

JULY 28, 2022

Retail Follows Recovery





Takeaways

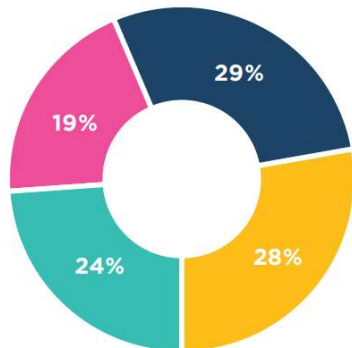
1. Philadelphia's highly diversified downtown has insulated retail from a pronounced downturn
2. Foot traffic has largely recovered, with the notable exception of half of Center City office workers.
3. The events of the last two years accelerated the demise or contraction of various legacy brands, but, in prominent locations, they have been replaced by emerging digitally native brands.



CCD staff surveyed 1,856 storefronts



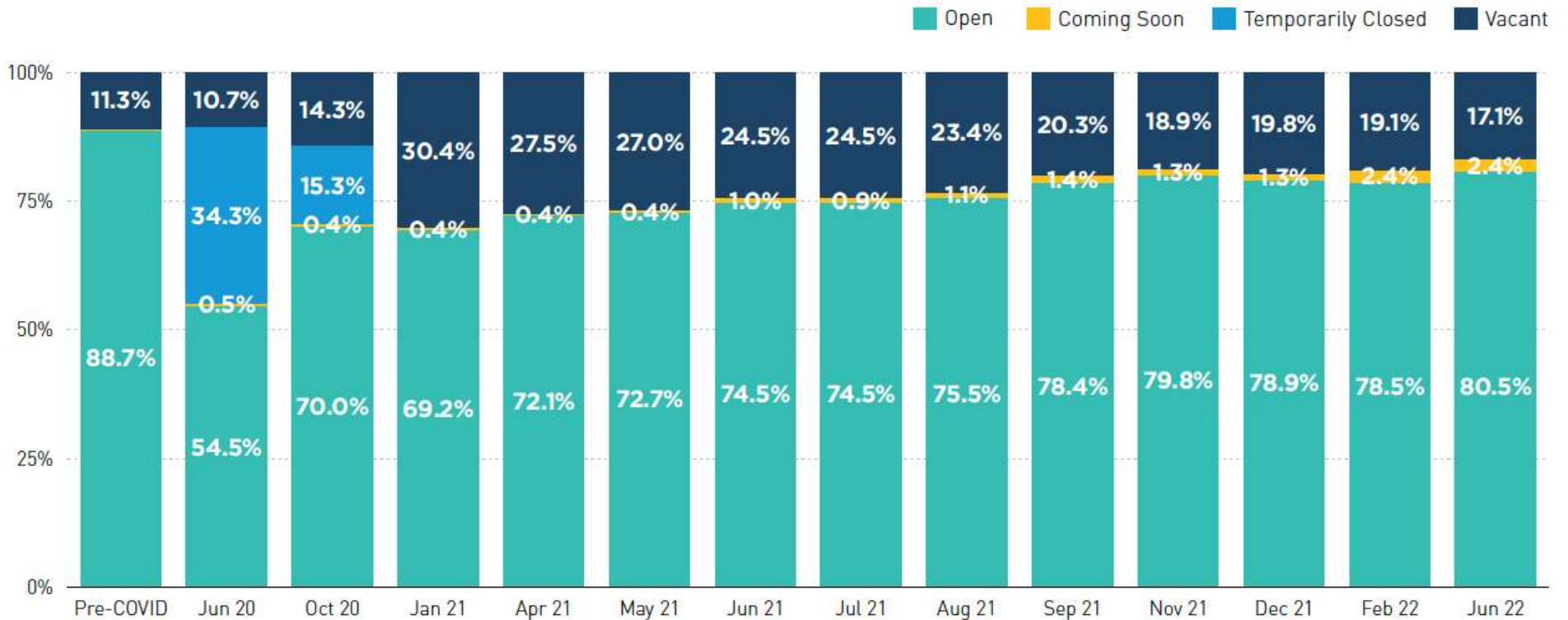
FIGURE 2: CENTER CITY DISTRICT BUSINESSES



363 Vacant **534** Restaurant
444 Service **515** Retail

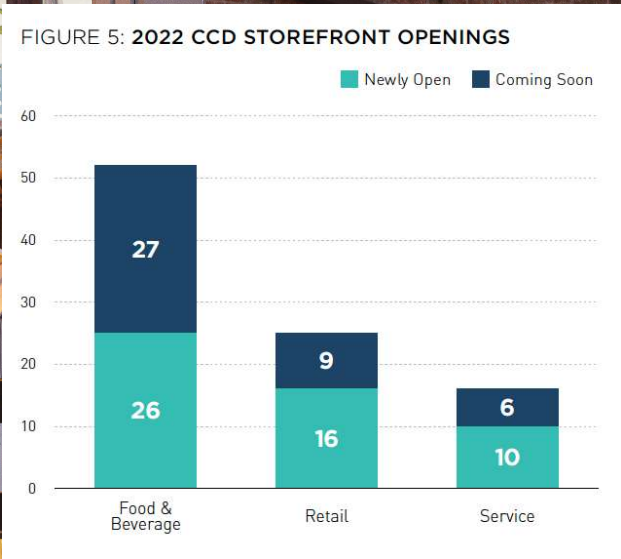
Occupancy is recovering from two years of stress testing

FIGURE 3: STOREFRONT BUSINESS OPERATING STATUS WITHIN CCD



*Many businesses temporarily closed in June 2020 were expected to reopen within several months. As the pandemic persisted, businesses closed permanently or their national company filed for bankruptcy. From the public perspective, the difference between "temporarily closed" and "permanently closed" was hard to distinguish from the sidewalk. For the purpose of tracking trends, effective January 2021, this chart categorizes both as vacant.

56% of new storefront business are restaurants




A retail changing of the guard



A new bricks and clicks future

Smallbirds are back! Shop our best-selling kids shoes with even more styles and sizes. [Shop Now](#)


☰ *allbirds* 🔍 🛒



Bold Color. Big Comfort.


Supercharge your summer with new limited edition hues.

☰ Outdoor Voices ♡ 🛒



Pleats, Please

☰ JOYBIRD 👤 ♡ 🛒



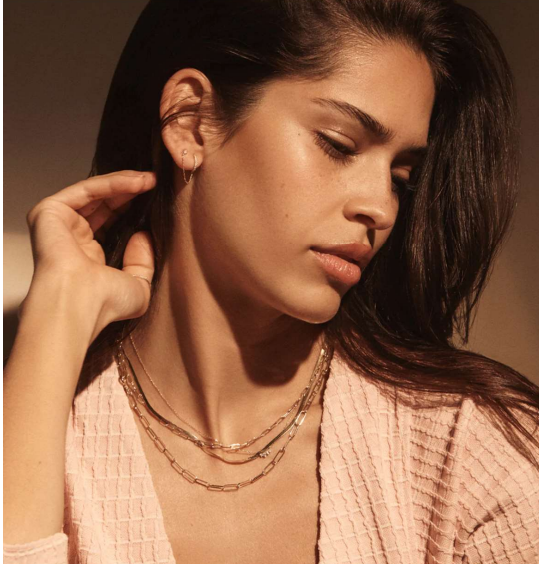
Summer Heat Sale

Nice! You've got free shipping.

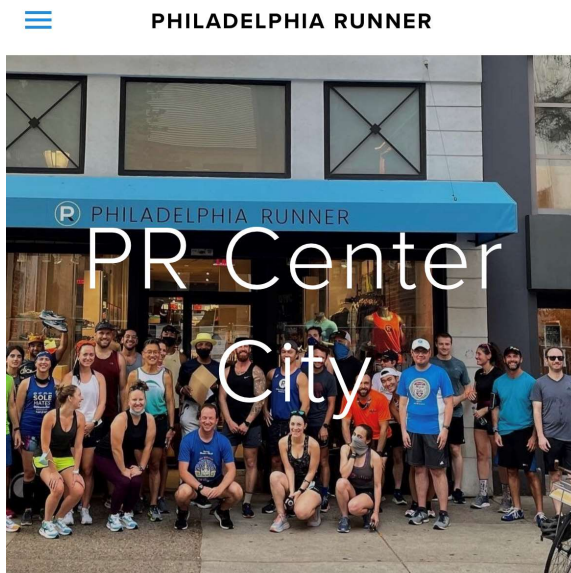
brooklinen 🔍 🛒 ☰

Internet-famous for a reason with 100,000+ five-star reviews

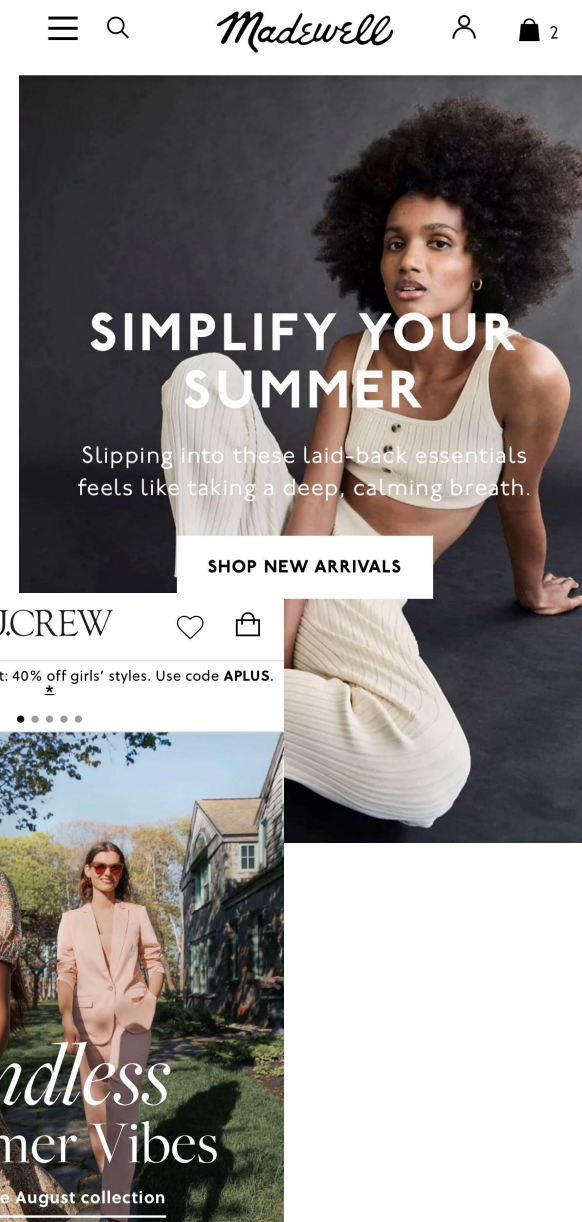
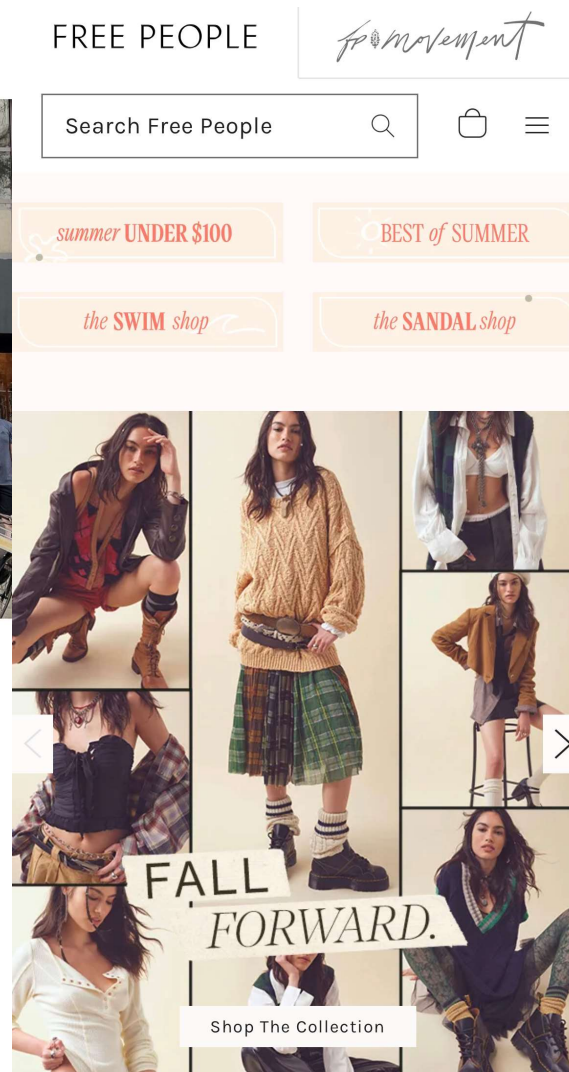
= 🍷 gorjana 🛒



Successful brands levelling up their spaces



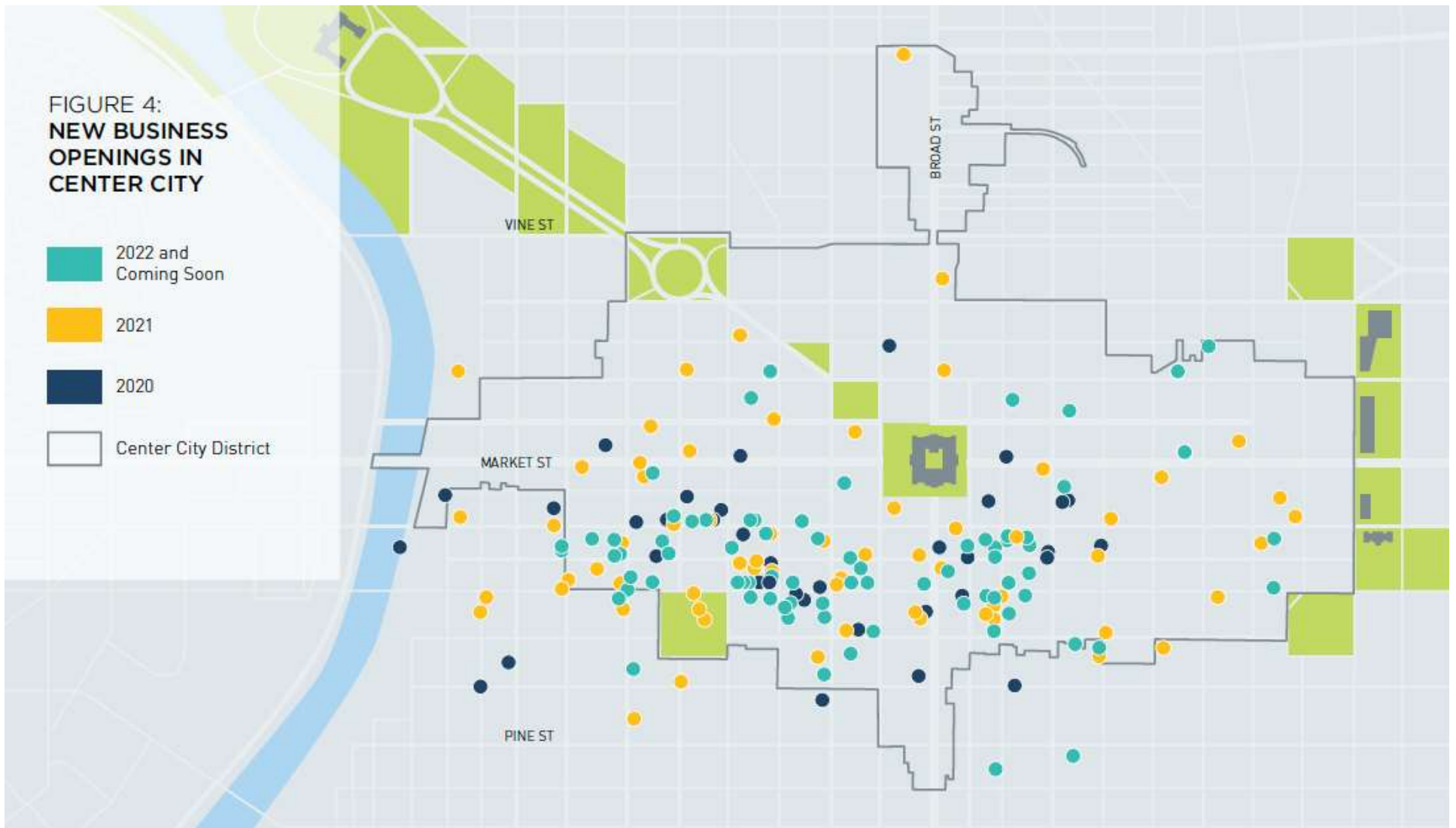
**VISIT OUR NEW
CENTER CITY
LOCATION!**



Entertainment concepts backfilling large spaces

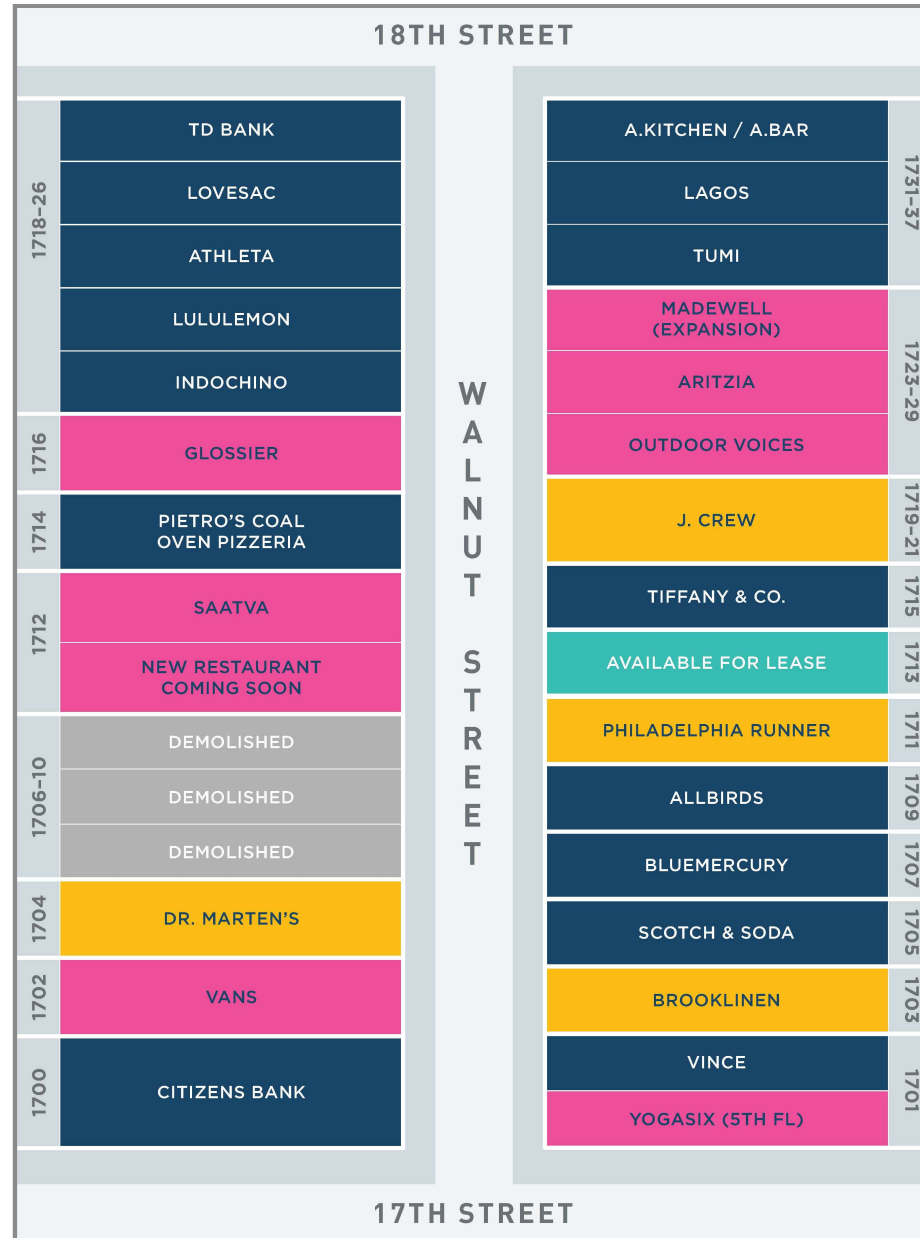


174 new storefront businesses since 2020; at least 42 more on the way



Let's take a walk down Walnut Street





LOVESAC



Glossier.



saatva



VANS

a.kitchen+bar

LAGOS
MY LAGOS MY WAY



Madewell

J.CREW

ARITZIA

TIFFANY & CO.



allbirds

bluemercury®

SCOTCH & SODA

brooklinen



VINCE.

YOGASIX



COMING SOON



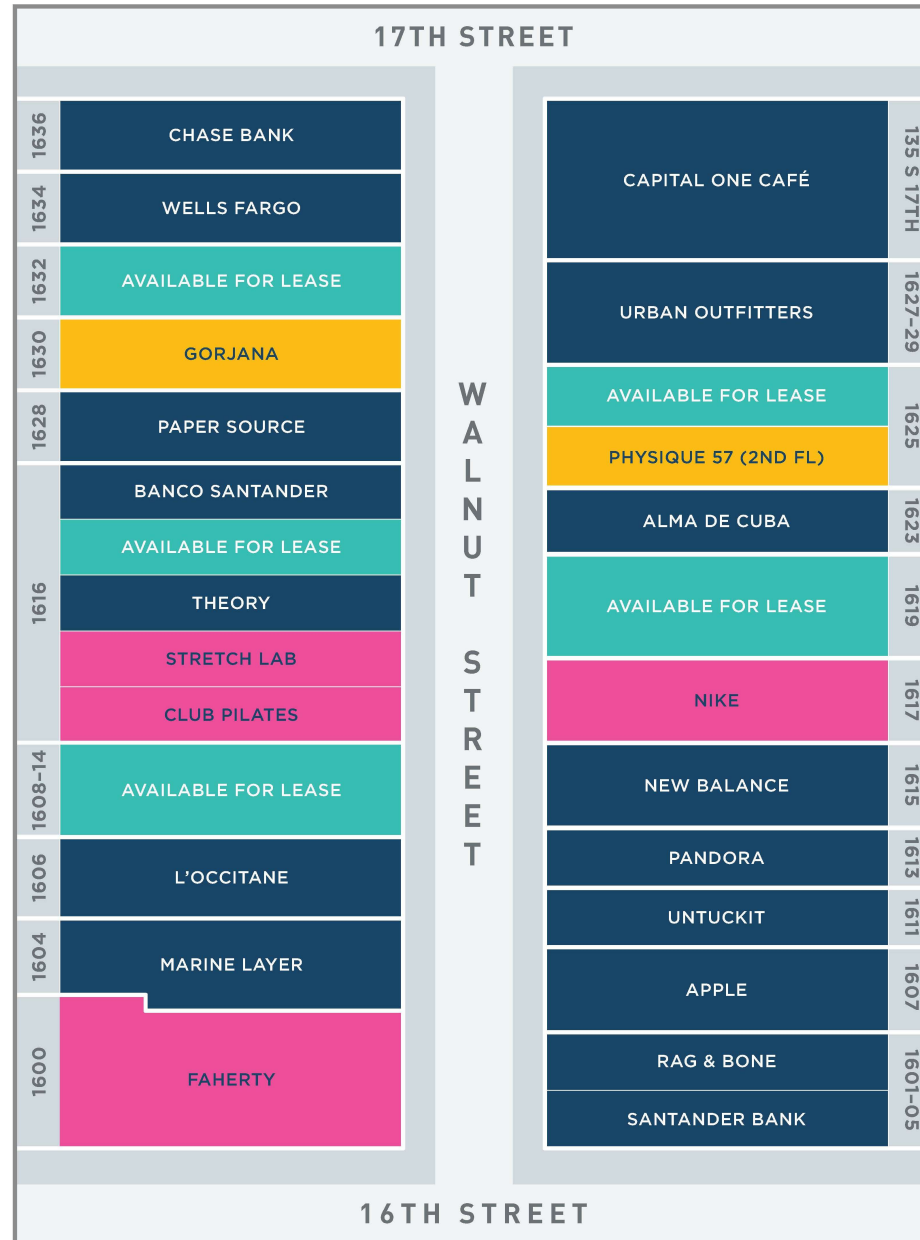
NEWLY OPENED



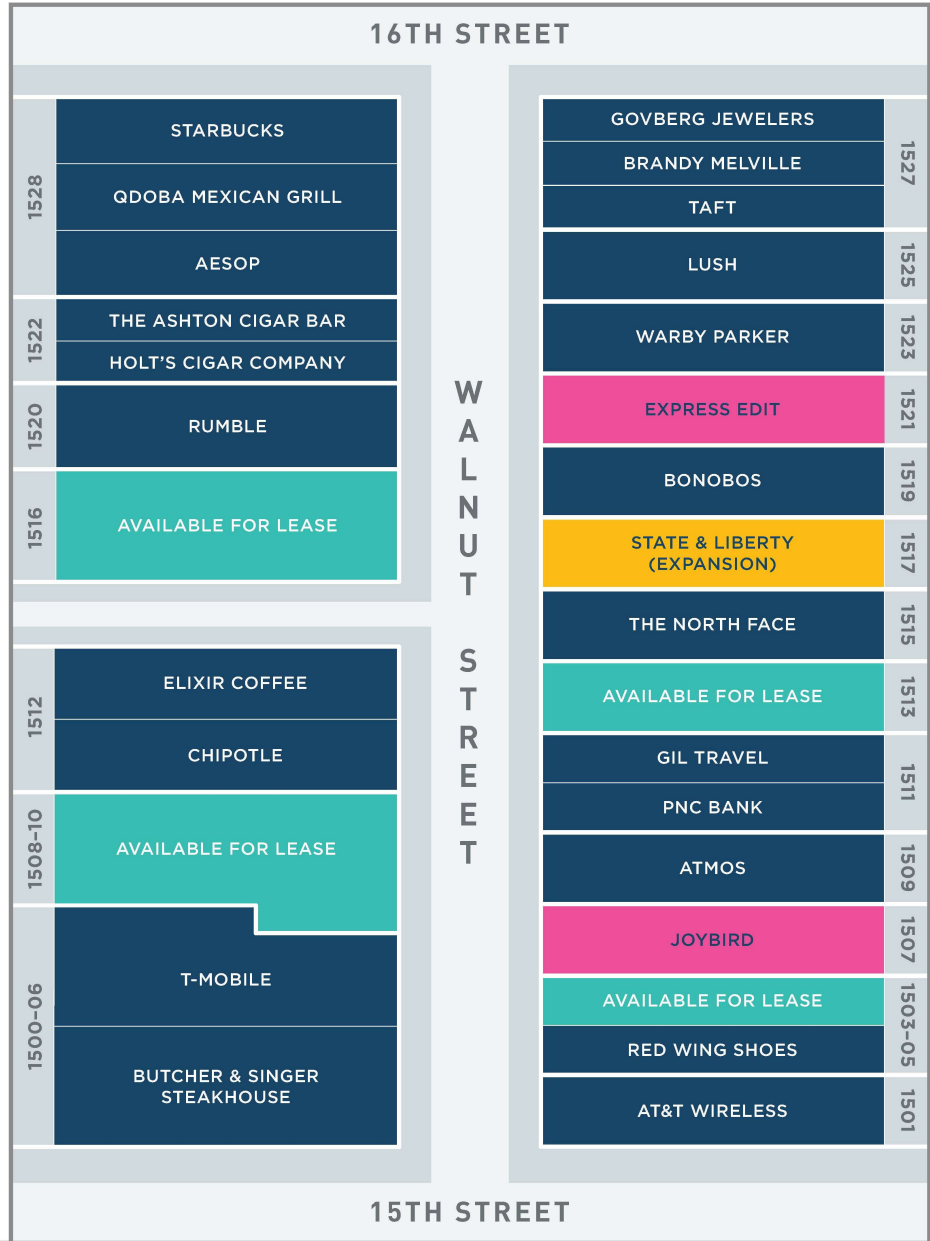
OCCUPIED



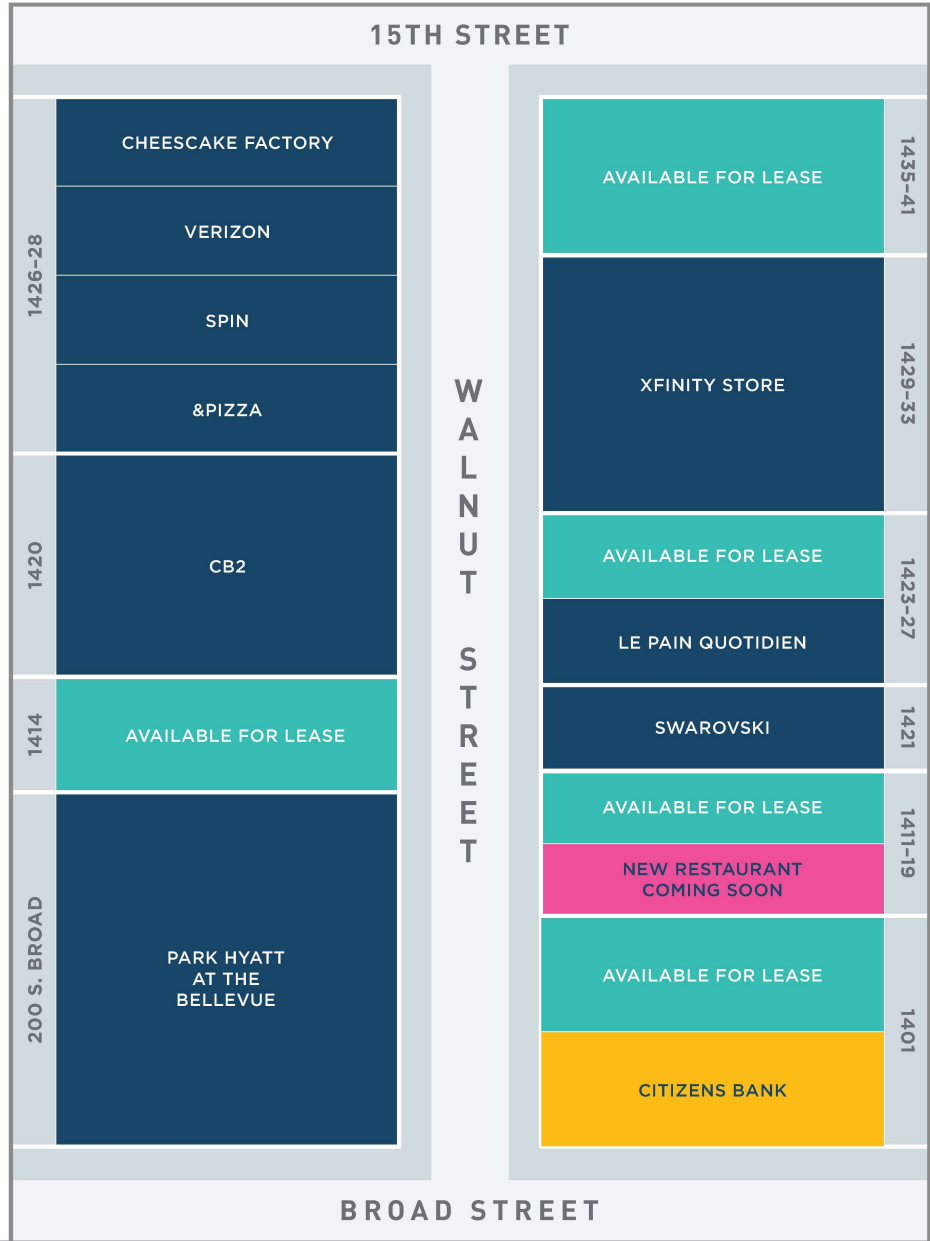
AVAILABLE FOR LEASE



COMING SOON
 NEWLY OPENED
 OCCUPIED
 AVAILABLE FOR LEASE



COMING SOON
 NEWLY OPENED
 OCCUPIED
 AVAILABLE FOR LEASE



COMING SOON
 NEWLY OPENED
 OCCUPIED
 AVAILABLE FOR LEASE

There are 68% more outdoor seats in Center City than before the pandemic, even with return of indoor seating

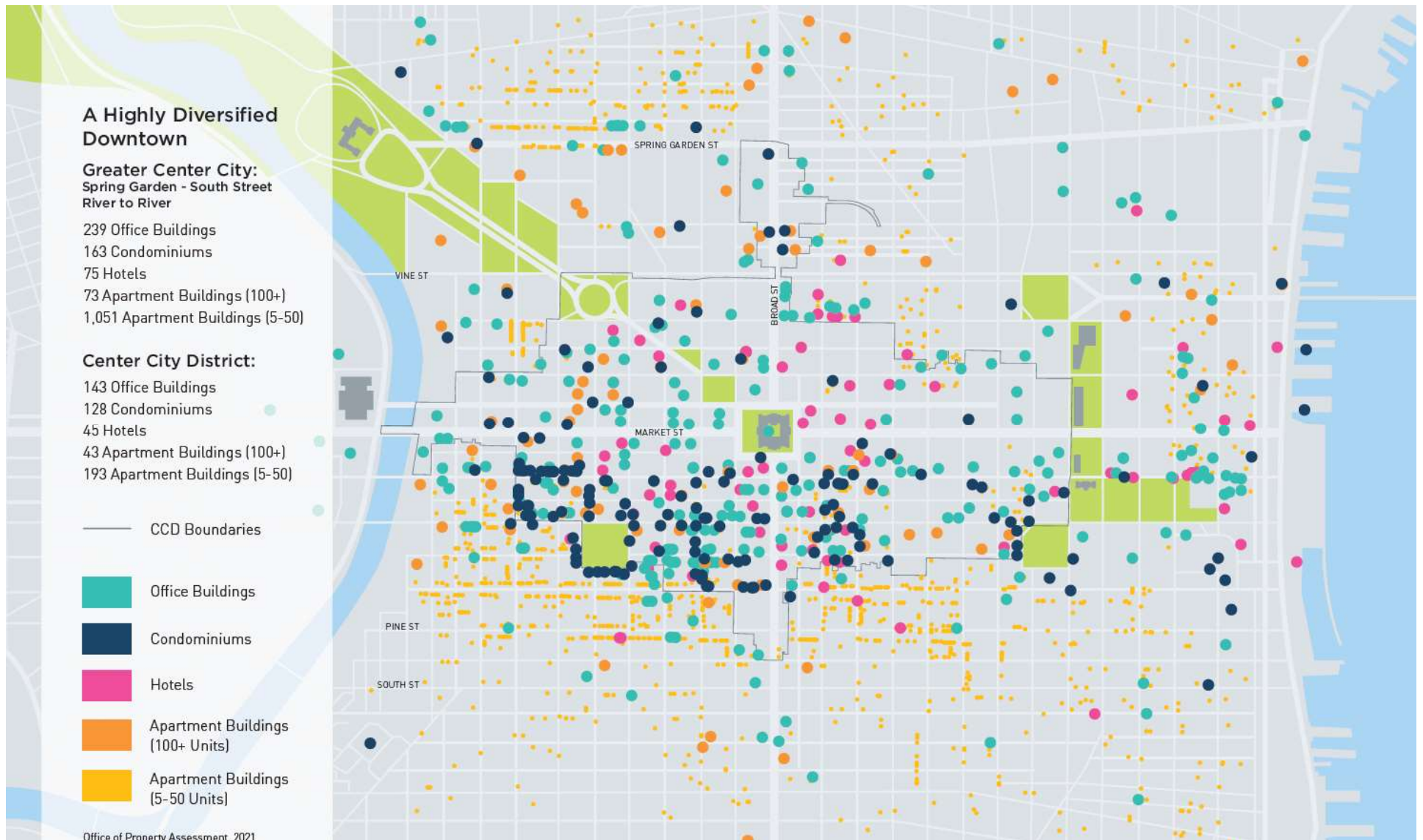
FIGURE 8: OUTDOOR SEATING BY TYPE



Will streeteries become one of the pandemic's enduring positive legacies?

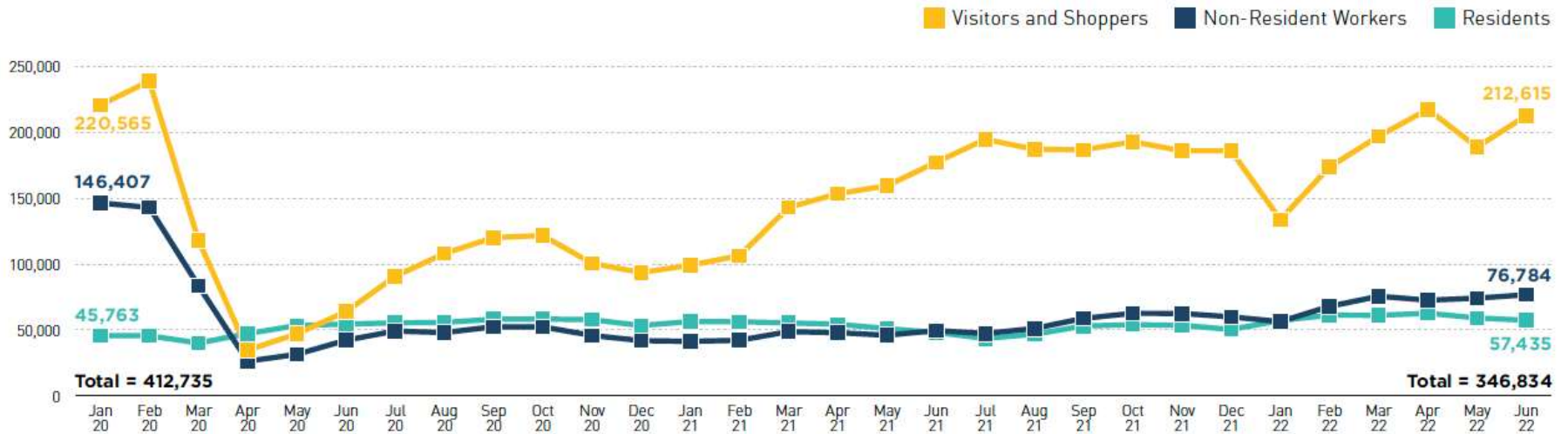


A highly diversified downtown insulated retail from a pronounced downturn



84% pre-pandemic volumes of foot traffic with shoppers & tourists at 96%

FIGURE 9: CENTER CITY AVERAGE DAILY POPULATION: RESIDENTS, NON-RESIDENT WORKERS, AND VISITORS



r.ai

FIGURE 10: AVERAGE DAILY PEDESTRIANS AT 20 LOCATIONS MONITORED BY CCD



Where is spending occurring?

FIGURE 11: LOCAL SALES TAX COLLECTIONS FROM RETAILERS AND RESTAURANTS IN CORE CENTER CITY AS A PERCENTAGE OF 2019

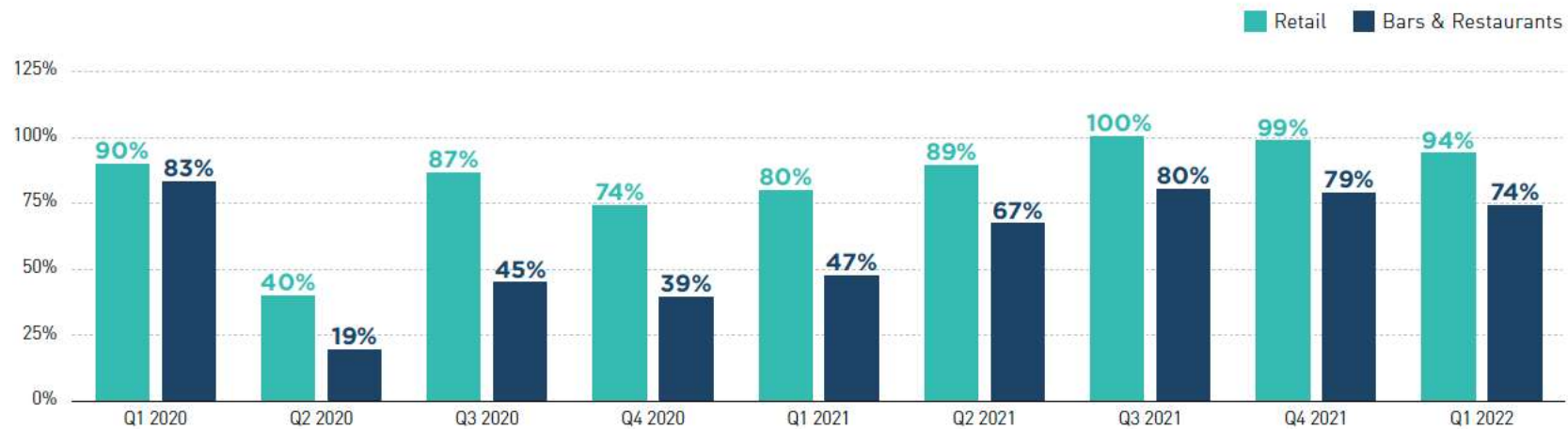


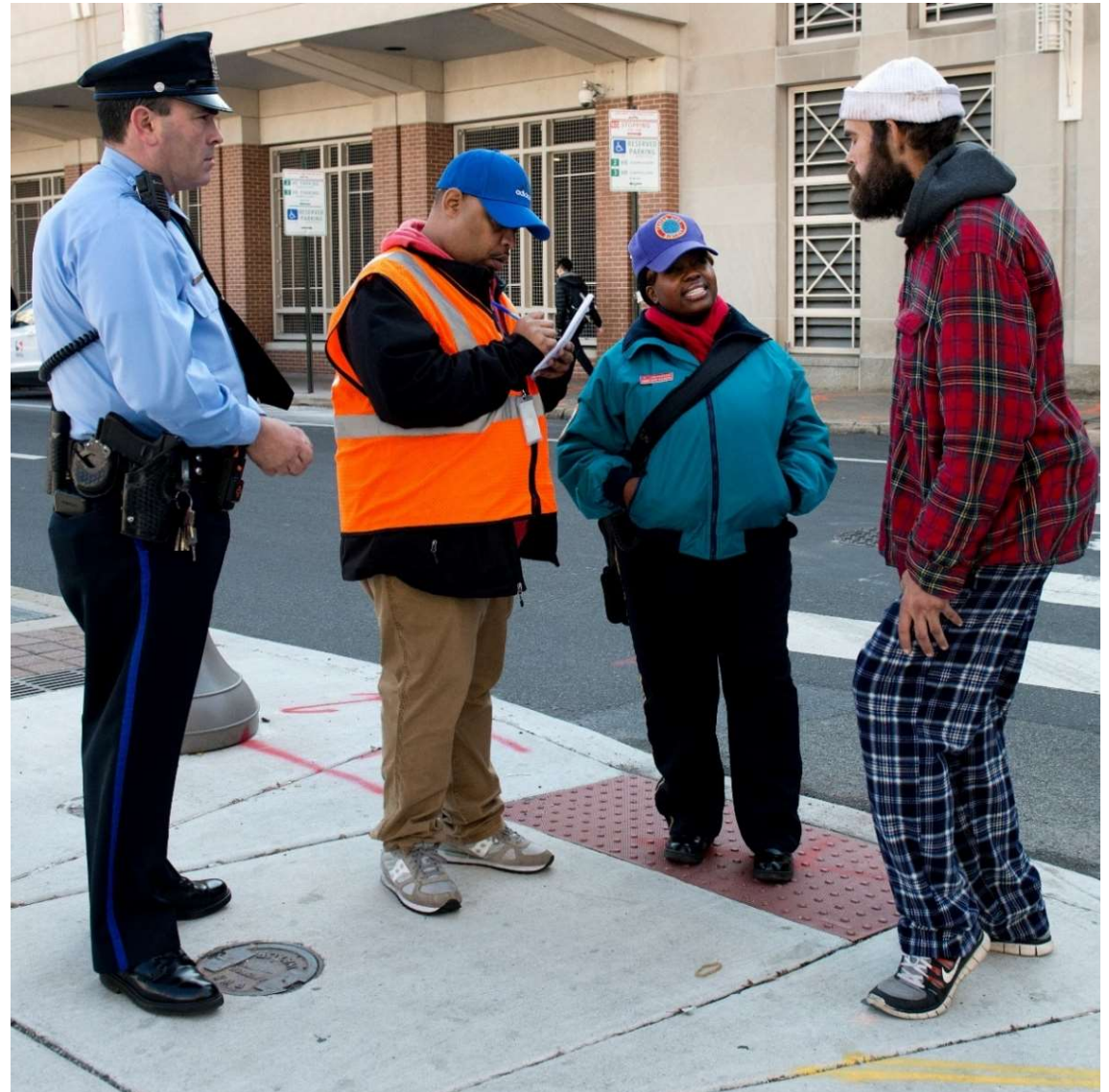
FIGURE 12: LOCAL SALES TAX COLLECTIONS FROM RETAILERS AND RESTAURANTS IN EXTENDED CENTER CITY AS A PERCENTAGE OF 2019



CCD's enhanced public safety role



More CSRs, more homeless outreach, more bike patrols





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ER
P

MADE IN
TUNNEI
F
11AM
SAT. 10AM
SUN. 11AM

MORE BOUNCE,
LESS BOUNCE
Let's Part 1s Reas
The Distance

NEW
VIRTUE

LET'S GET
physical

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