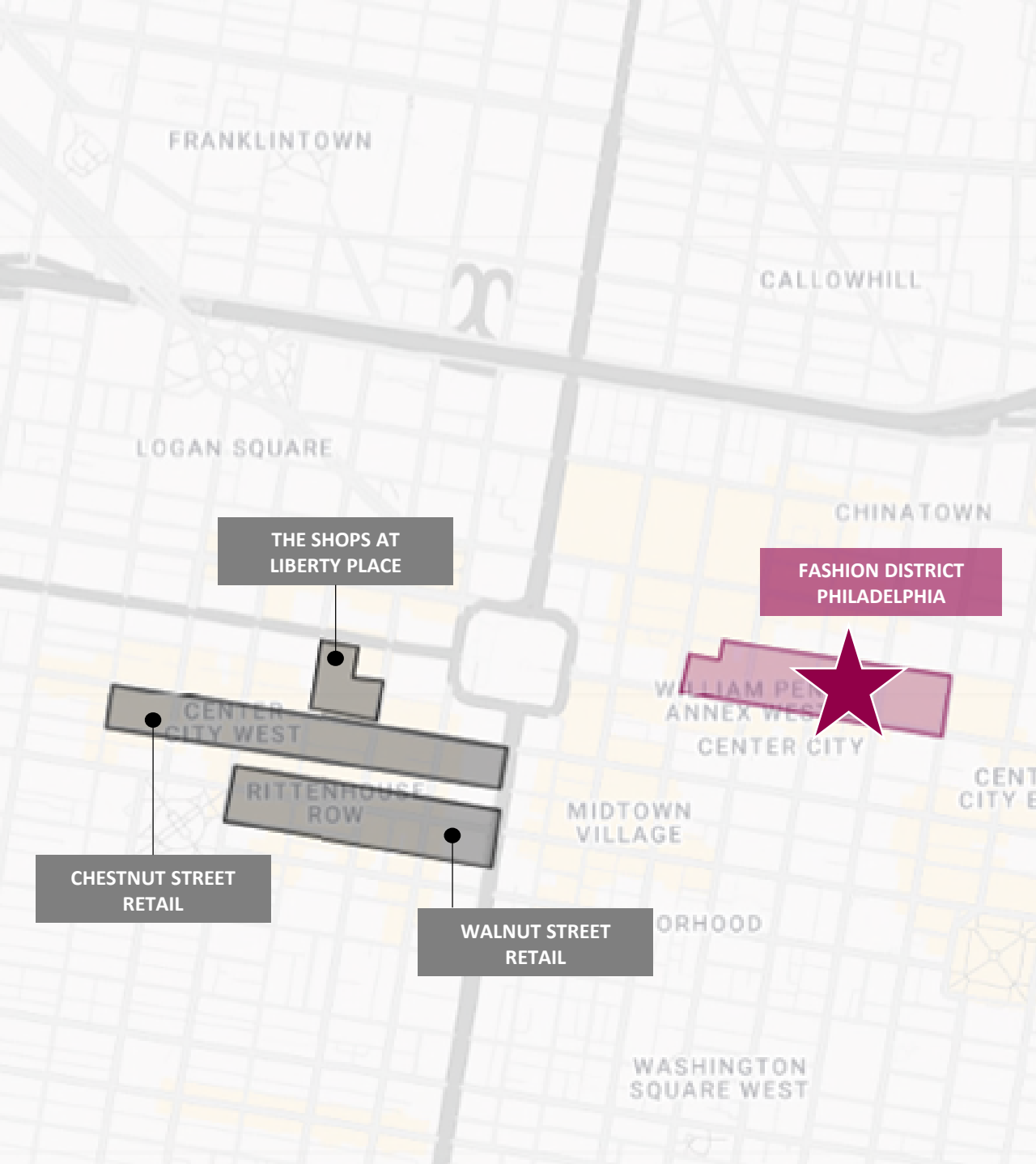
40% Center City residents walk to work

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

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

MAJOR CENTER CITY EMPLOYERS





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



H&M

SEPHORA



kate spade
NEW YORK



PANDORA



ULTA[®]
BEAUTY

PRIMARK

Burlington

HOLLISTER

aerie

amc[®]
THEATRES

BOWLING & AMUSEMENT
ROUND1



MAJOR RETAILERS INCLUDE:

BURLINGTON
PRIMARK
H&M
AMC

ROUND1 BOWLING & ARCADE
CITY WINERY
LOCKER ROOM BY LIDS (SUMMER 2026)
AEROPOSTALE

AMERICAN EAGLE
INDUSTRIOUS
JOURNEYS
KATE SPADE NEW YORK

LEVI'S® OUTLET STORE
PANDORA
WINDSOR
SEPHORA

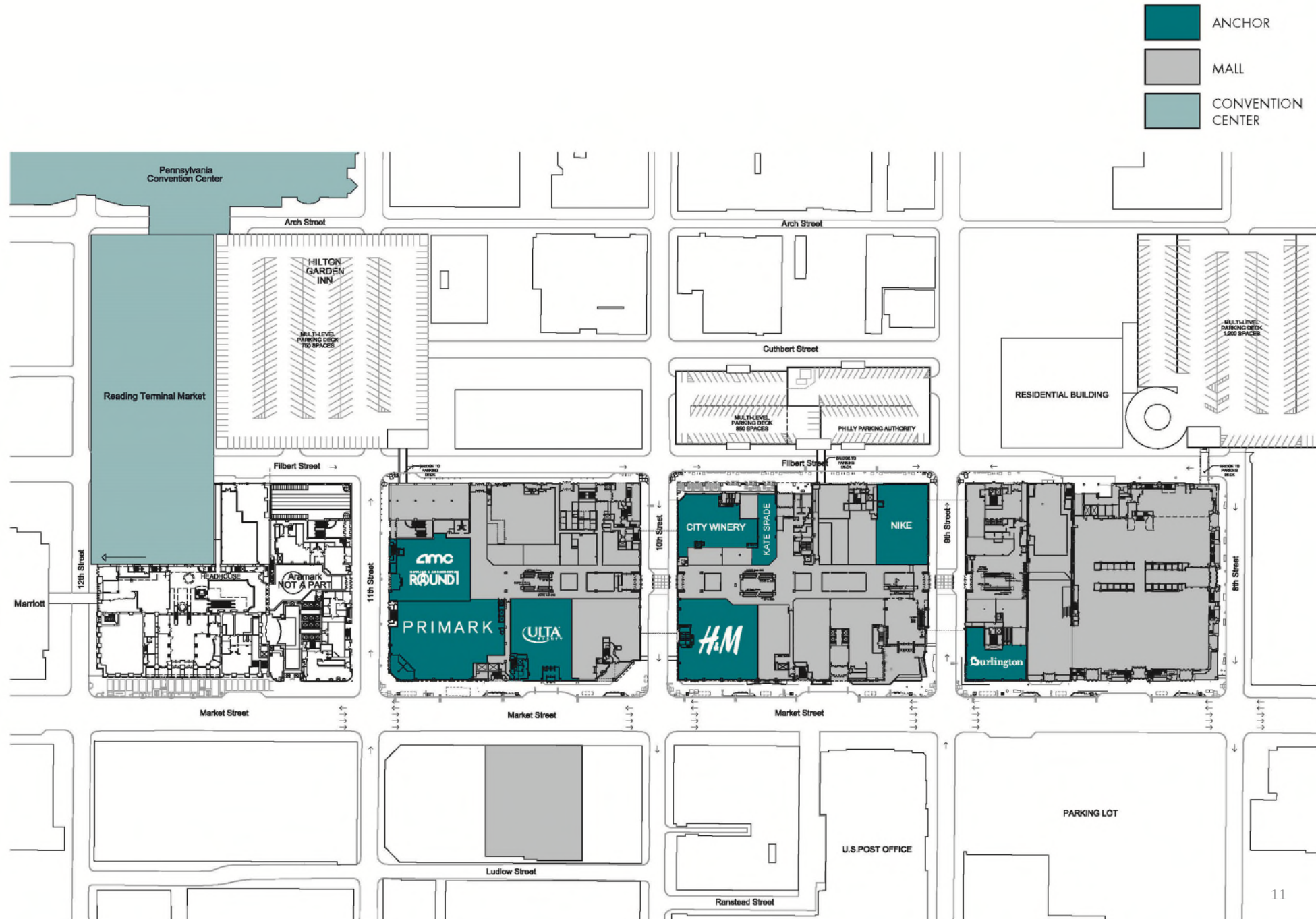
STARBUCKS
ULTA BEAUTY
HOLLISTER



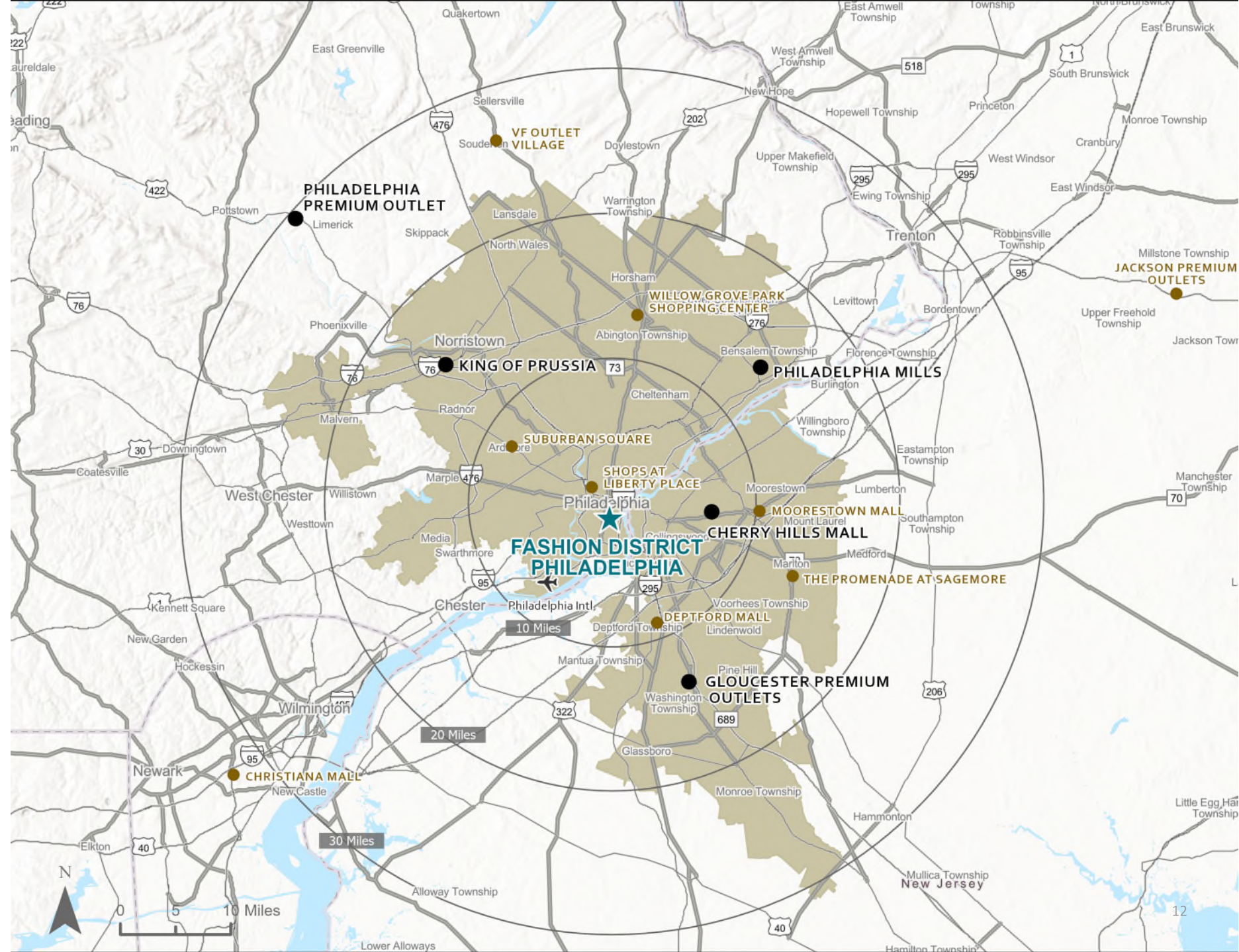
FDP AERIAL



FDP SITE PLAN



FDP TRADE AREA MAP





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.