

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

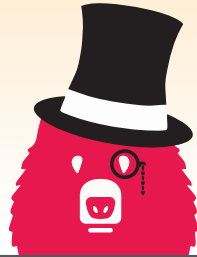
THE WANAMAKER THROUGHOUT HISTORY: 2

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

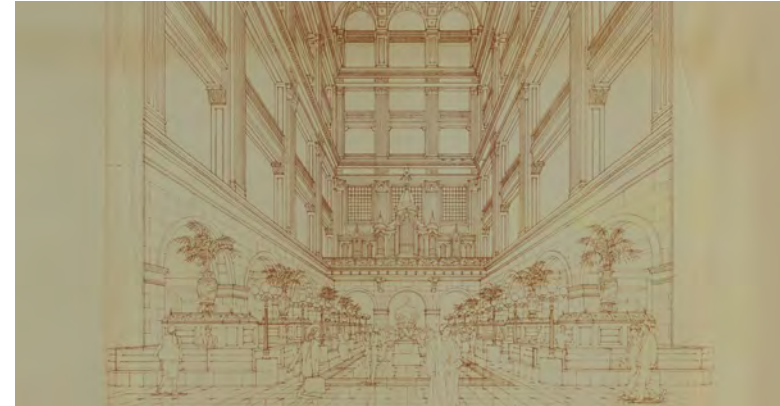


"When I was young and my parents went shopping at Wanamaker's in Philadelphia they used to put me under the eagle and have me there for an hour and a half, alone... because I was impossible to shop with. My mom used to park me under the eagle and I would dream. I felt the statue of the eagle would protect 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 ±10,000 up to ±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.

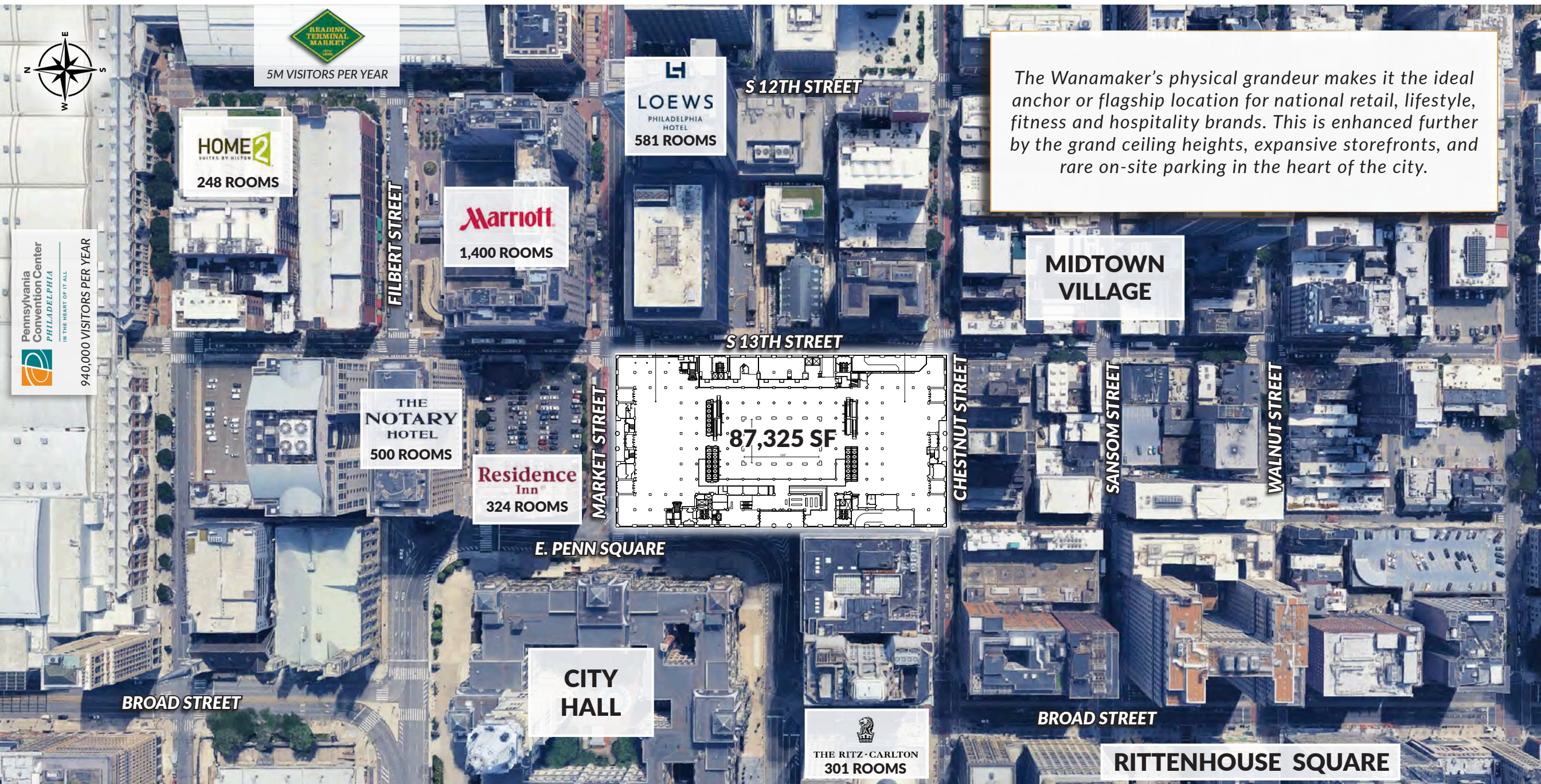
THE WANAMAKER'S UNRIVALED LOCATION:

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



READING TERMINAL MARKET
5M VISITORS PER YEAR

HOME2
SUITES BY HILTON
248 ROOMS

Marriott
1,400 ROOMS

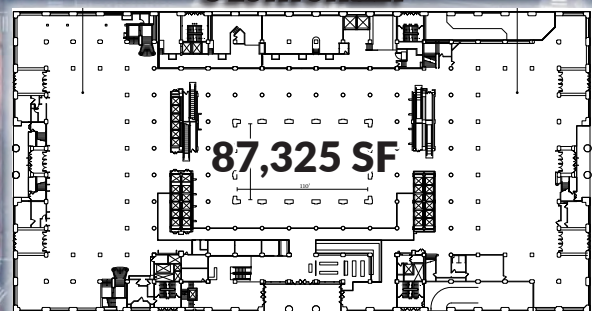
LOEWS
PHILADELPHIA HOTEL
581 ROOMS

S 12TH STREET

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.

MIDTOWN VILLAGE

S 13TH STREET



THE NOTARY HOTEL
500 ROOMS

Residence Inn
324 ROOMS

E. PENN SQUARE

CITY HALL

THE RITZ-CARLTON
301 ROOMS

RITTENHOUSE SQUARE

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

BROAD STREET

BROAD STREET

FILBERT STREET

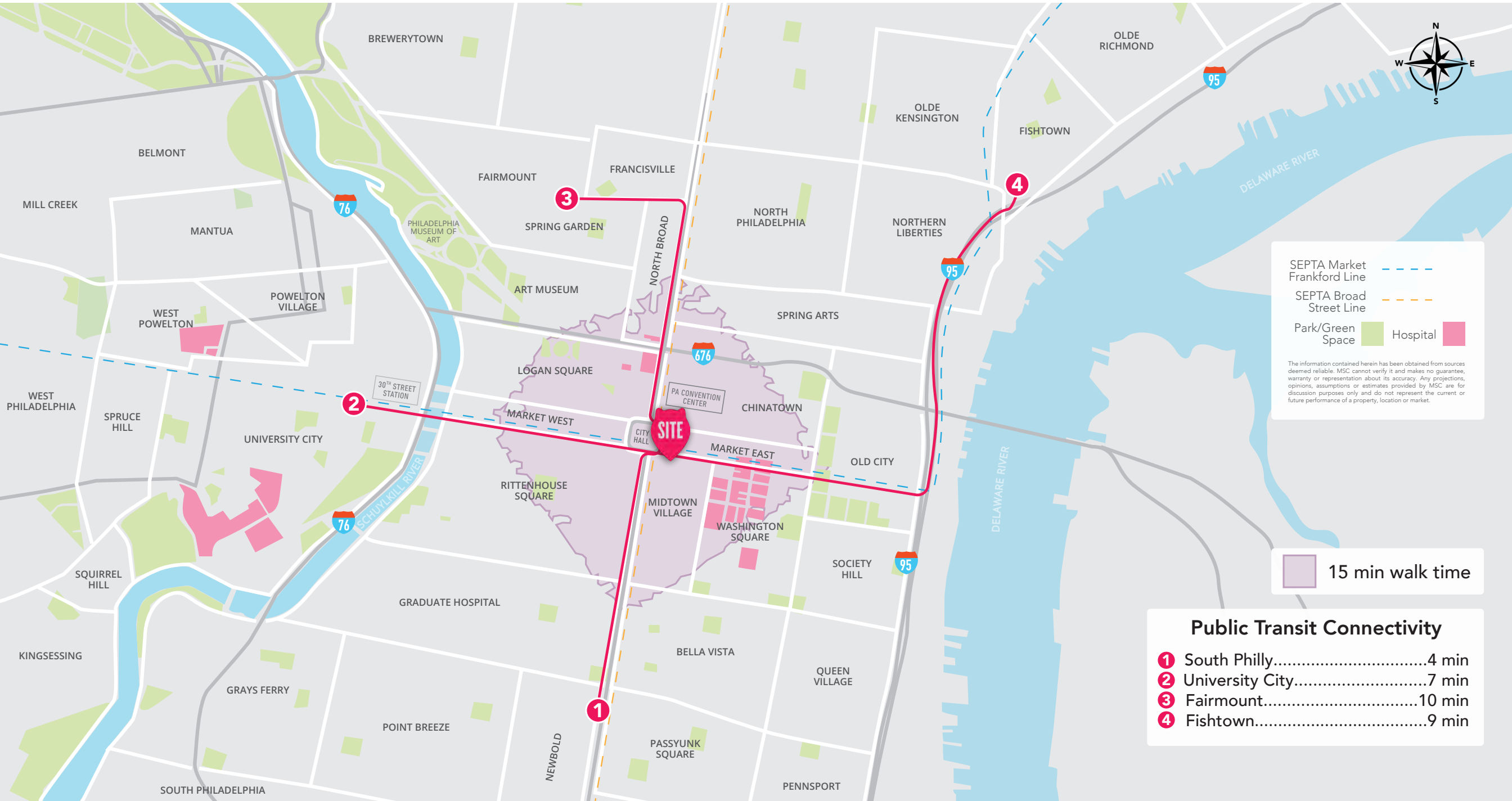
MARKET STREET

CHESTNUT STREET

SANSOM STREET

WALNUT STREET

INCOMPARABLE CENTER CITY ACCESSIBILITY



SEPTA Market Frankford Line — — — —
 SEPTA Broad Street Line — — — —
 Park/Green Space ■ Hospital ■

The information contained herein has been obtained from sources deemed reliable. MSC cannot verify it and makes no guarantee, warranty or representation about its accuracy. Any projections, opinions, assumptions or estimates provided by MSC are for discussion purposes only and do not represent the current or future performance of a property, location or market.

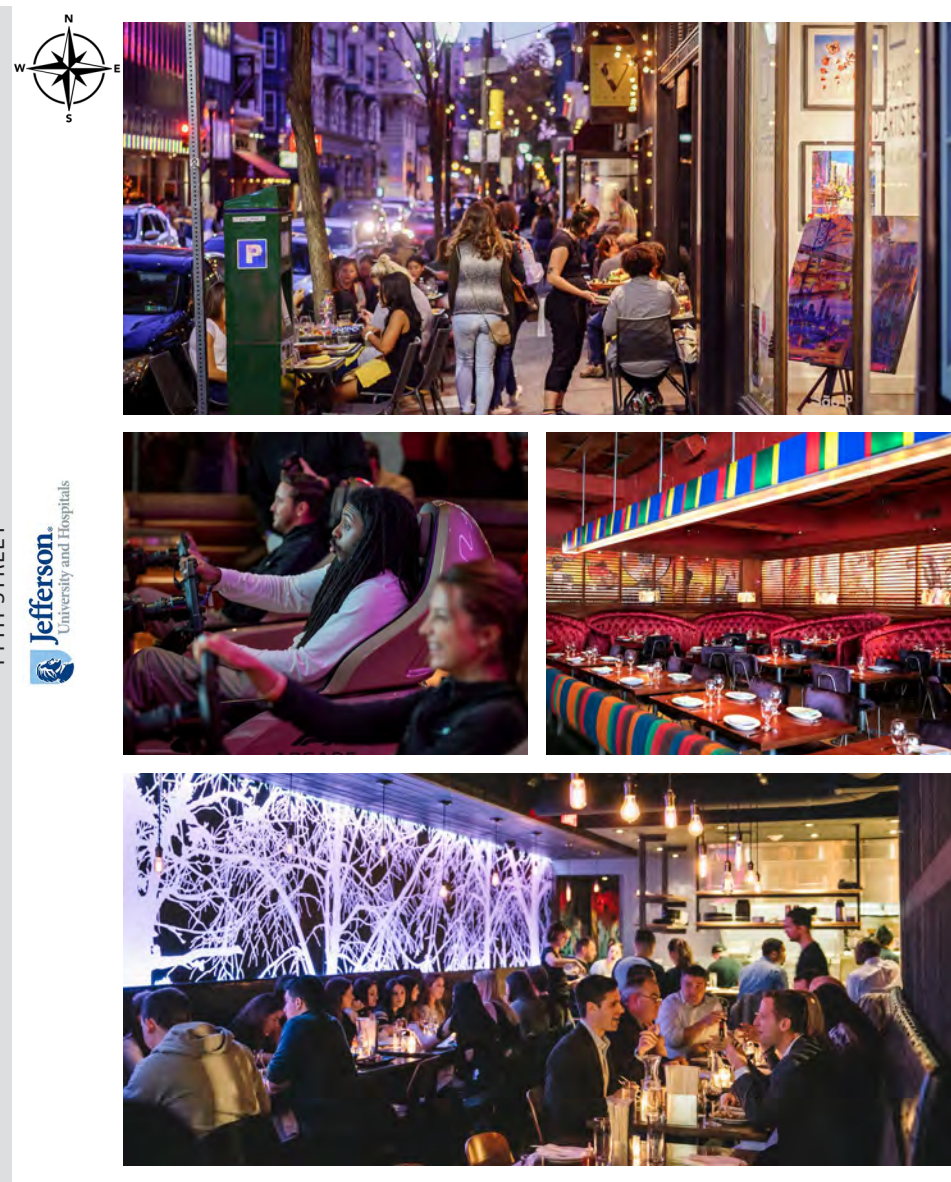
■ 15 min walk time

Public Transit Connectivity

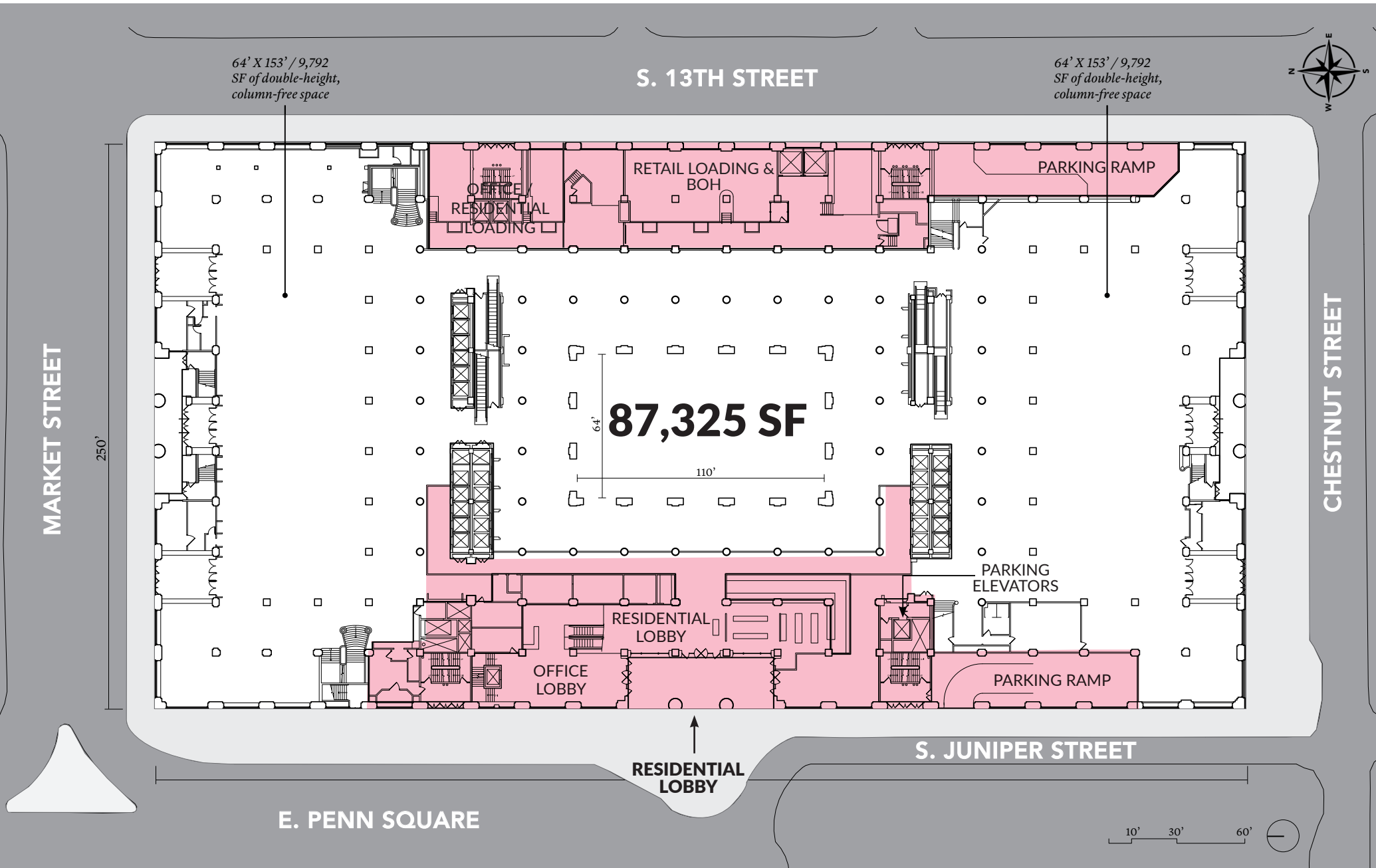
1	South Philly.....	4 min
2	University City.....	7 min
3	Fairmount.....	10 min
4	Fishtown.....	9 min

DYNAMIC NIGHTLIFE AND ENTERTAINMENT HUB

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

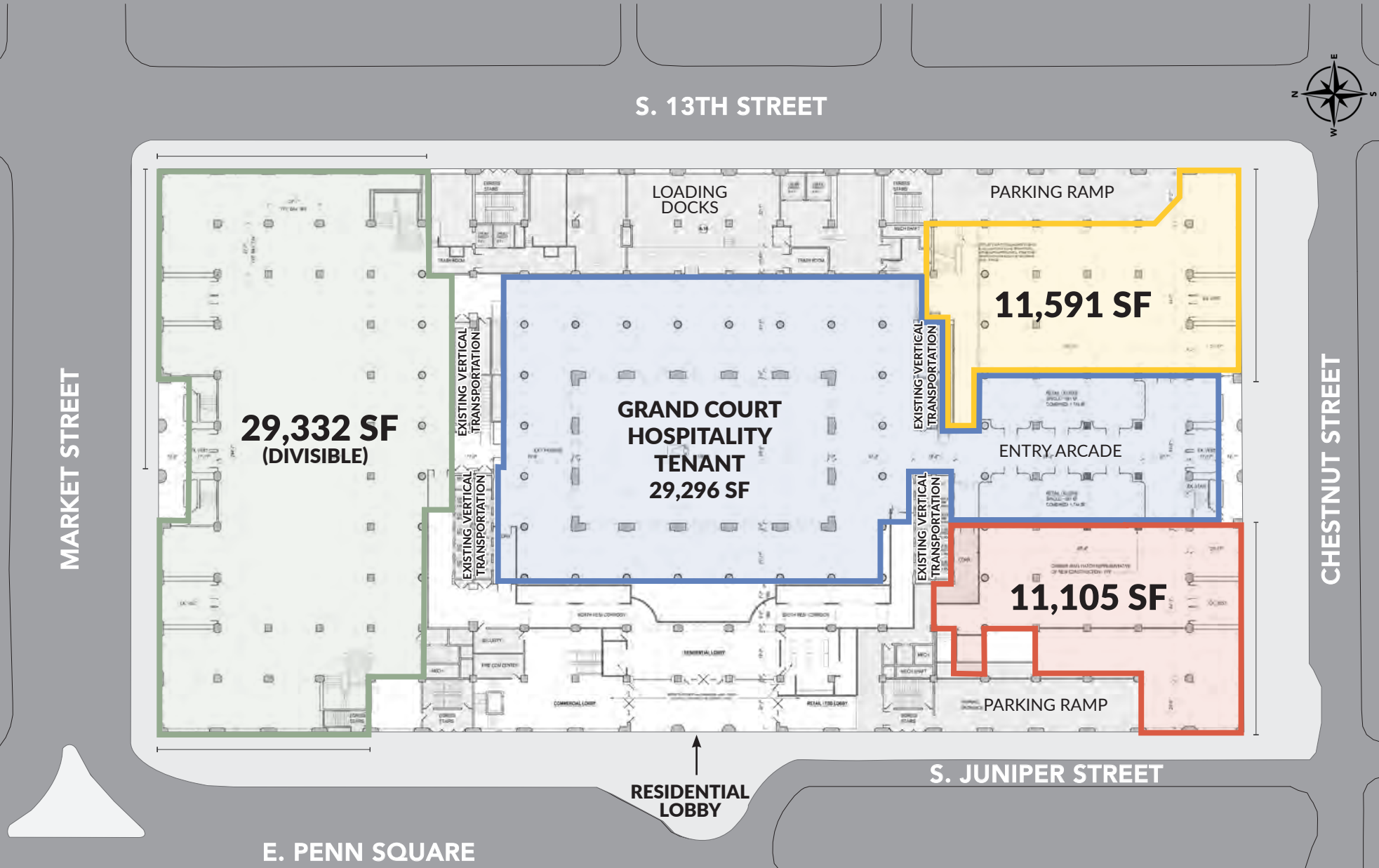
HIGH PROFILE MIDTOWN VILLAGE CORNER



GROUND FLOOR INTERIOR RENDERING



GROUND FLOOR - POTENTIAL DEMISING PLAN



HIGH PROFILE MIDTOWN VILLAGE CORNER



CHESTNUT & JUNIPER STREETS

GRAND COURT EXISTING



PROPOSED SKYLIGHT VIEW OF GRAND COURT



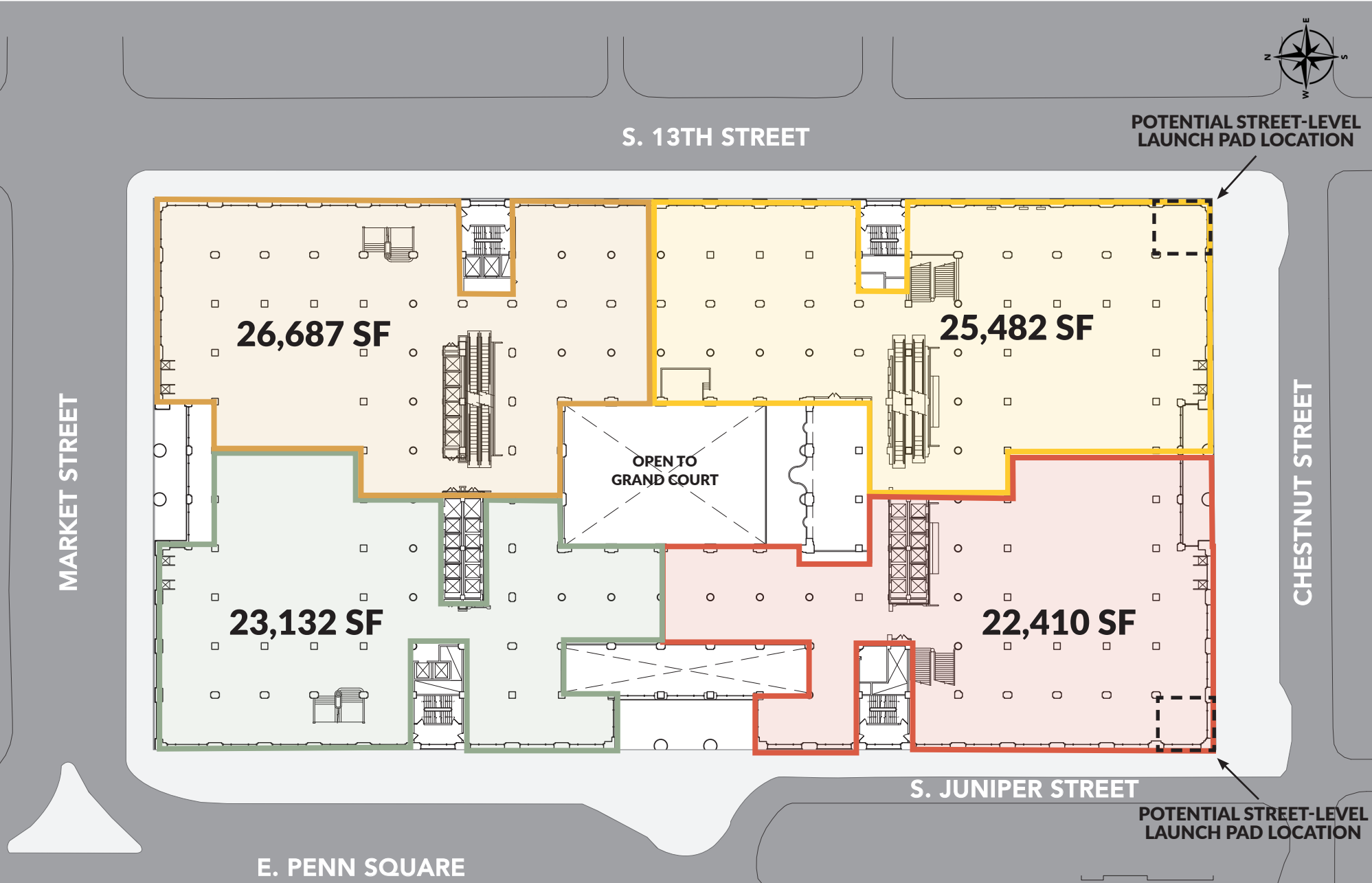
GRAND COURT FOOD & BEVERAGE CONCEPT



GRAND COURT FOOD HALL / SUPERMARKET CONCEPT



SECOND FLOOR - SAMPLE DEMISING PLAN



SECOND FLOOR EXISTING



THIRD FLOOR - IDEAL FOR CULTURAL & RECREATIONAL USES

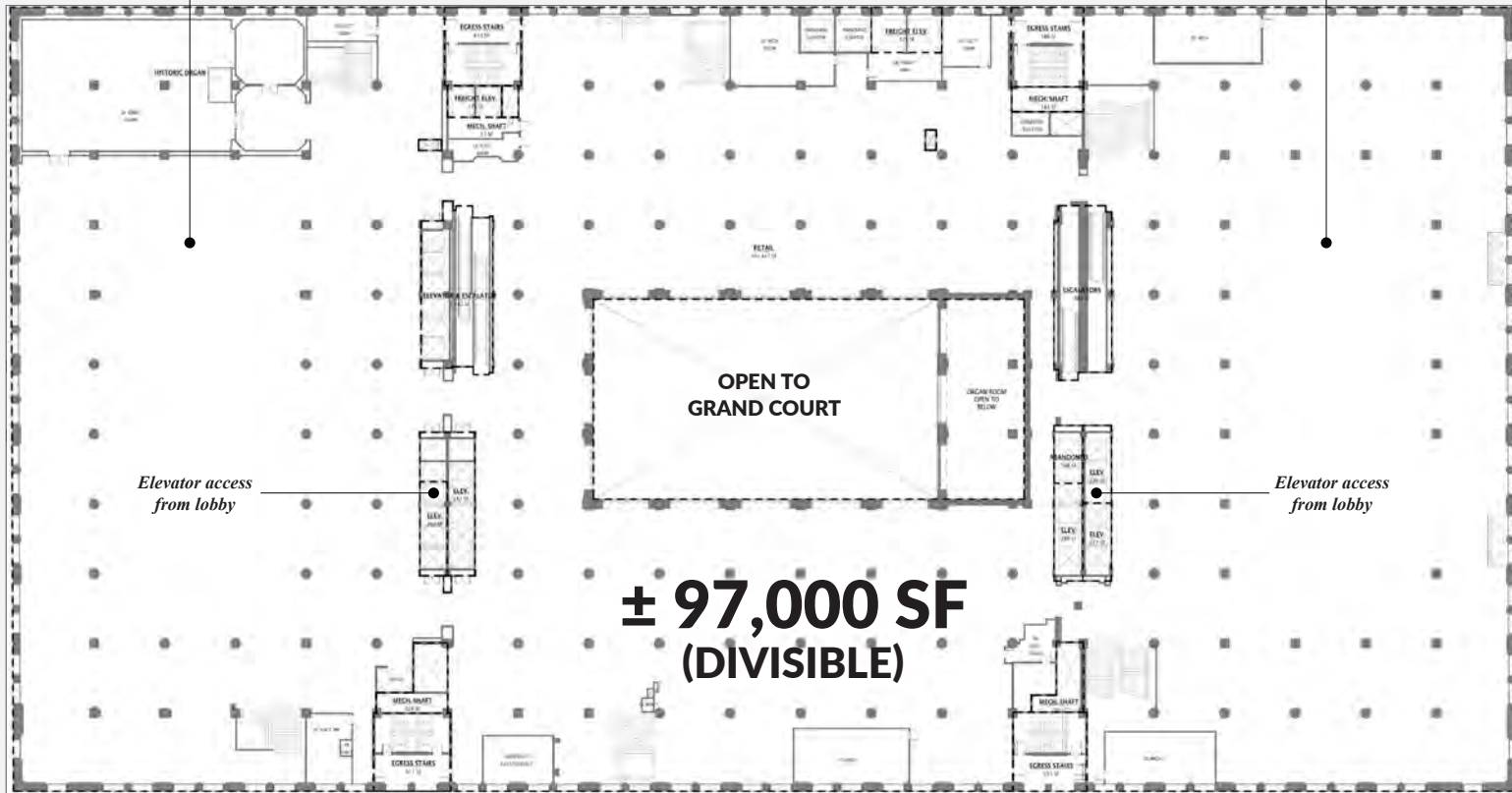


64' X 153' / 9,792
SF of double-height,
column-free space

S. 13TH STREET

64' X 153' / 9,792
SF of double-height,
column-free space

MARKET STREET



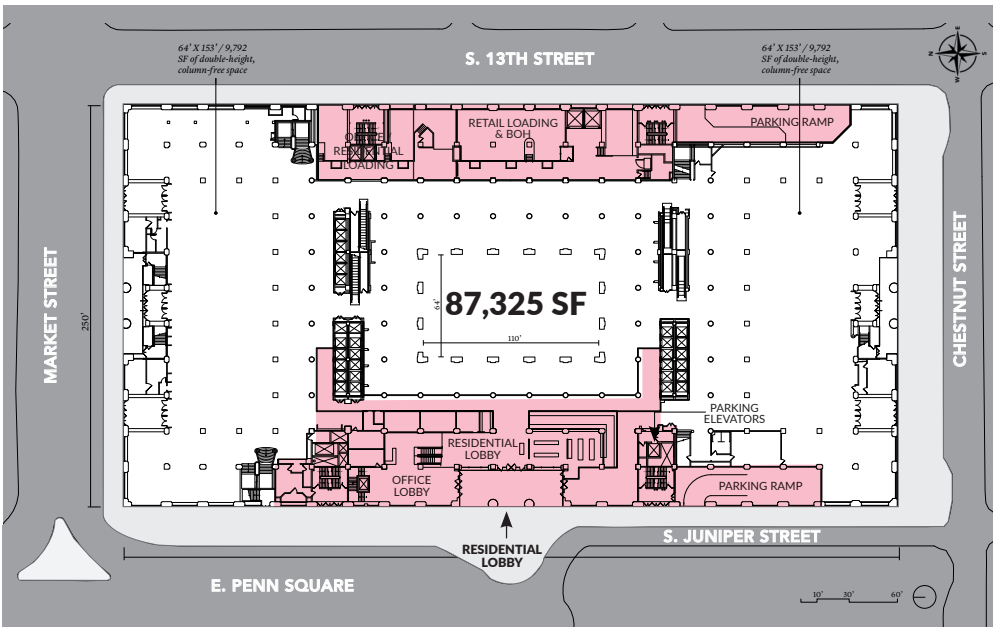
± 97,000 SF
(DIVISIBLE)

CHESTNUT STREET

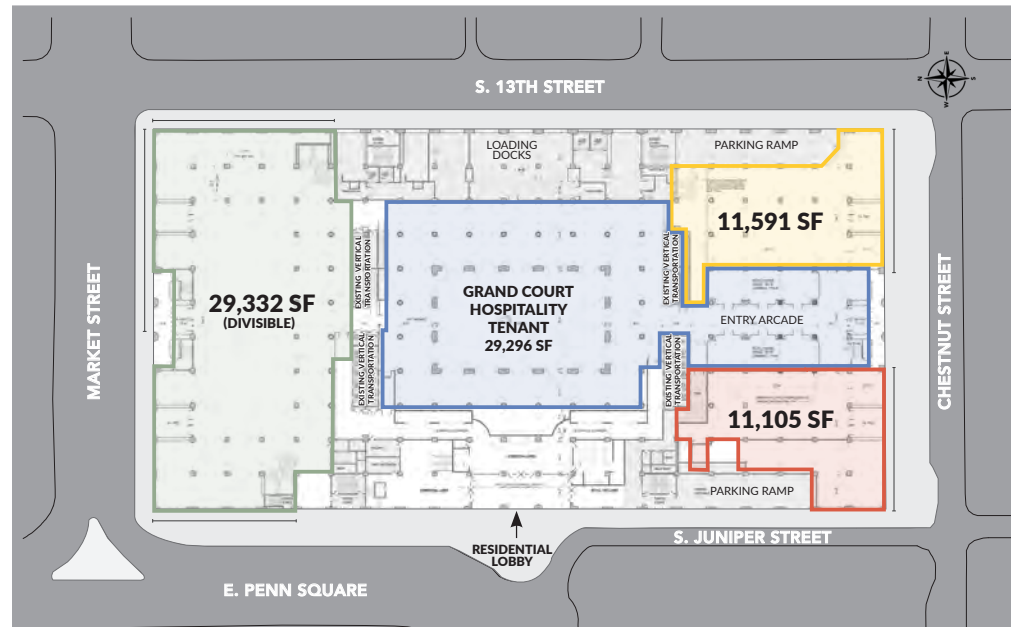
S. JUNIPER STREET

E. PENN SQUARE

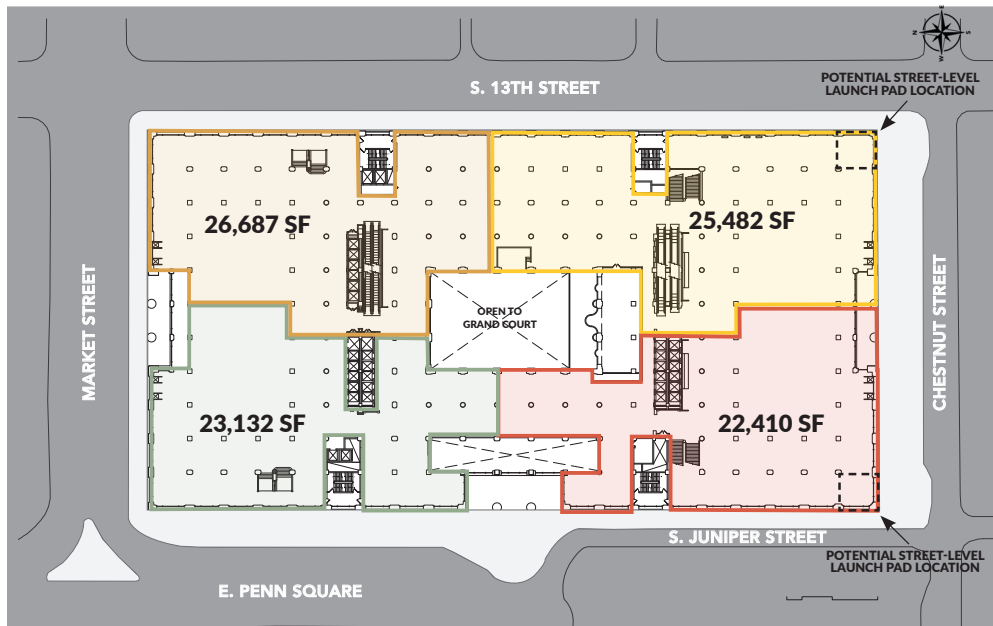
SUMMARY OF DEMISING OPTIONALITY



Ground Floor - Single Anchor Tenant



Ground Floor - Potential Demising Plan

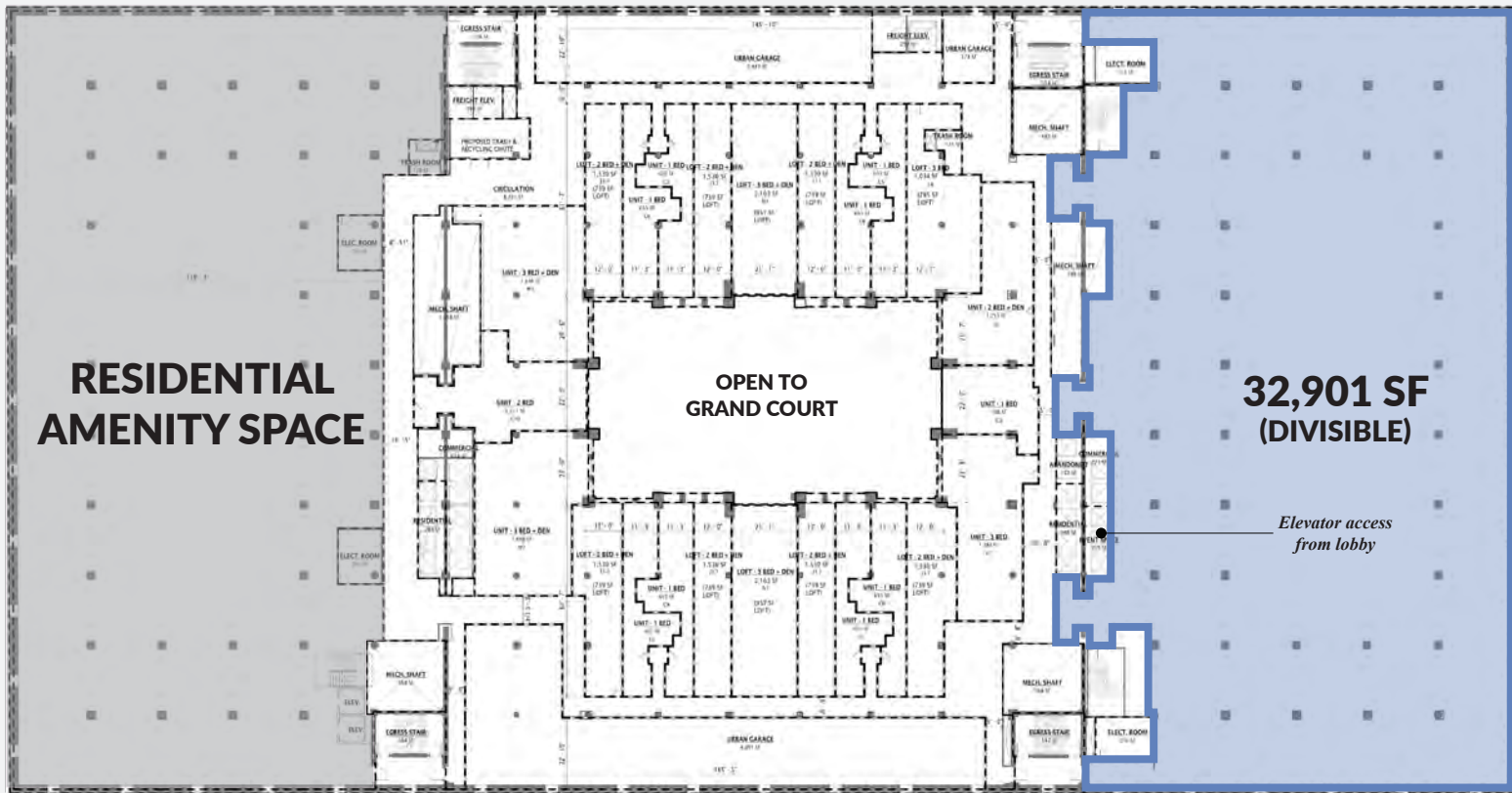


Second Floor - Sample Demising Plan

TWELFTH FLOOR - FLOOR PLAN



S. 13TH STREET



RESIDENTIAL AMENITY SPACE

OPEN TO GRAND COURT

32,901 SF (DIVISIBLE)

Elevator access from lobby

MARKET STREET

CHESTNUT STREET

S. JUNIPER STREET

E. PENN SQUARE

TWELFTH FLOOR - EXPANSIVE COLUMN-FREE SPACE



TWELFTH FLOOR RENDERING



RARE COMBINATION OF AFFLUENCE, DENSITY, DAYTIME & TOURISTS





JACOB COOPER

jcooper@hellomsc.com

215.813.3784

DOUGLAS GREEN

dgreen@hellomsc.com

973.477.7847

BRITTANY GOLDBERG

bgoldberg@hellomsc.com

610.299.9729

STEFANIE GABEL

sgabel@hellomsc.com

215.570.5486

TFCORNERSTONE

Alterra
PROPERTY GROUP

MSC