

# 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

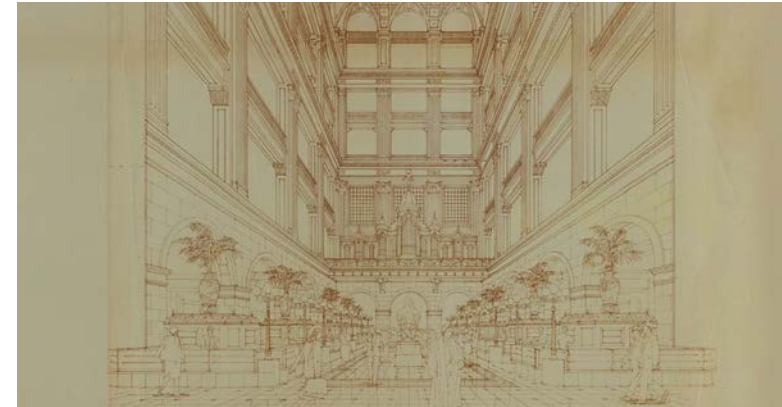


***"When I was young and my parents went shopping at Wanamaker's in Philadelphia they used to put me under the eagle and have me there for an hour and a half, alone... because I was impossible to shop with. My mom used to park me under the eagle and I would dream. I felt the statue of the eagle would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

**- Filmmaker Steven Spielberg**

### **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.



# 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:

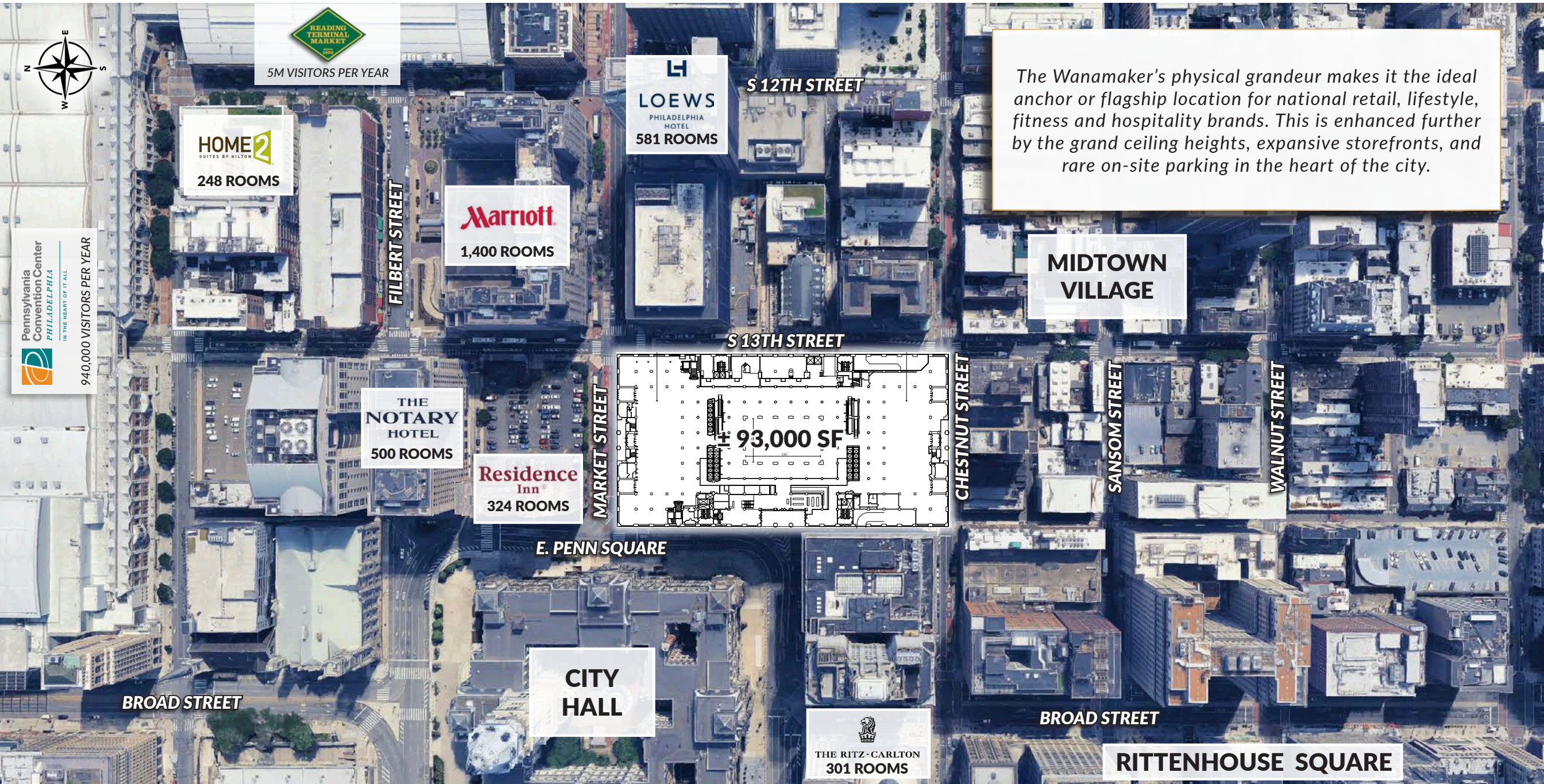
UNIQUE PROXIMITY AND ACCESS TO EVERY MAJOR NEIGHBORHOOD IN CENTER CITY, PHILADELPHIA





# A DESTINATION FOR THE FUTURE OF URBAN RETAIL

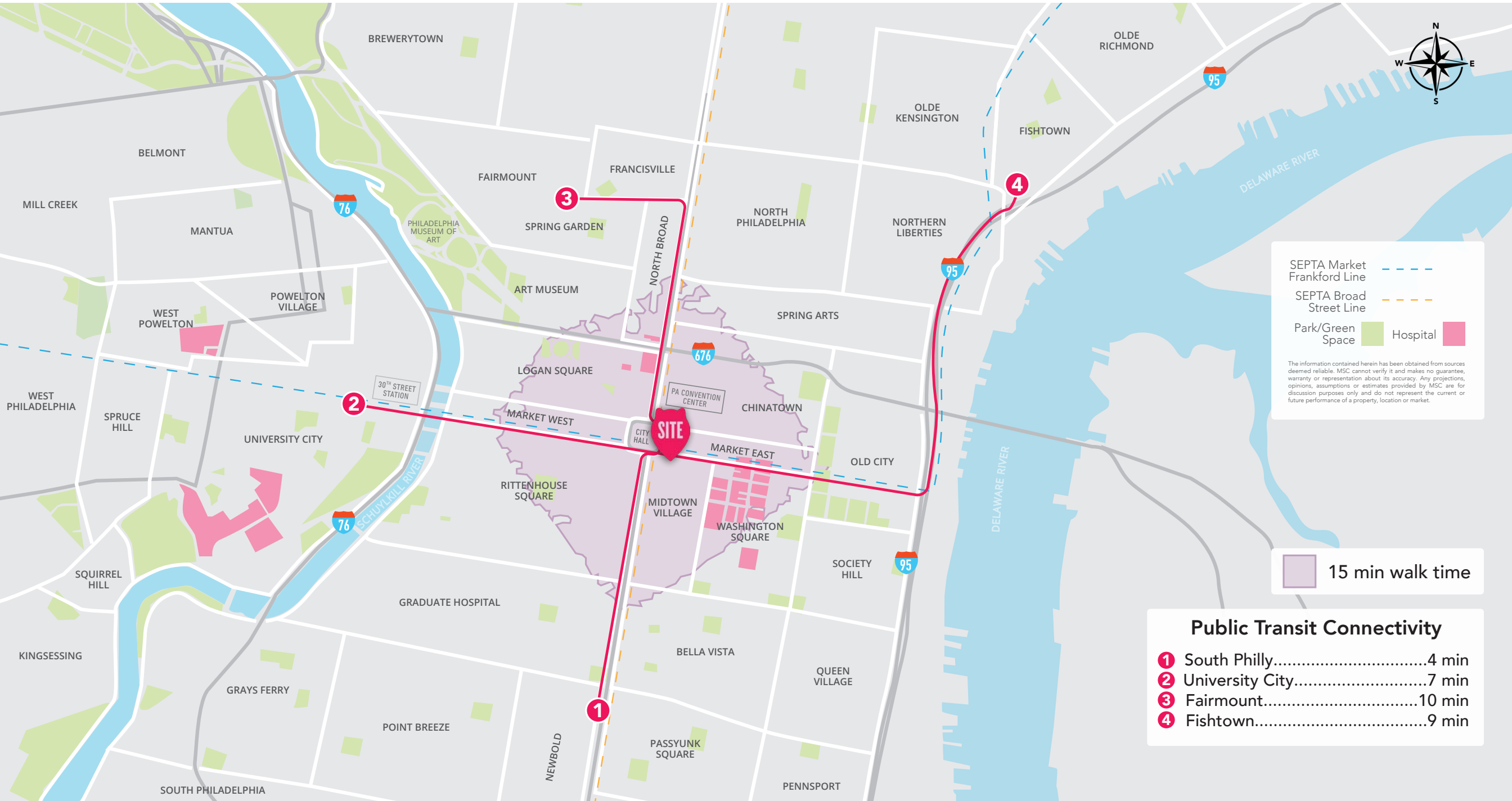
TRAFFIC DRIVERS AND REMARKABLE DENSITY IN EVERY DIRECTION



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.



# INCOMPARABLE CENTER CITY ACCESSIBILITY

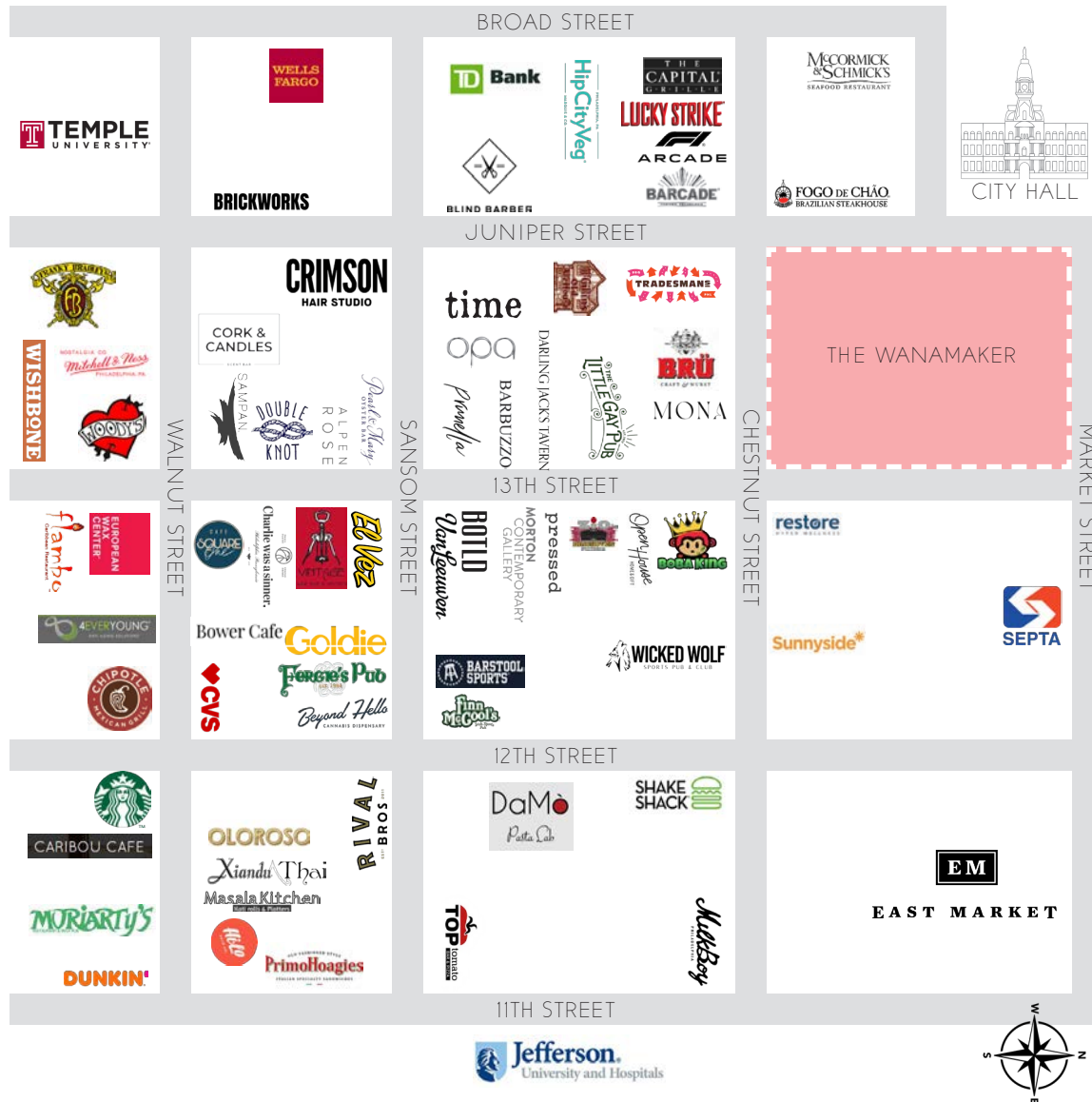




# MIDTOWN VILLAGE DYNAMIC NIGHTLIFE AND ENTERTAINMENT HUB

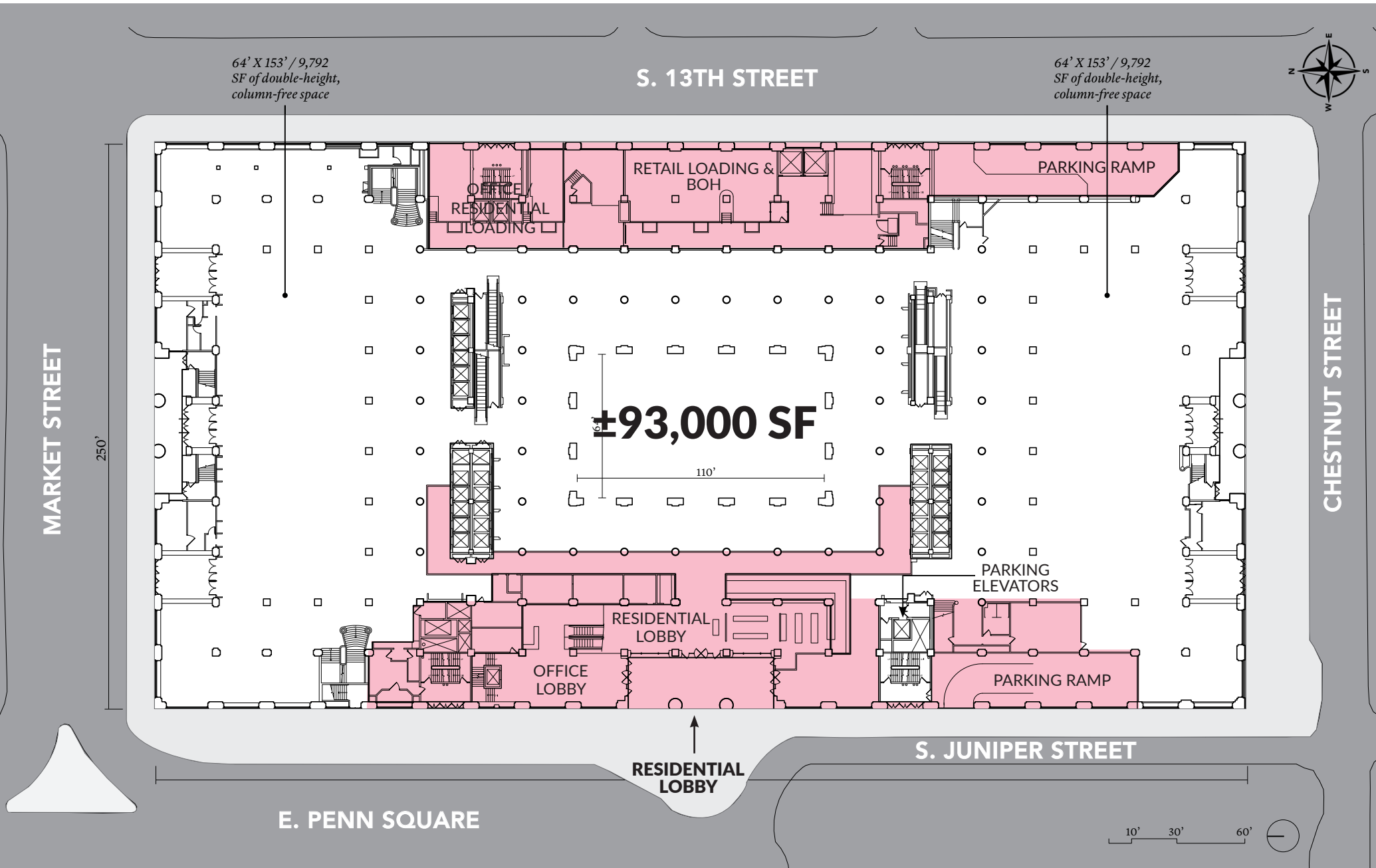
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Breakfast, brunch or business lunch; date night or late night, you're guaranteed to find fun at any time of day in Midtown Village. The gathering place, anchored by vibrant 13<sup>th</sup> Street, has been bustling with renovations and new openings 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

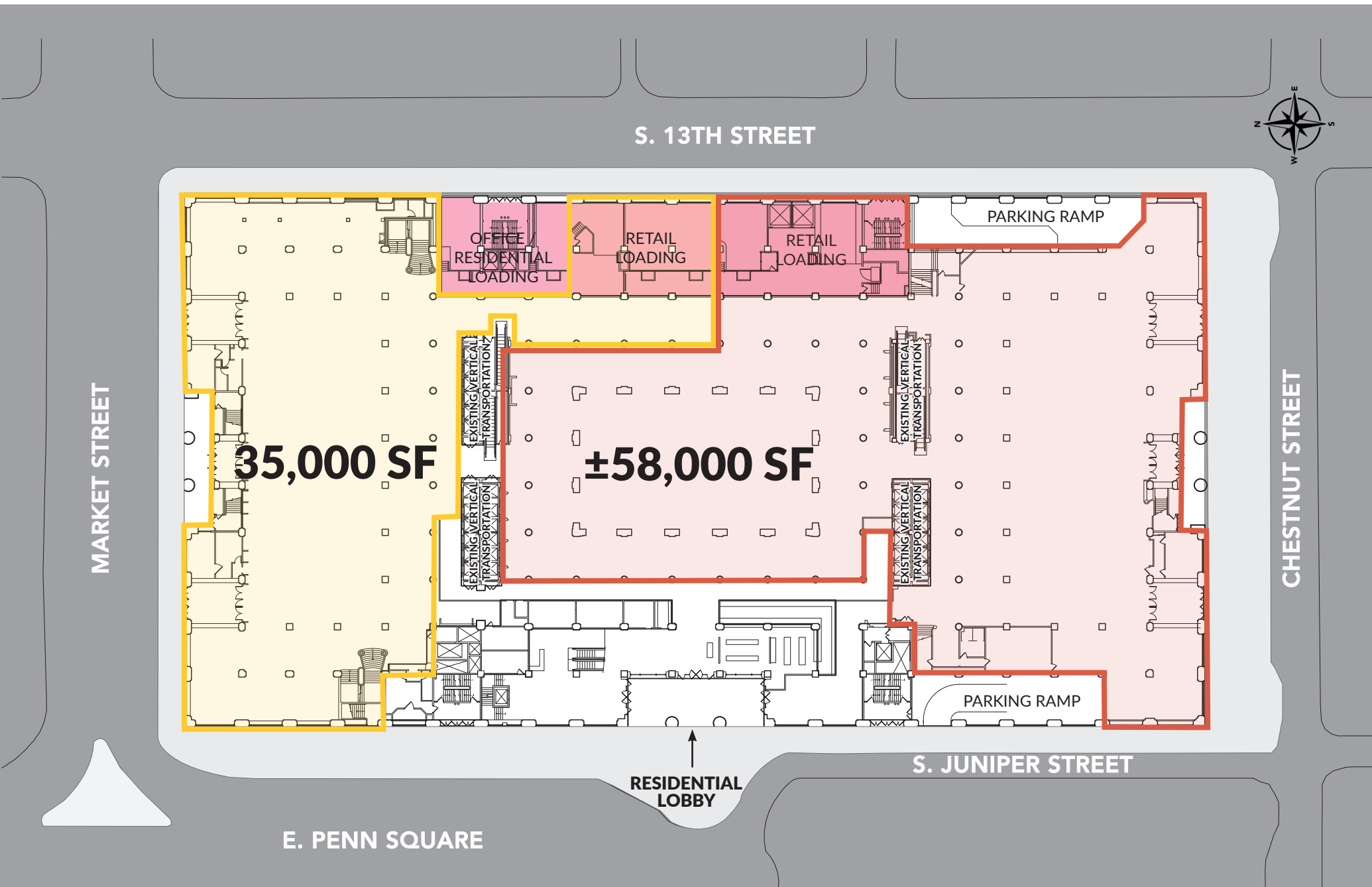
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13TH & MARKET STREETS



GROUND FLOOR - DEMISING PLAN OPTION A





# HIGH PROFILE MIDTOWN VILLAGE CORNER

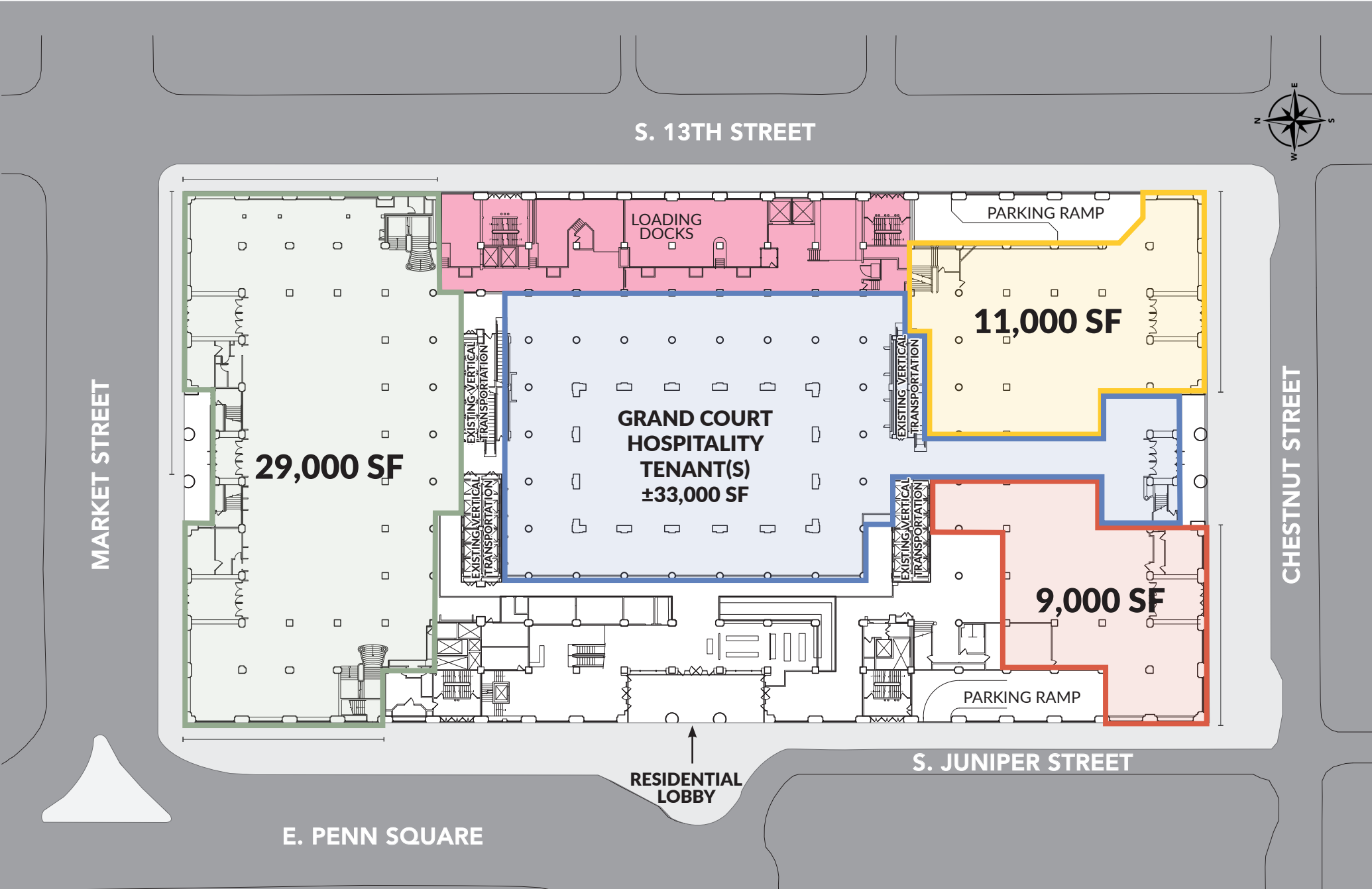
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13TH & CHESTNUT STREETS



GROUND FLOOR - DEMISING PLAN OPTION B





# HIGH PROFILE MIDTOWN VILLAGE CORNER

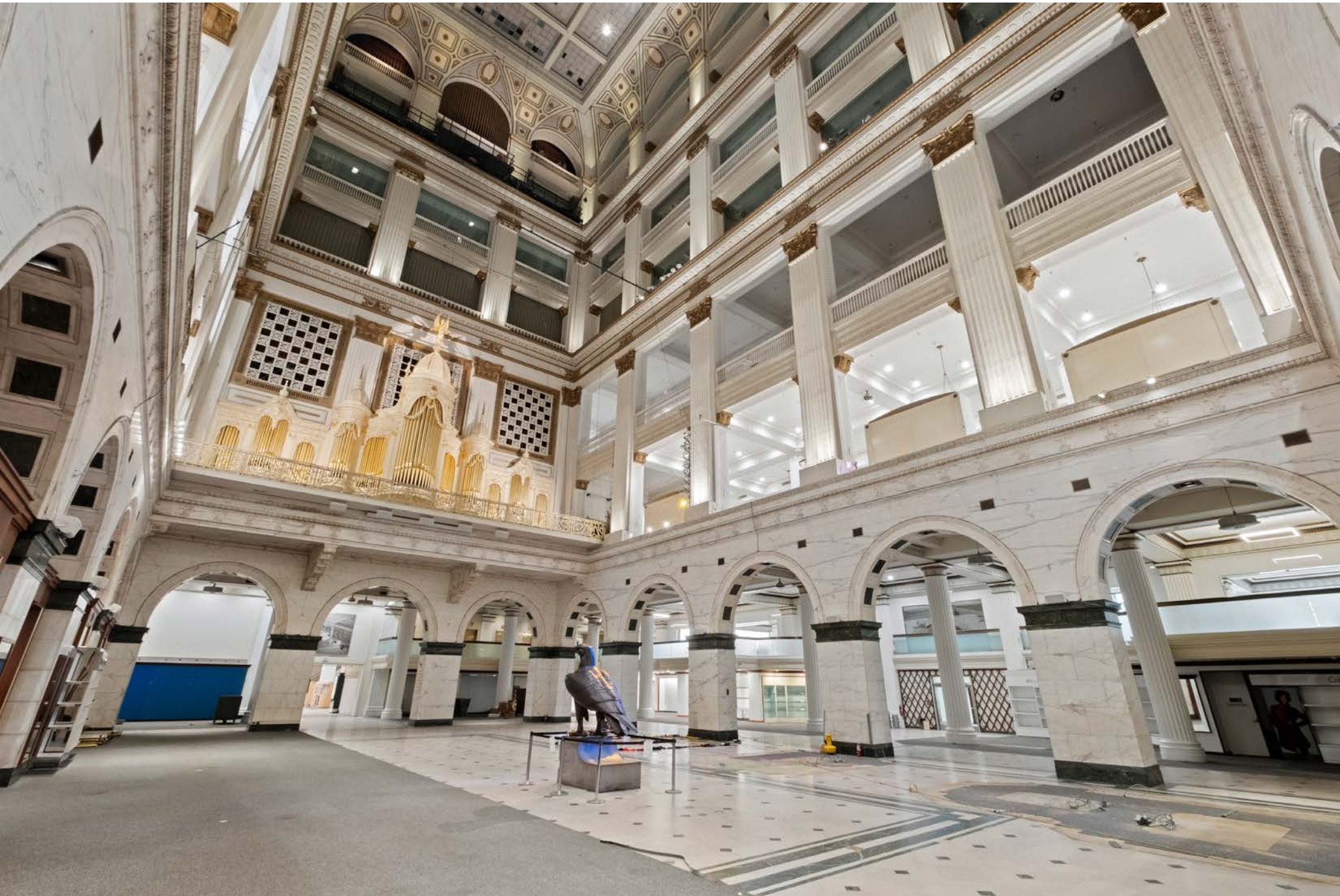
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CHESTNUT & JUNIPER STREETS



# GRAND COURT EXISTING





# GRAND COURT FOOD & BEVERAGE CONCEPT





# PROPOSED SKYLIGHT VIEW OF GRAND COURT





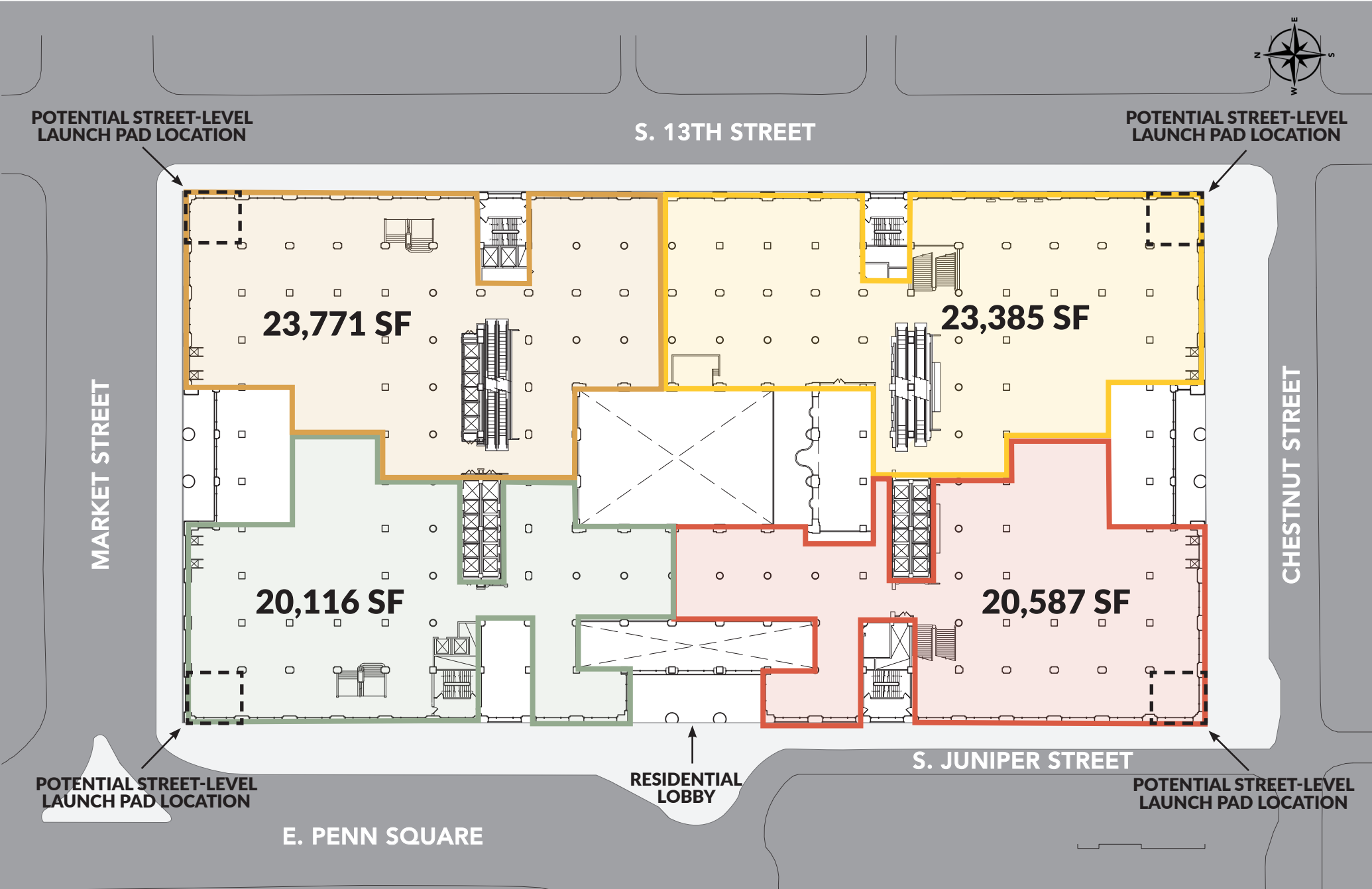
# GRAND COURT FOOD HALL / SUPERMARKET CONCEPT

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SECOND FLOOR - SAMPLE DEMISING PLAN

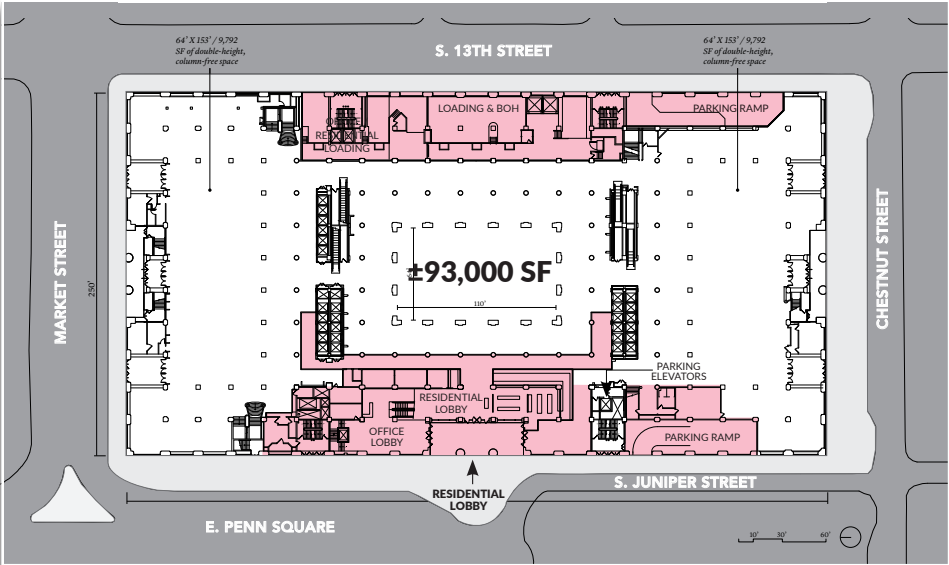




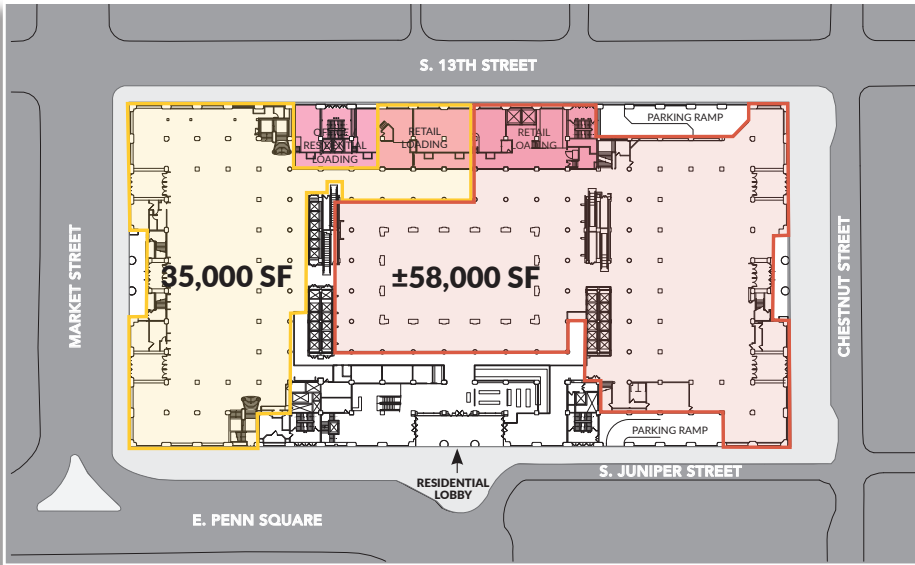




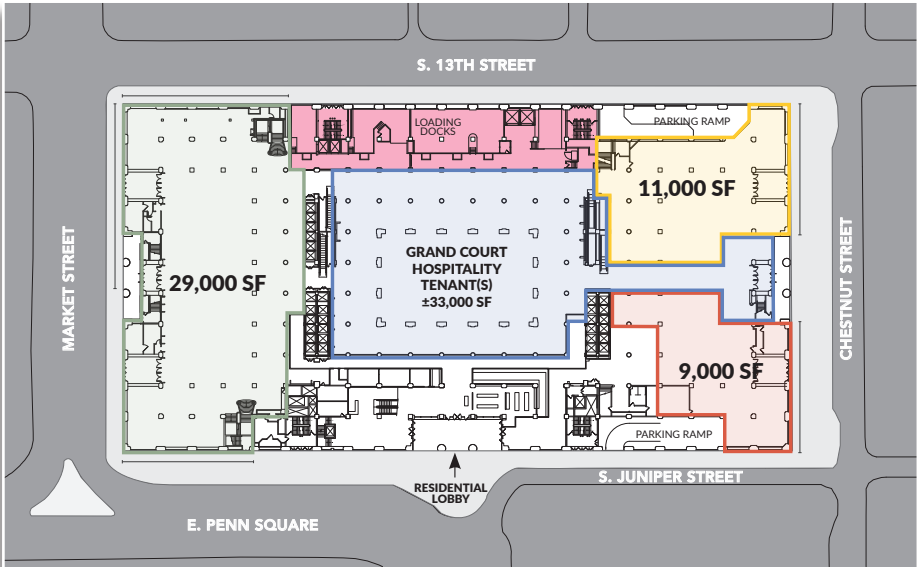
# SUMMARY OF DEMISING OPTIONALITY



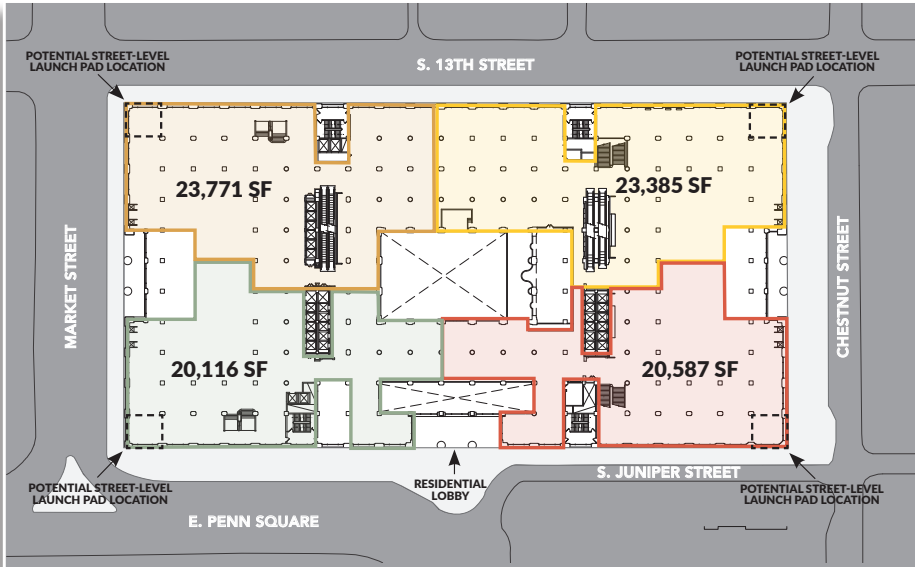
Ground Floor Single Tenant Anchor Scenario



Ground Floor Two Tenant Anchor Scenario



Ground Floor Multi-Tenant Scenario

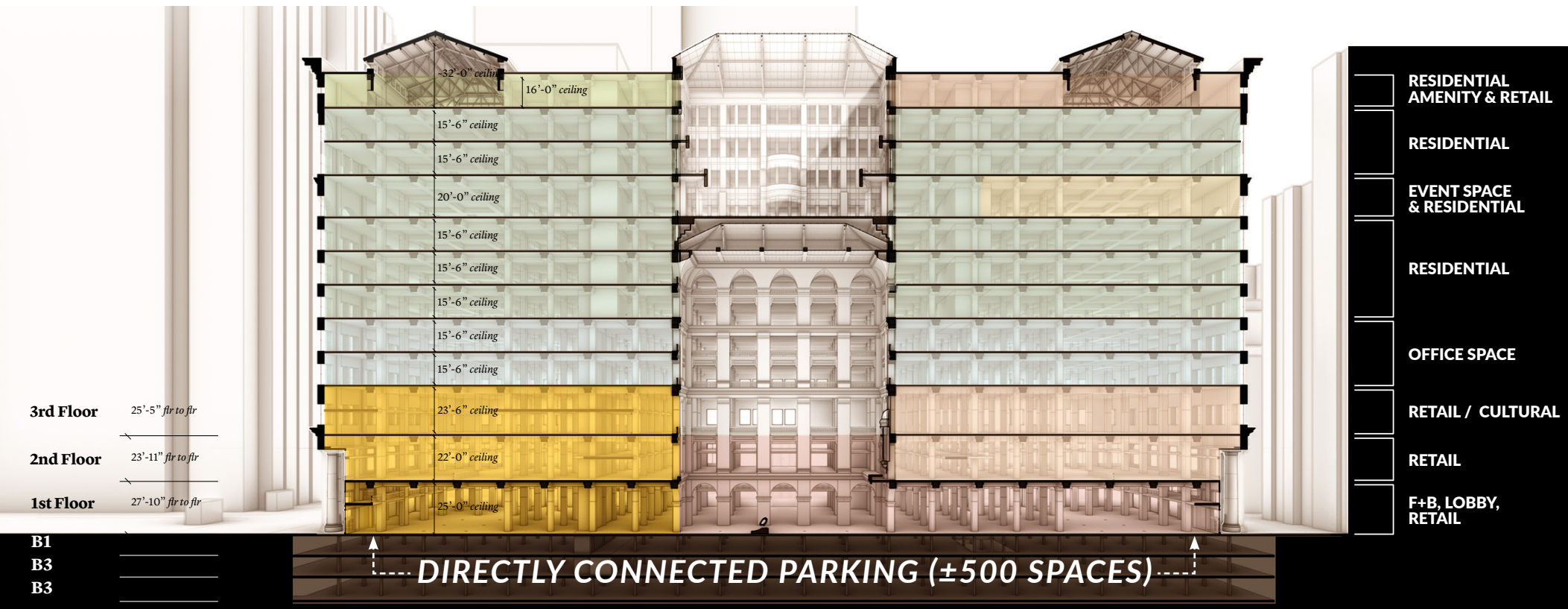


Second Floor Multi-Tenant Scenario



# 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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