

2016 STATE OF CENTER CITY PHILADELPHIA

CENTER CITY DISTRICT AND CENTRAL PHILADELPHIA DEVELOPMENT CORPORATION





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Sixty years ago, business, civic and political leaders came together to form Central Philadelphia Development Corporation (CPDC), one of the nation's first public-private partnerships. While suburbanization and job loss were undermining all American cities in the mid-20th century, Philadelphia responded early, becoming a national leader in renewal with innovative efforts that blended public and private, preservation with new development. Starting with the revitalization of historic Society Hill in 1956, CPDC has been committed to restoring and repositioning Philadelphia's downtown: transforming Market Street East, rethinking and redesigning highways for an urban setting, advocating for transit investment, planning the Avenue of the Arts and creating the Center City District (CCD) in 1990.

With the launch of CCD services in 1991, Philadelphia once again demonstrated the willingness of business and civic leaders to confront challenges, take risks and create innovative new ways to solve problems. From an initial focus on clean and safe, the CCD has evolved into a multi-faceted, downtown place-manager, place-marketer and service provider, supporting and facilitating the diversification of the downtown office economy with arts, entertainment, hospitality, housing and quality retail.

A mid-1990s financing of \$26 million in streetscape enhancements by the CCD brought new lighting, landscaping and a comprehensive pedestrian, transit and vehicular wayfinding sign system to downtown walkways. CCD's ability to move quickly and strategically, manage construction cost-effectively and maintain improvements in a first-class manner, has enabled it to take \$46.2 million in CCD capital resources and leverage another \$89.4 million in foundation, federal, state, city and private funds to make a total of \$135.6 million in public space enhancements since 1997.

Office occupancy has increased, healthcare and educational institutions have expanded and the population of Greater Center City has grown by 17% since 2000 to 185,000. The CCD has been transformed from an organization with a \$6.5 million operating budget into a \$23.5 million enterprise that keeps sidewalks clean, safe and well-lit, manages a large inventory of streetscape enhancements, and maintains and programs four civic spaces – Cret, John F. Collins, Sister Cities and Dilworth Parks. Business, investor and resident confidence is at an all-time high: 84% of respondents to the CCD's annual customer satisfaction survey are convinced that downtown is heading in the right direction, 18 percentage points higher than their perceptions of Philadelphia as a whole.

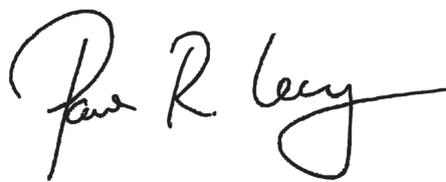
The annual *State of Center City* report seeks to highlight our extraordinary strengths, provide detailed information about all aspects of the downtown marketplace, combining data from many diverse industry reports with an exceptional range of original research, analysis and survey work. But it is also a can-

did look at what we can and must do better for Philadelphia to thrive with an expanding economy that provides more opportunity and choice for residents of all its neighborhoods.

As we celebrate the 60th anniversary of CPDC and the 25th anniversary of the CCD, remarkable progress is visible on every street in Center City. We have come a very long way since 1956 and 1991. But now, as then, the status quo is unacceptable — with high unemployment and chronic poverty in too many communities. Once again, it takes committed leadership willing to acknowledge challenges and take risks. At a time when cities across the country are leading the economic recovery, Philadelphia must capitalize on its extraordinary strengths and favorable geographic position, improve its public schools and reform its tax structure to unleash growth across all neighborhoods while creating opportunity for residents, new immigrants and graduates of our colleges and universities.

This publication is a major, multi-month, team effort by the staff of the Center City District, led by Nancy Goldenberg, Vice President of Planning and Development, and Executive Director, Center City District Foundation. The *State of Center City* team included Jack Denison, Research Assistant; Casandra Dominguez, Manager of Business Retention and Retail Attraction; Linda Harris, Director of Communications and Publications; Garrett Hincken, Senior Manager of Research and Transportation Policy; Joe Lee, Planning Assistant; Bonnie Thompson, Director of Web Development and Interactive Marketing; and R.J. White, Manager of Interactive Marketing. The report was designed by Amy Yenchik, CCD's Creative Director, and by Graphic Designers Michael Choi and Tran La.

The entire document, individual sections and many additional reports throughout the year can be downloaded from www.centercityphila.org.



Paul R. Levy
President & CEO