

THE WANAMAKER

REIMAGINING ICONIC RETAIL IN THE
HEART OF CENTER CITY, PHILADELPHIA

MSC



300,000 SF (DIVISIBLE) OF TRANSFORMATIVE
ANCHOR RETAIL + 650 LUXURY APARTMENTS & OFFICE

THE WANAMAKER THROUGHOUT HISTORY: 2

LOCAL TREASURE, NATIONAL LANDMARK

Built in 1911, the Wanamaker has been an integral part of Philadelphia's urban fabric for over a century. From housing the first in-store telephone to pioneering fixed pricing, the Wanamaker was a trailblazer for U.S. retail and continues to set the stage for the city's social, commercial and cultural life. It's no wonder that in 1978 the Wanamaker was designated as a National Historic Landmark. Check out just some of the exciting history that makes the Wanamaker so important.

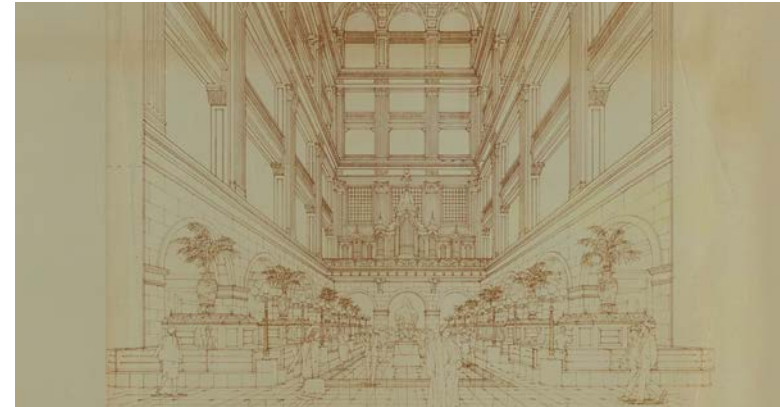


Iconic symbols known far and wide
The Wanamaker is home to a 2,500-pound bronze eagle statue from the 1904 World's Fair and the renowned Wanamaker Organ, the largest playable musical instrument in the world



Important role in public life

The Wanamaker is home to the Crystal Tea Room, Philadelphia's largest banquet hall.



Site for one of the nation's first department stores
In 1876 John Wanamaker opened his department store right at 13th and Market Streets!



Home to some of retail's most impactful inventions
Wanamaker achieved many firsts for retail in the U.S. – pioneering fixed prices, utilizing electrical lighting, creating a pneumatic tube system for transporting cash and documents and installation of the first in-store telephone.

"When I was young and my parents went shopping at Wanamaker's in Philadelphia they used to put me under the eagle and have me there for an hour and a half, alone... because I was impossible to shop with. My mom used to park me under the eagle and I would dream. I felt the statue of the eagle would protect me from the terrifying live organ music."

- Filmmaker Steven Spielberg

PHILADELPHIA'S MOST ICONIC RETAIL ADDRESS MODERNIZED, REINVENTED

PREMIER CENTER CITY LOCATION

Positioned just steps from City Hall and South Broad Street, adjacent to the Pennsylvania Convention Center, the Reading Terminal Market and Jefferson Station, and in the heart of Midtown Village neighborhood.

ICONIC LANDMARK WITH HISTORIC PRECEDENT

A redevelopment of one of Philadelphia's most historic and recognizable buildings, offering unmatched visibility and branding opportunities.

STRONG FOOT TRAFFIC WITH DIRECT TRANSIT ACCESS

Located within a dense corridor of residents, office workers, tourists, students, and transit commuters. Immediate access to SEPTA's Jefferson Station with direct Regional Rail and subway connections; over 300,000 riders pass through daily.

FLEXIBLE SMALL AND LARGE-FORMAT RETAIL/RESTAURANT OPPORTUNITIES

Single or multi-tenant configurations on the ground-floor and upper floors available for flagship retail, restaurant, or experiential concepts, from $\pm 10,000$ up to $\pm 100,000$ square feet.

UNDER NEW OWNERSHIP

Substantial capital to be deployed to build 650 apartments on the upper floors of the mixed-use redevelopment.

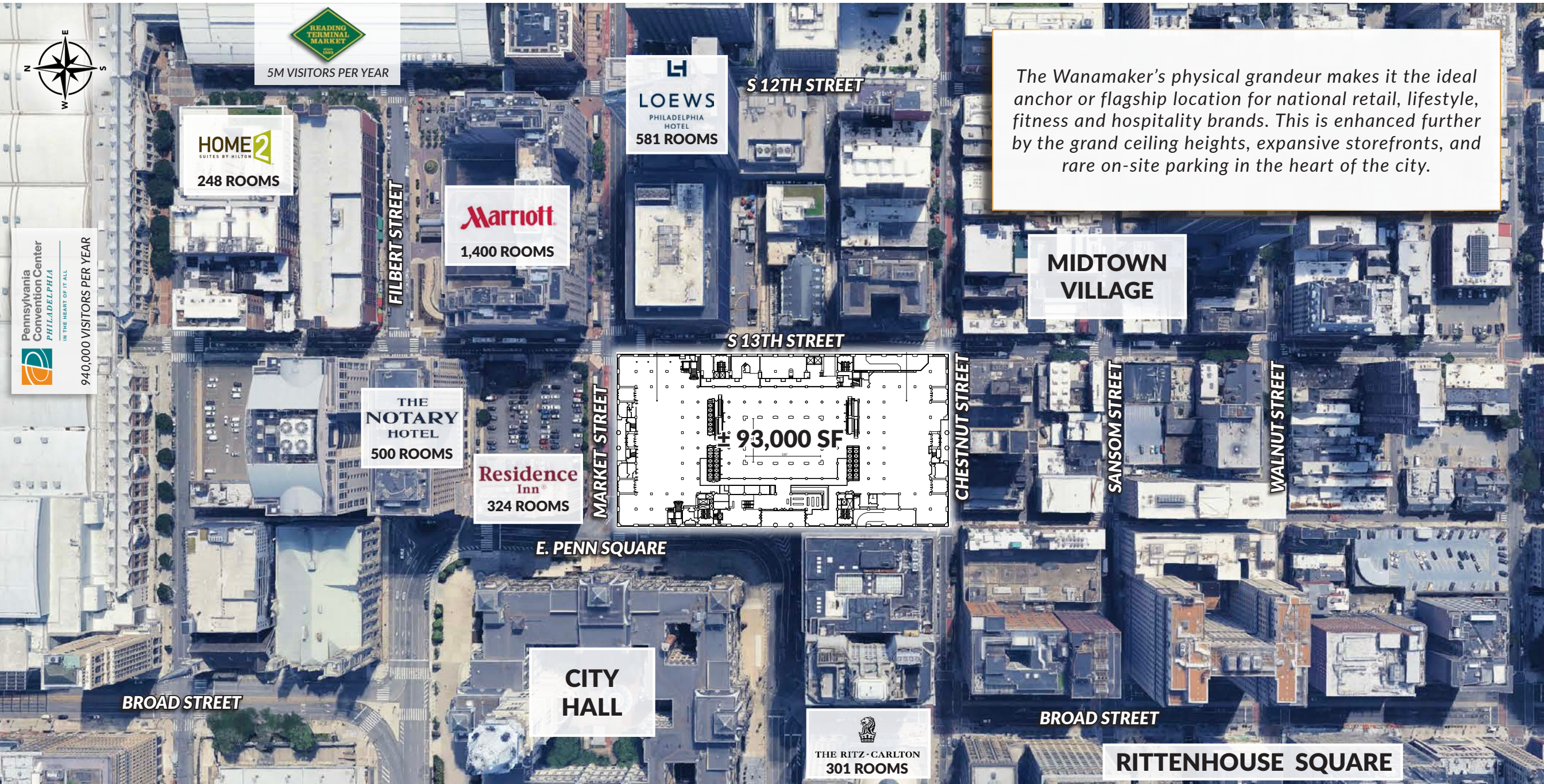
THE WANAMAKER'S UNRIVALED LOCATION:

UNIQUE PROXIMITY AND ACCESS TO EVERY MAJOR NEIGHBORHOOD IN CENTER CITY, PHILADELPHIA



A DESTINATION FOR THE FUTURE OF URBAN RETAIL

TRAFFIC DRIVERS AND REMARKABLE DENSITY IN EVERY DIRECTION



The Wanamaker's physical grandeur makes it the ideal anchor or flagship location for national retail, lifestyle, fitness and hospitality brands. This is enhanced further by the grand ceiling heights, expansive storefronts, and rare on-site parking in the heart of the city.

S 12TH STREET

S 13TH STREET

± 93,000 SF

E. PENN SQUARE

CITY
HALL

THE RITZ-CARLTON
301 ROOMS

BROAD STREET

RITTENHOUSE SQUARE

BROAD STREET

FILBERT STREET

MARKET STREET

CHESTNUT STREET

SANSOM STREET

WALNUT STREET



5M VISITORS PER YEAR

HOME2
SUITES BY HILTON
248 ROOMS

Marriott
1,400 ROOMS

LOEWS
PHILADELPHIA
HOTEL
581 ROOMS

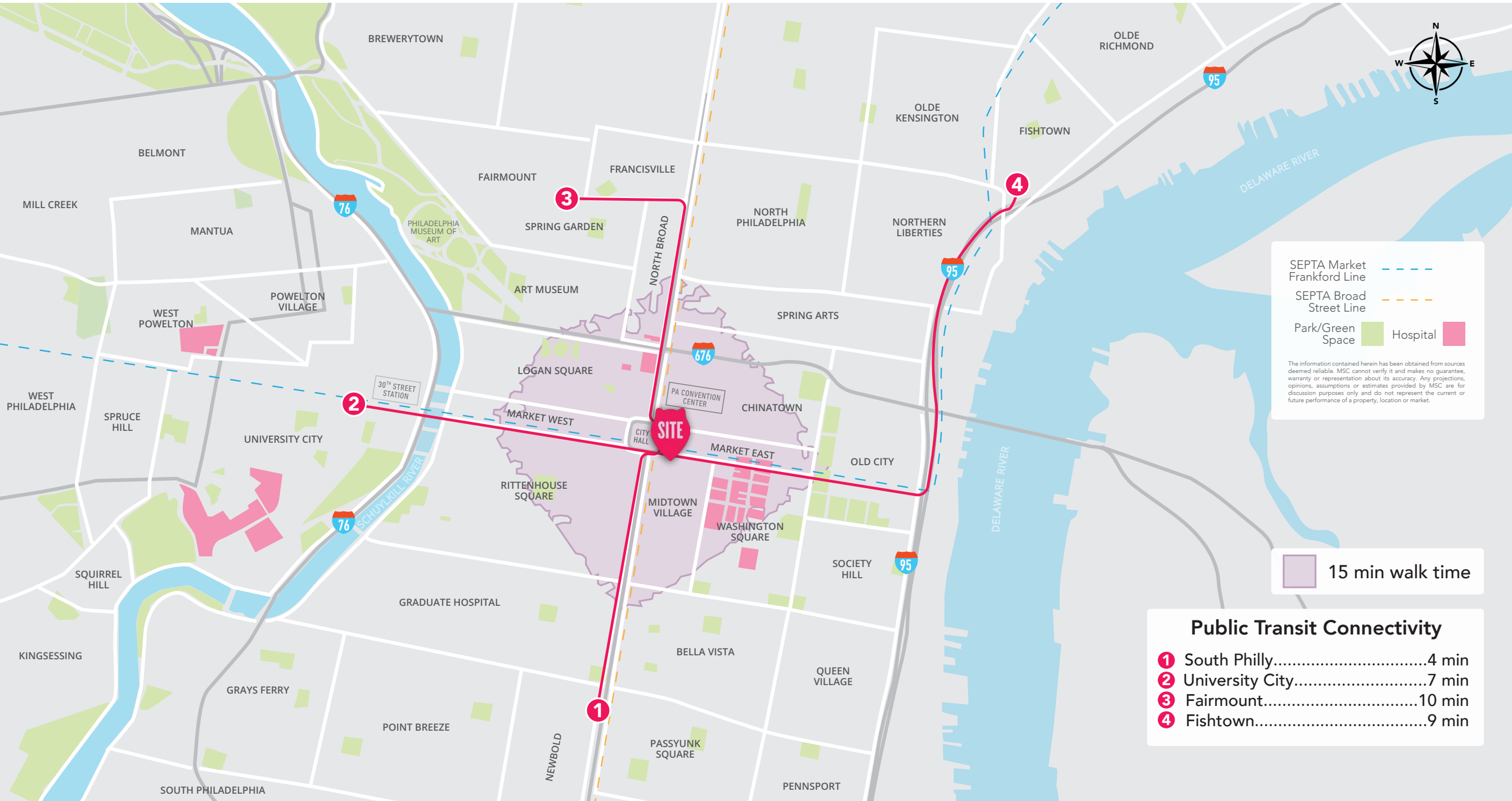
THE
NOTARY
HOTEL
500 ROOMS

Residence
Inn
324 ROOMS

MIDTOWN
VILLAGE

Pennsylvania
Convention Center
PHILADELPHIA
IN THE HEART OF IT ALL
940,000 VISITORS PER YEAR

INCOMPARABLE CENTER CITY ACCESSIBILITY



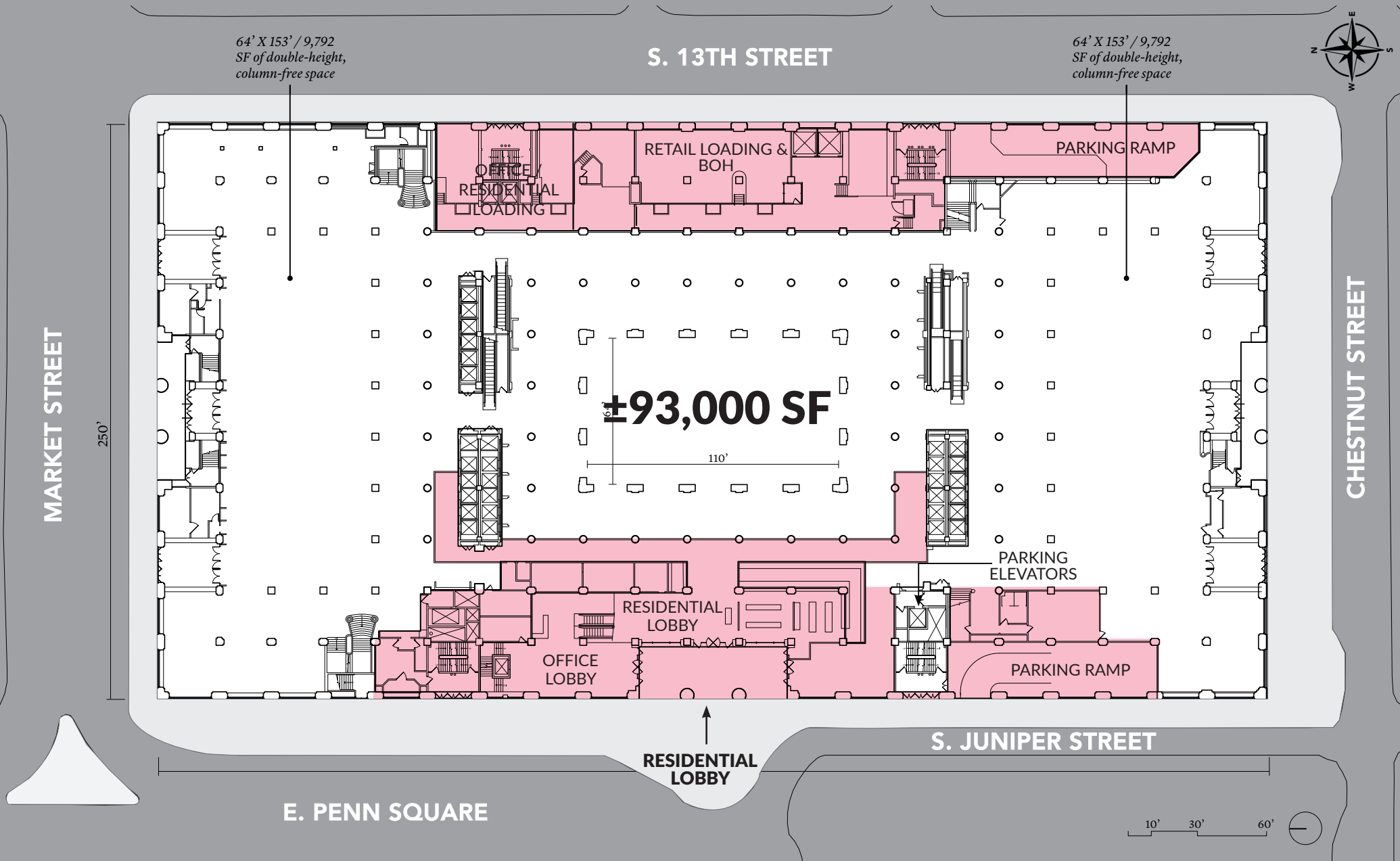
MIDTOWN VILLAGE DYNAMIC NIGHTLIFE AND ENTERTAINMENT HUB

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Breakfast, brunch or business lunch; date night or late night, you're guaranteed to find fun at any time of day in Midtown Village. The gathering place, anchored by vibrant 13th Street, has been bustling with renovations and new openings since an ambitious revival mission began in 2006. The contagious momentum continues today, bringing noteworthy independent boutiques and contemporary cuisine to this pocket of Philadelphia.



GROUND FLOOR - SINGLE ANCHOR TENANT

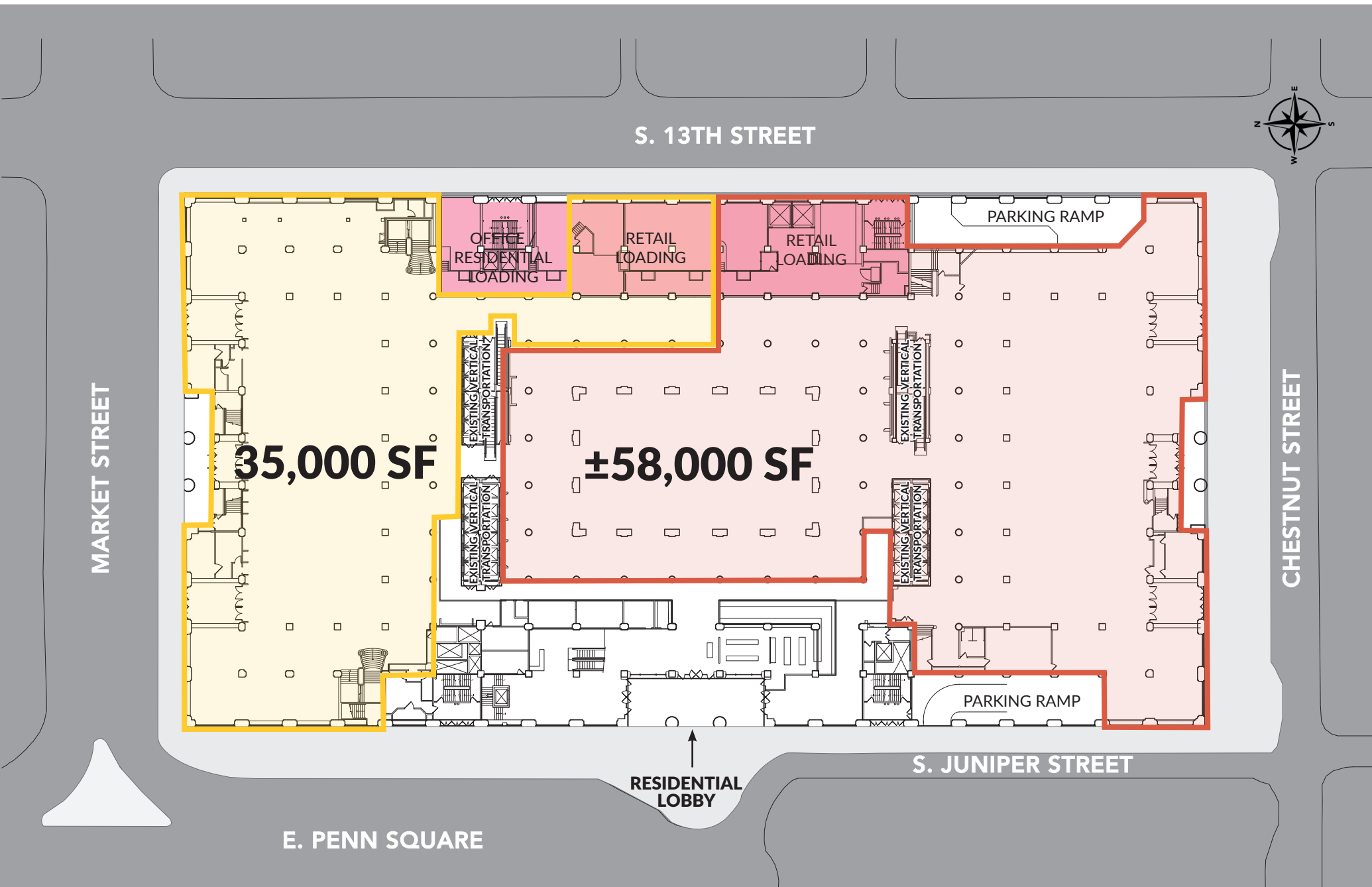


ANCHOR PROMINENCE & FRONTAGE



13TH & MARKET STREETS

GROUND FLOOR - DEMISING PLAN OPTION A

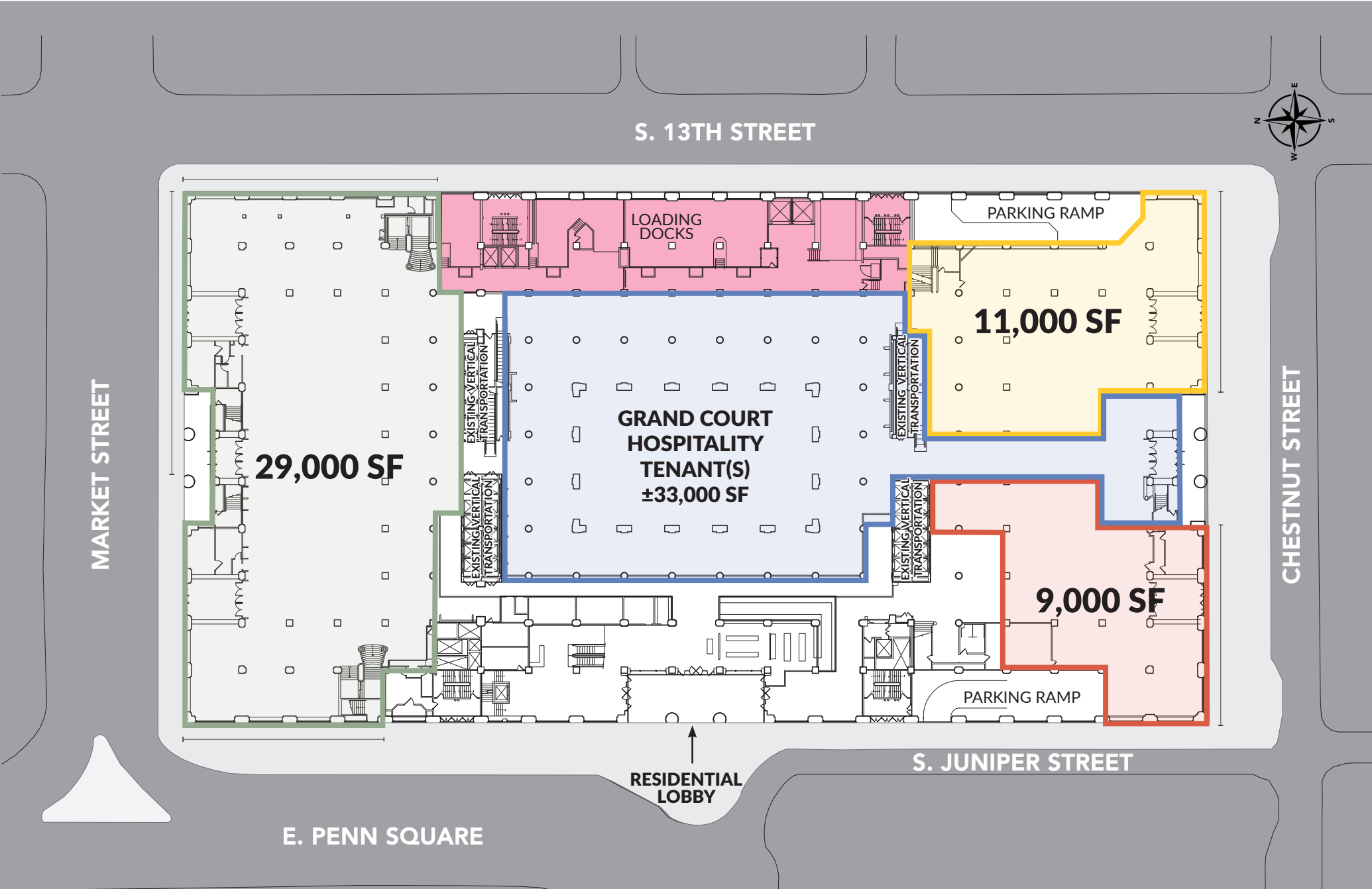


HIGH PROFILE MIDTOWN VILLAGE CORNER

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GROUND FLOOR - DEMISING PLAN OPTION B



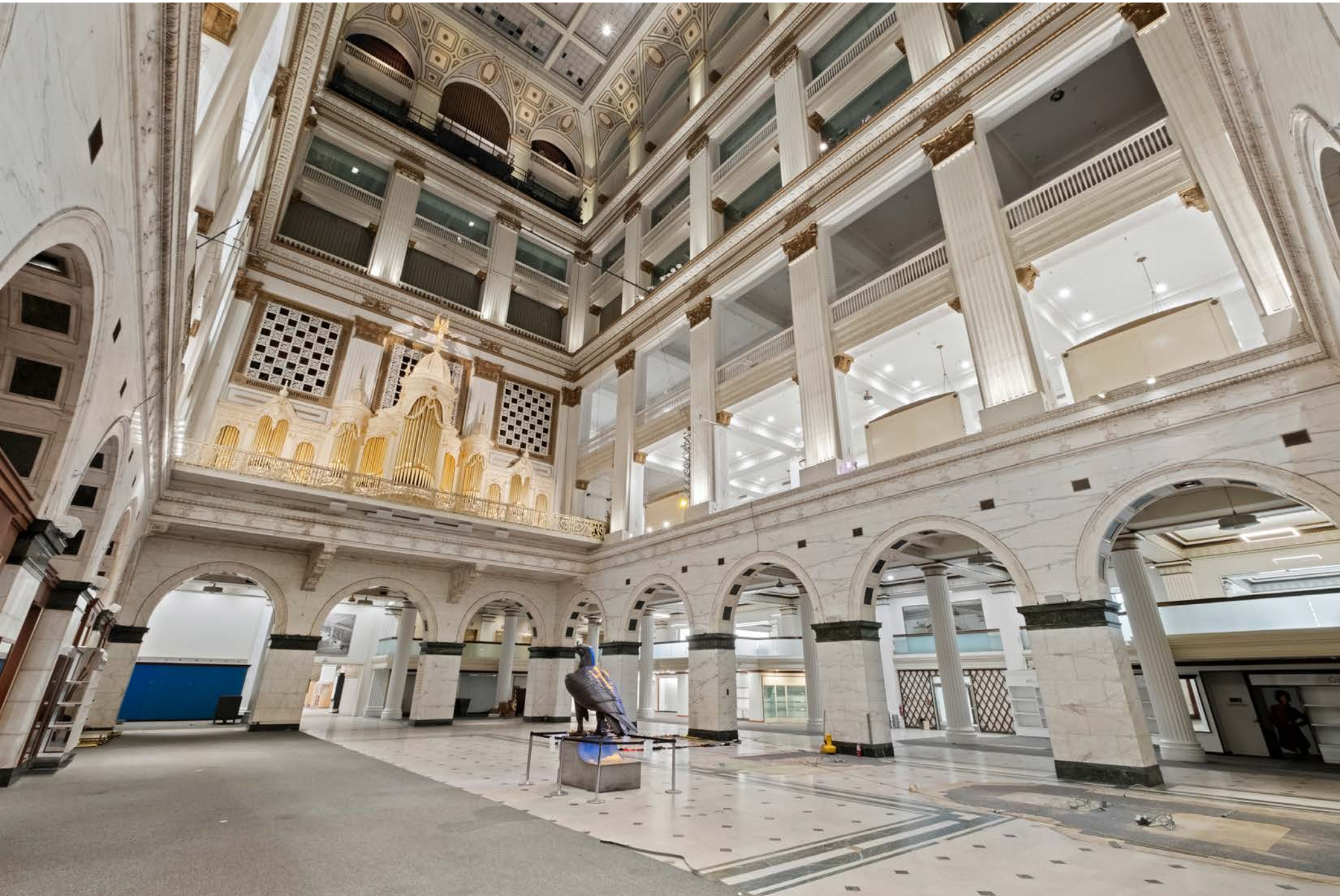
HIGH PROFILE MIDTOWN VILLAGE CORNER

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CHESTNUT & JUNIPER STREETS

GRAND COURT EXISTING



GRAND COURT FOOD & BEVERAGE CONCEPT



PROPOSED SKYLIGHT VIEW OF GRAND COURT

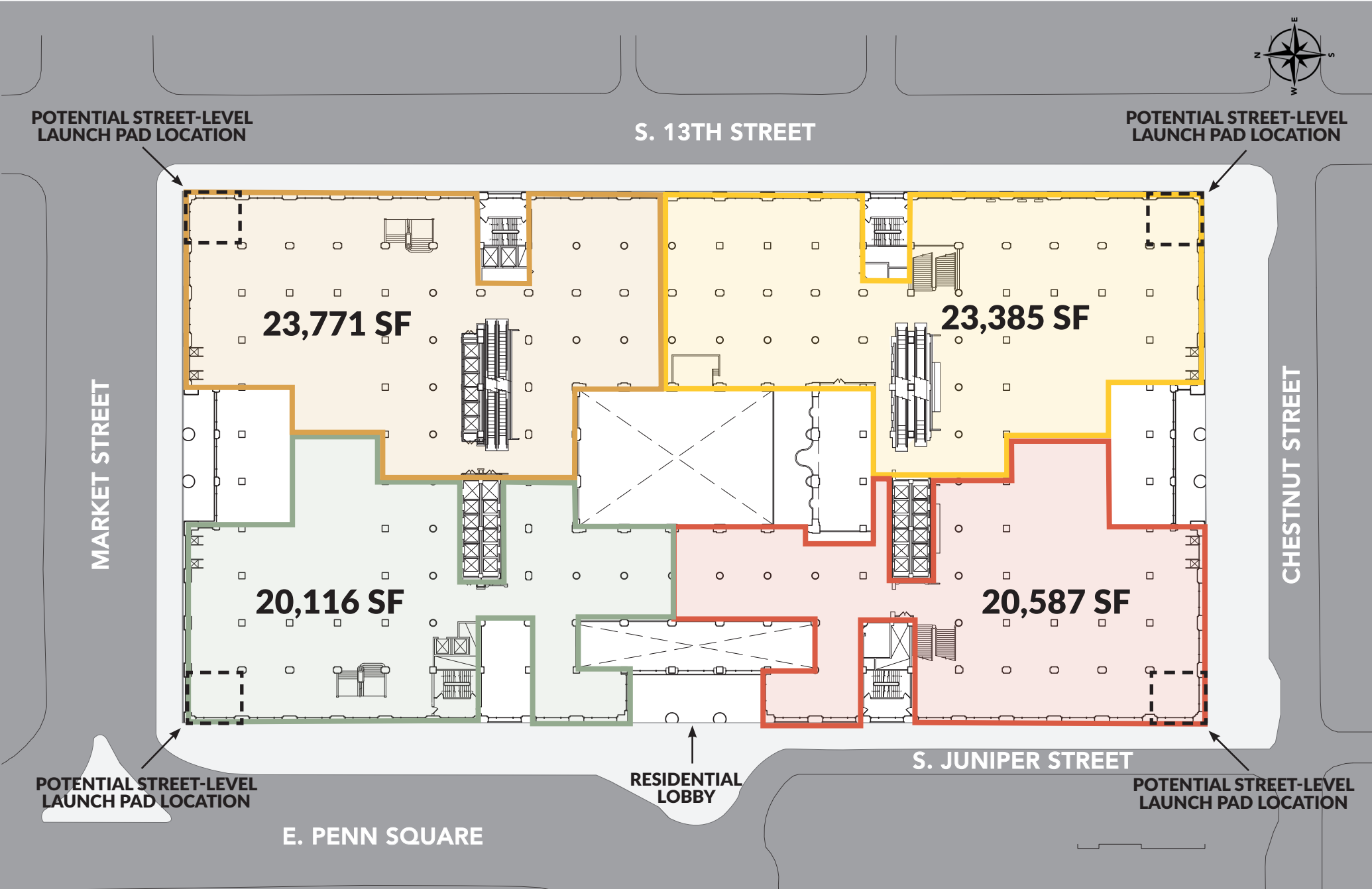


GRAND COURT FOOD HALL / SUPERMARKET CONCEPT

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SECOND FLOOR - SAMPLE DEMISING PLAN



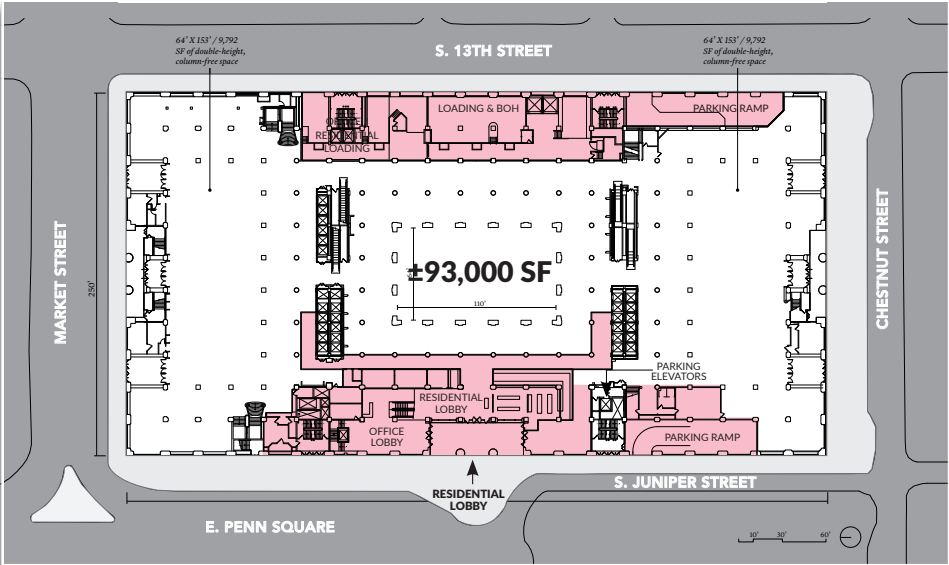


GROUND FLOOR INTERIOR RENDERING

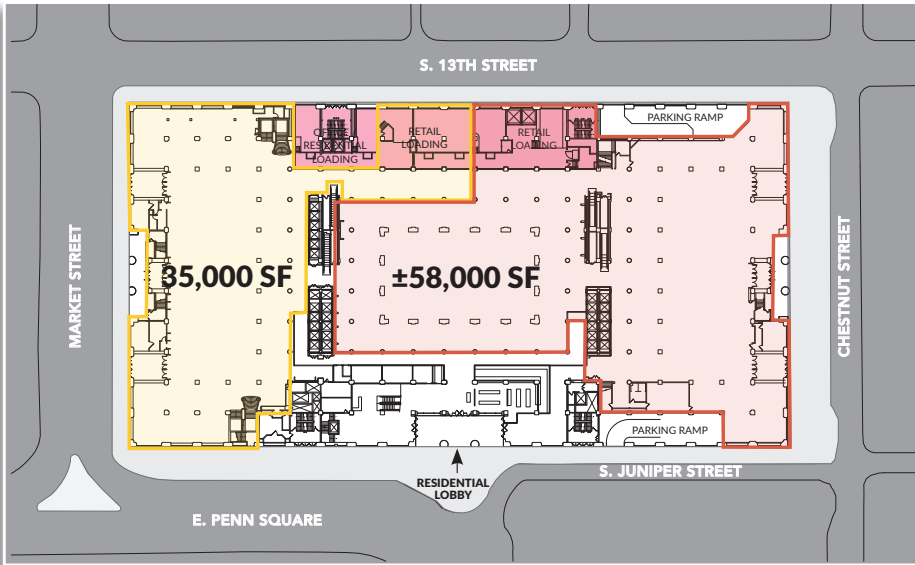
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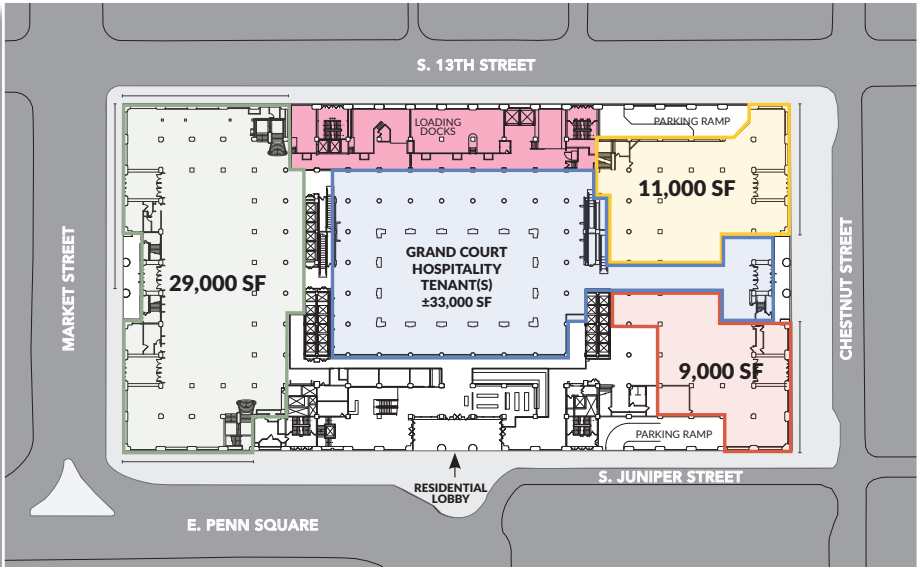
SUMMARY OF DEMISING OPTIONALITY



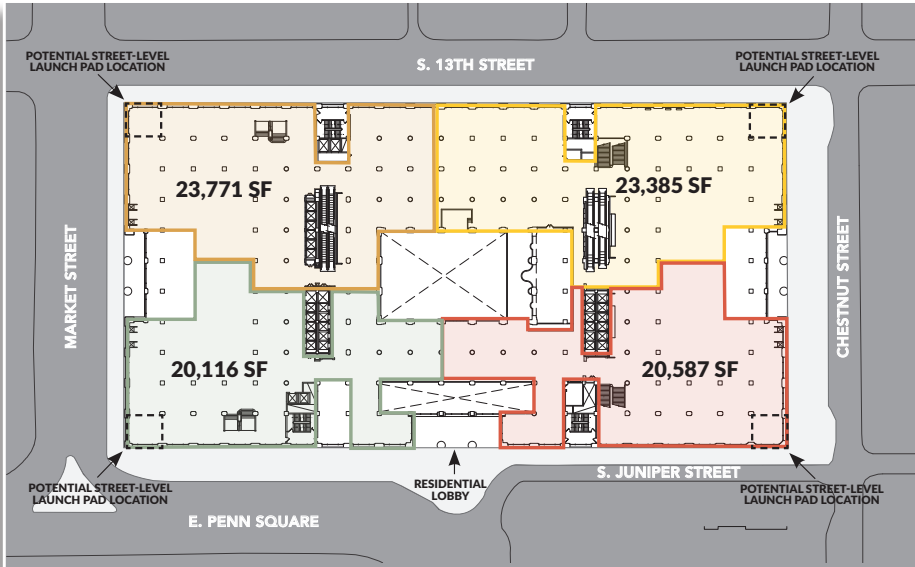
Ground Floor Single Tenant Anchor Scenario



Ground Floor Two Tenant Anchor Scenario



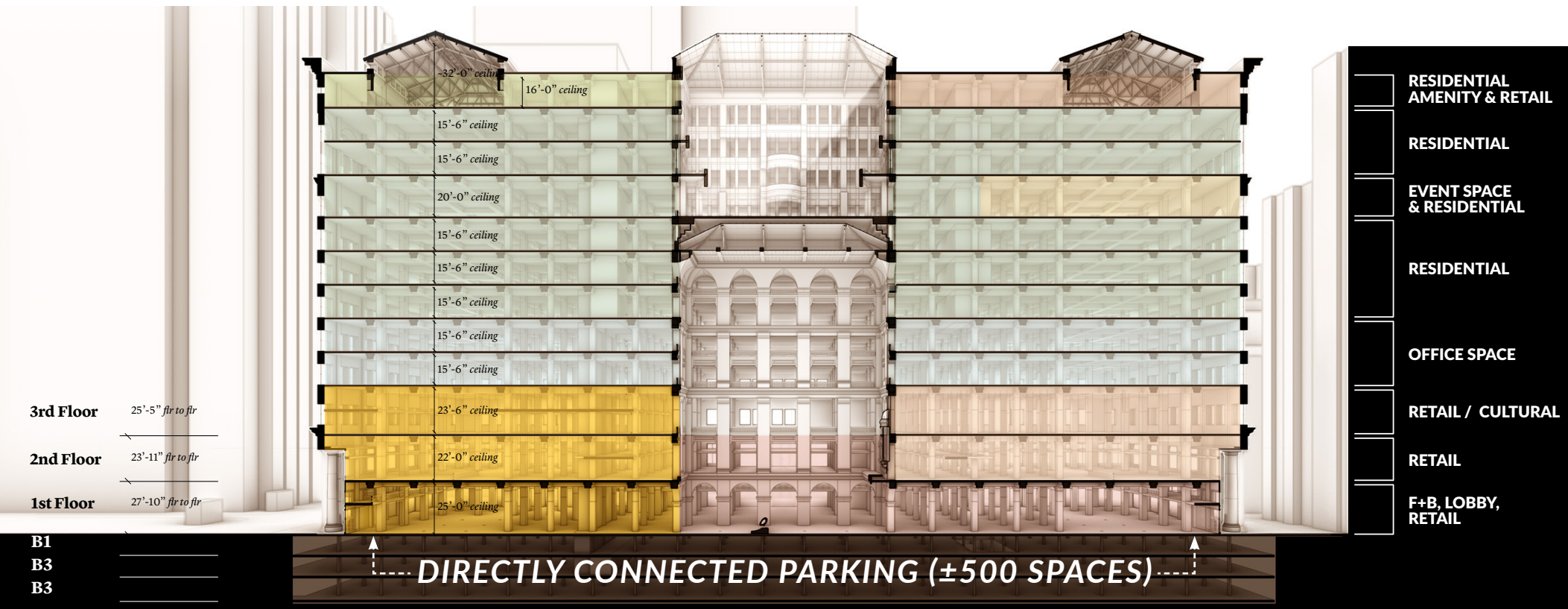
Ground Floor Multi-Tenant Scenario



Second Floor Multi-Tenant Scenario

URBAN ANCHOR RETAIL WITH RARE ON-SITE PARKING

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27' GROUND FLOOR CEILING HEIGHT

23'-25' UPPER FLOOR CEILING HEIGHTS

± 500 ON-SITE PARKING SPACES WITH DIRECT ELEVATOR ACCESS INTO RETAIL

RARE COMBINATION OF AFFLUENCE, DENSITY, DAYTIME & TOURISTS

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TFCORNERSTONE

Alterra
PROPERTY GROUP

MSC

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