

**CPDC Membership Meeting**  
**Tuesday, September 28, 2021, 8:30 a.m.**

**Development Momentum & Challenges**

**Publication of Center City Developments 2021**

**Panelists:**

**Leo Addimando**, Managing Partner, Alterra Property Group

**Jeffrey DeVuono**, Executive Vice President and Senior Managing Director,  
Pennsylvania, Brandywine Realty Trust

**Paige Jaffe**, Managing Director, JLL

**Clayton Mitchell**, Senior Vice President, Real Estate and Facilities,  
Thomas Jefferson University



**\$3.4 billion in major new developments**  
**Between Fairmount & Washington Ave, river to river**

Major Center City Projects Completed or  
Under Construction, 2020-2021



**\$3.4 billion**  
in major developments

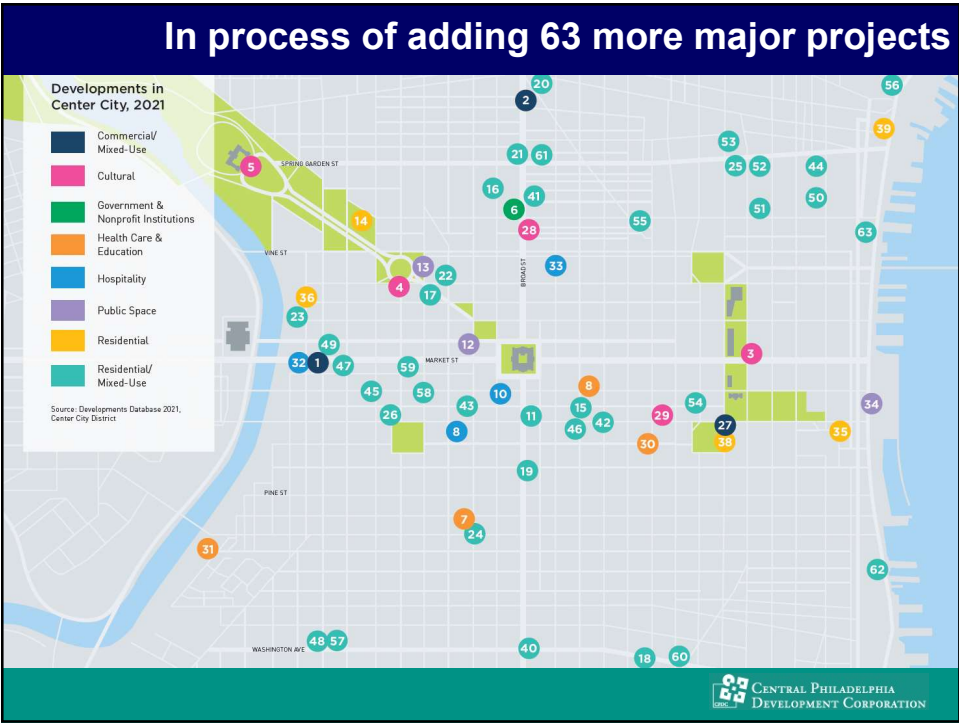
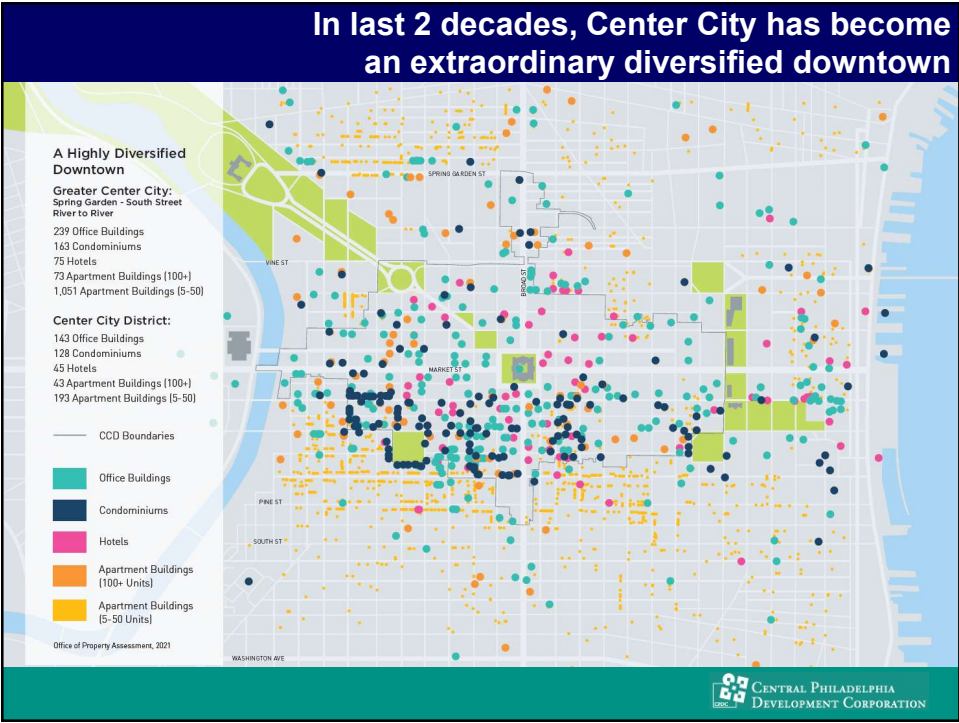
**3,733**  
residential units

**1,273**  
hotel rooms

**382,600 SF**  
of commercial/mixed use

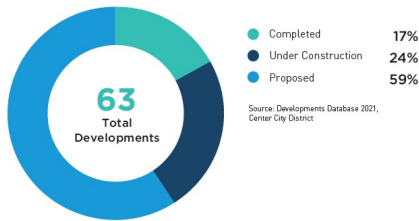
**835,414 SF**  
of new retail



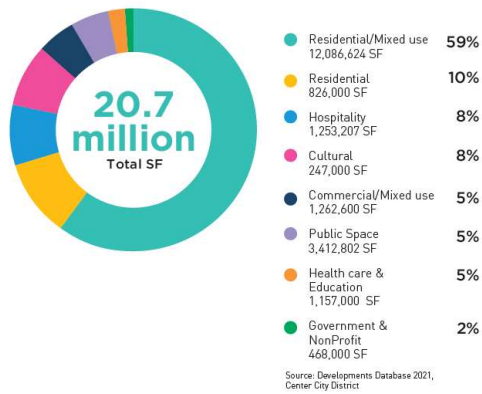


# Combine completed + in process + proposed = 20.7 million sf of development

Major Developments In Center City, by Status



Major Center City Developments Completed or Under Construction, by Type and Square Footage



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DEVELOPMENT CORPORATION

## Report provides a complete list; individual project profiles

### Projects Completed or Under Construction in 2021

Commercial/ Mixed-use	Residential/ Mixed-use
1. 2222 Market Street	15. 12th and Sansom
2. The Studebaker Building	16. 1520 Hamilton
	17. Terrace on 18th
	18. 9th and Washington
	19. Anthrax
	20. Broadridge Philly
	21. LVL North
	22. One Cathedral Square
	23. Riverwalk
	24. Royal Theater
	25. SoHo
	26. The Laurel
Cultural	
3. Faith and Liberty Discovery Center	
4. Academy of Natural Sciences at Drexel University	
5. Philadelphia Museum of Art Expansion	
Government & Nonprofit Institutions	
6. Philadelphia Public Services Building	
Health Care & Education	
7. Independence Charter School Expansion	
8. Thomas Jefferson Specialty Care Pavilion	
Hospitality	
9. Hyatt Centric	
10. W Hotel & Element by Westin	
11. The Witherspoon Building	
Public Space	
12. John F. Kennedy Plaza/ LOVE Park	
13. Sister Cities Park	
Residential	
14. 2100 Hamilton	

### Proposed Projects

Commercial/ Mixed-use	Residential/ Mixed-use
27. The Washington	40. Broad and Washington Streets
	41. Noble and Broad Streets
	42. 1101 Walnut Street
	43. 1408 Sansom Street
	44. 200 Spring Garden Street
	45. 2012 Chestnut Street
	46. 204 S 12th Street
	47. 21st and Market Street
	48. 2201 Washington Avenue
	49. 33 N 22nd Street
	50. 412 N 2nd Street
	51. 417-25 Callowhill Street
	52. 418 Spring Garden Street
	53. 501 Spring Garden Street
	54. 702 Sansom Street
	55. 900-934 Callowhill Street
	56. 918 North Delaware Avenue
	57. 2101 Washington Avenue
	58. Freeman's Auction House
	59. Harper Square
	60. Market House
	61. Mural West
	62. Pier 34/25 South
	63. Vine Street Lot
Cultural	
28. Pennsylvania Ballet	
29. Walnut Street Theatre	
Health Care & Education	
30. Caroline Kimmel Biomedical Research Building - Thomas Jefferson University	
31. Children's Hospital of Philadelphia Expansion	
Hospitality	
32. 2200 Market Street	
33. AC Hotel by Marriott	
Public Space	
34. Penn's Landing	
Residential	
35. 1 Dock Street	
36. 23rd and Cherry Streets	
37. 244 N. 2nd Street	
38. Dilworth House	
39. Fishtown Village	

**8. Thomas Jefferson Specialty Care Pavilion**  
Developer: National Real Estate Development  
Location: 1101 Chestnut Street  
Size: 442,000 sf  
Start Date: 2021  
Completion Date: 2024  
Status: Under Construction  
Investment: \$720 million  
Description: Jefferson Health is constructing the Thomas Jefferson Specialty Care Pavilion, which will consolidate various clinical care units in one facility. The 18-story building will include examination rooms, operating rooms, imaging and lab services, a pharmacy, and underground parking, and will be capped with a rooftop garden. The project is part of Phase 3 of the multi-block East Market development.



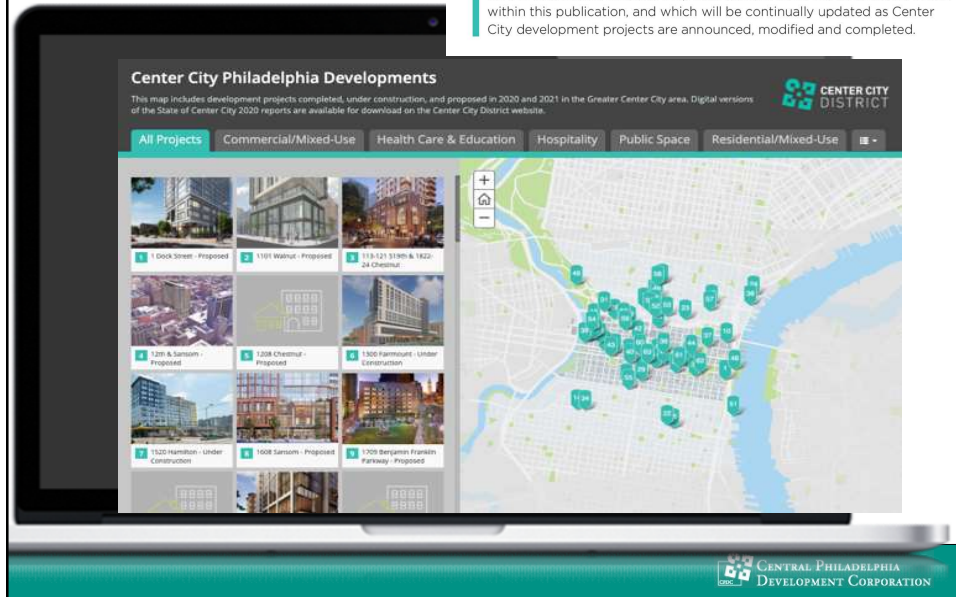
**47. 21st and Market Street**  
Developer: Grandpierre Realty Trust  
Location: 21st and Market  
Type: Residential/Mixed Use  
Size: 150,000 sf  
Residential Units: 147  
Start Date: TBD  
Completion Date: TBD  
Status: Proposed  
Investment: Not Available  
Description: Grandpierre Realty Trust is planning a 21-story mixed-use tower that will include 147 residential units and shopping and dining on the first and second floors.

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## Interactive online map

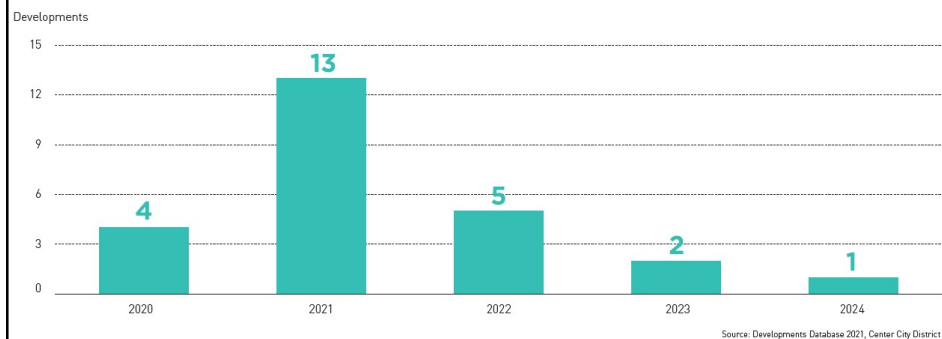
Visit [centercityphila.org/developments/map](https://centercityphila.org/developments/map)

for the searchable, sortable map that features all of the information found within this publication, and which will be continually updated as Center City development projects are announced, modified and completed.



## Update through the year as projects are completed, go into construction or cancelled

Major Developments Completed or Under Construction, by Completion Date



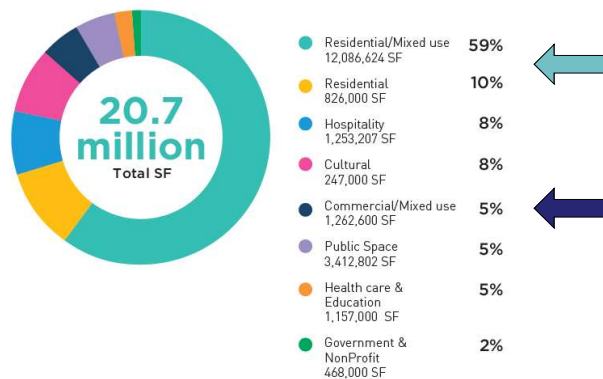
## Like all our reports: team effort

Amy Genda  
Prema Gupta  
Cassie Glinkowski  
Stephen Landis  
JoAnn Loviglio  
Colin Munro  
Brenda Nguyen  
Lauren Smith  
Bonnie Thompson



## Projects strongly weighted toward residential With few office developments

Major Center City Developments Completed or Under Construction, by Type and Square Footage



Source: Developments Database 2021, Center City District





## PMC: New residential along the Schuylkill



## Alterra's project at 510 North Broad Street



### 21. LVL North

**Developer:** Alterra Property Group

**Location:** 510 N. Broad Street

**Size:** 533,000 sf

**Retail:** 115,000 sf

**Residential Units:** 410

**Start Date:** June 2020

**Completion Date:** Fall 2022

**Status:** Under Construction

**Investment:** \$175 million

**Description:** Located at 510 N. Broad St., the mixed-use project will include 410 residential units as well as retail and commercial space. According to Alterra, a full-service regional grocery chain will occupy the ground floor retail space. The second floor is also commercial space with tenants being finalized now.

## Proposed project 2012 Chestnut Street



### 45. 2012 Chestnut Street

**Developer:** Alterra Property Group and Rheal Capital Management

**Location:** 2012 Chestnut Street

**Type:** Residential/Mixed Use

**Size:** 112,130 sf

**Retail:** Approx 5,000 sf

**Residential Units:** 162

**Start Date:** TBD

**Completion Date:** TBD

**Status:** Proposed

**Investment:** \$40 million

**Description:** Preliminary plans call for the existing structure to be demolished and replaced with a 14-story tower with 162 rental units, of which 20% will be designated as affordable housing. The plans also call for approximately 5,000 square feet of retail on the ground floor and rooftop amenities for all residents.



## New life-sciences & biotech labs Drivers of new demand, primarily in University City





**Brandywine Schuylkill Yards mixed-use: Lab & apartments**

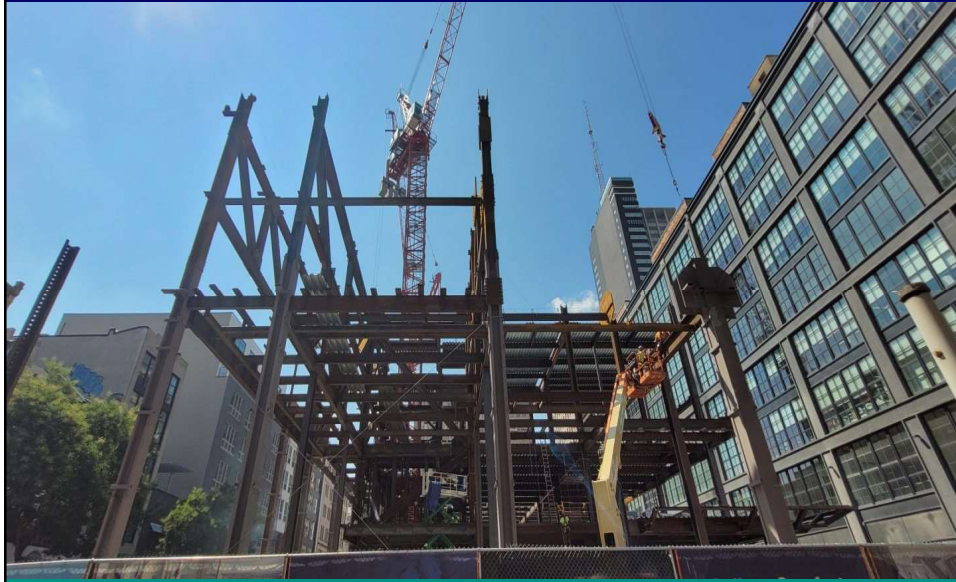


**On 1100 block of Chestnut**





## National is building for Jefferson



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## 19 story Specialty Care Pavilion

### 8. Thomas Jefferson Specialty Care Pavilion

**Developer:** National Real Estate  
Development

**Location:** 1101 Chestnut Street

**Size:** 462,000 sf

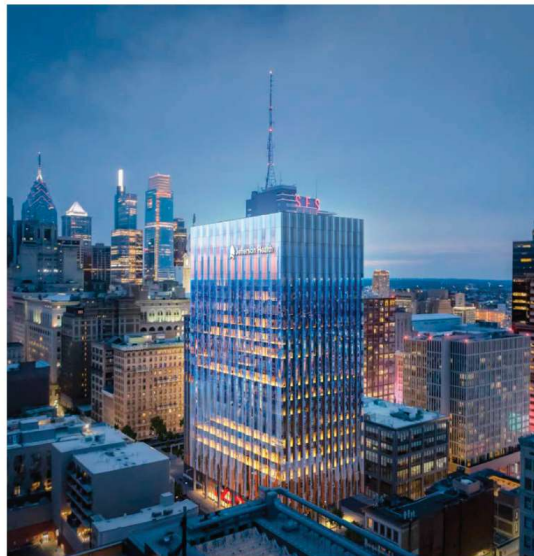
**Start Date:** 2021

**Completion Date:** 2024

**Status:** Under Construction

**Investment:** \$720 million

**Description:** Jefferson Health is constructing the Thomas Jefferson Specialty Care Pavilion, which will consolidate various clinical care units in one facility. The 19-story building will include examination rooms, operating rooms, imaging and lab services, a pharmacy, and underground parking, and will be capped with a rooftop garden. The project is part of Phase 3 of the multi-block East Market development.



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## Biomedical research building at 9<sup>th</sup> & Locust Streets



### 30. Caroline Kimmel Biomedical Research Building - Thomas Jefferson University

**Developer:** Thomas Jefferson University

**Location:** 9th and Locust Streets

**Type:** Health Care/Education

**Size:** 225,000 sf

**Start Date:** TBD

**Completion Date:** TBD

**Status:** Proposed

**Investment:** \$300 million

**Description:** Thomas Jefferson University received its second largest donation ever, a \$70 million gift from Sidney and Caroline Kimmel, which will be used for a new building to expand the biomedical research capacity at its Center City campus. The 12-story Caroline Kimmel Biomedical Research Building will create space for 56 additional National Institutes of Health funded researchers and an additional 250 to 400 jobs at Jefferson.



## Traditional office space, 922,173 sf vacant (17.7%) Rents holding up; Most deferring major decisions By-product of the pandemic

### CENTER CITY OFFICE MARKET TRENDS, 2020

SUBMARKET	Q4 2020			Q1 2021			Q2 2021		
	TOTAL ASKING RENT (PRICE/SF)	TOTAL VACANCY RATE	NET ABSORPTION (SF)	TOTAL ASKING RENT (PRICE/SF)	TOTAL VACANCY RATE	NET ABSORPTION (SF)	TOTAL ASKING RENT (PRICE/SF)	TOTAL VACANCY RATE	NET ABSORPTION (SF)
East Market	\$31.38	15.6%	-357,416	\$32.89	15.7%	-2,767	\$32.66	15.7%	-1,225
Independence Square	\$31.96	17.1%	-57,493	\$31.96	16.8%	-84,796	\$31.72	18.8%	-193,567
Walnut/South Broad	\$30.75	20.2%	-33,514	\$30.99	21.6%	-55,084	\$30.49	22.1%	-75,531
West Market	\$36.31	14.2%	-88,113	\$35.93	15.3%	-168,815	\$36.03	17.3%	-651,850
<b>CENTER CITY</b>	<b>\$34.53</b>	<b>15.4%</b>	<b>-536,536</b>	<b>\$34.20</b>	<b>16.2%</b>	<b>-311,462</b>	<b>\$34.09</b>	<b>17.7%</b>	<b>-922,173</b>

Source: Newmark Q2 2021 Philadelphia Office Market Report



## Will traditional office demand bounce back?



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## Demand for proposed project at 21<sup>st</sup> & Market Streets?



### 47. 21st and Market Street

**Developer:** Brandywine Realty Trust

**Location:** 21st and Market

**Type:** Residential/Mixed Use

**Size:** 553,000 sf

**Residential Units:** 147

**Start Date:** TBD

**Completion Date:** TBD

**Status:** Proposed

**Investment:** Not Available

**Description:** Brandywine Realty Trust is planning a 23 - story mixed-use tower that will include 326,000 square feet of office space, 147 residential units and shopping and dining on the first and second floors.

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**Parkway: 2222 Market, Morgan Lewis**



**Almost topped out  
Lateral move from 1701 Market**





## At end: CPDC's office attraction effort New website: Phillyworks.com



The billboard features a central black panel with the text "PHILLY WORKS FOR OFFICE & CULTURE" in gold. Below this, a paragraph of text reads: "Philadelphia has always been a city that puts in the work. That doesn't stop when it comes down to business. With class-A rents far more affordable than Boston, D.C. or New York, it's easy to expand in a high-performance space—surrounded by close-knit neighborhoods. Here, work and life aren't just balanced; they're neighbors. When it comes to getting what you and your employees need from life and business, Philly works." Below the text, it says "SEE HOW PHILLY CAN WORK FOR YOU AT PHILLYWORKS.COM" and includes the "CENTER CITY DISTRICT" logo. The billboard is flanked by two images: a modern glass-walled building at night on the left and a busy pedestrian street at night on the right. A teal banner at the bottom right contains the "CENTER CITY DISTRICT" logo and name.

PHILLY WORKS  
FOR  
OFFICE & CULTURE

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SEE HOW PHILLY CAN WORK FOR YOU AT  
**PHILLYWORKS.COM**

 CENTER CITY  
DISTRICT

 CENTER CITY DISTRICT

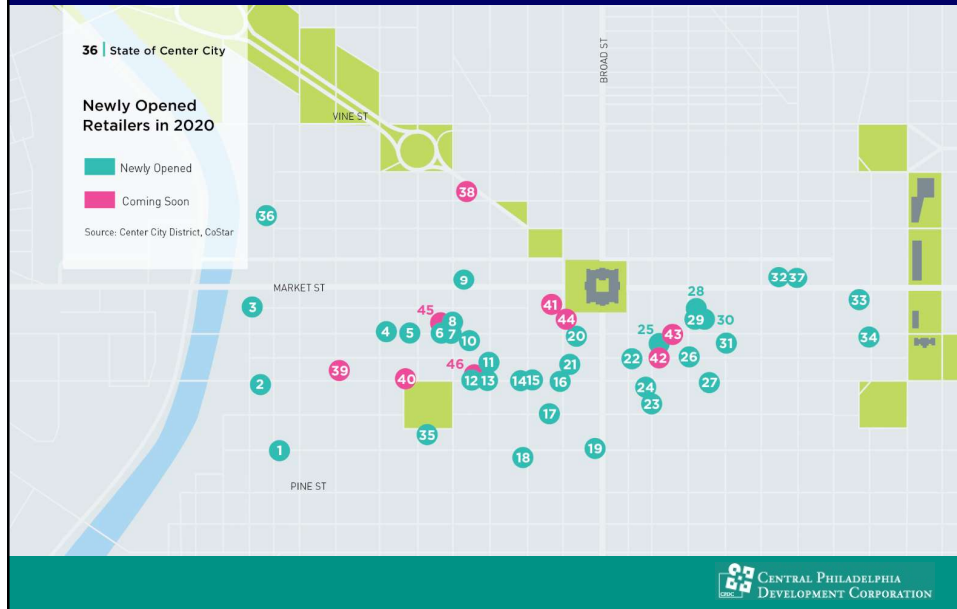
## Will we see full restoration of pedestrian vitality?



The image shows a vibrant pedestrian street at night. People are walking, some wearing masks. On the left, there are outdoor dining areas with white umbrellas and colorful planters. On the right, there are more outdoor dining areas with black umbrellas. The street is lined with trees and streetlights. A teal banner at the bottom right contains the "CENTRAL PHILADELPHIA DEVELOPMENT CORPORATION" logo and name.

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## Do the 40 new retailers who opened in Center City in 2020...



## the 29 more opened during the first half of 2021 & 23 more will open by year end tell us something?



## About confidence in the future?



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**As our panelists talk about their projects & in Q&A,  
we hope to answer some of those questions.**

**Panelists:**

**Jeffrey DeVuono**, Executive Vice President and Senior Managing Director,  
Pennsylvania, Brandywine Realty Trust

**Clayton Mitchell**, Senior Vice President, Real Estate and Facilities,  
Thomas Jefferson University

**Leo Addimando**, Managing Partner, Alterra Property Group

**Paige Jaffe**, Managing Director, JLL

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## Newly launched business attraction campaign



### Office attraction

**Aimed at New York City metropolitan area; informing companies & individuals about everything downtown Philadelphia has to offer both as a place of business & a place to live.**


**Highlighting our region's much shorter commute times & the ability to achieve a far better life/work balance, the campaign emphasizes how Center City companies benefit from all the advantages of doing business in a dense, accessible downtown at a fraction of the cost of other peer cities.**

**From high-performance office & co-working space, to a creative and highly educated workforce, to a vibrant downtown & unparalleled connectivity to the region and the world, campaign emphasize how *Philly Works* for businesses & their employees.**

**The goal is not to get firms to leave New York City, but rather to consider Philadelphia as a location for a remote office or co-working space.**




# Quality of workspace & amenities




PHILLY WORKS  
FOR  
**HUSTLE & FLOW**

In Philadelphia, it's easy to find smart workspaces to complement your smart workforce. With the fastest-growing share of millennials among the 10 largest cities, there's plenty of talent here to expand your team. And with state-of-the-art spaces surrounded by amenities, your employees will have a place to roll up their sleeves in the morning, then roll out their yoga mat over lunch. Healthy buildings and employee wellness coming together as one? What a refreshing change of space.


LEARN HOW PHILLY WORKS HARD FOR  
EXPANDING THE WORKFORCE AT  
[PHILLYWORKS.COM](http://PHILLYWORKS.COM)

 CENTER CITY  
DISTRICT



 CENTER CITY DISTRICT


# Better work/life balance




PHILLY WORKS  
FOR  
**WORK & LIFE**

Come for the 9 to 5. Stay as long as you like. Philadelphia is a city that offers employee satisfaction in and out of the office. Get down to work in next-generation office spaces or converted industrial lofts. Then enjoy over 1,500 restaurants, shops, and arts and cultural centers right downtown. Or get in a run or a row along the river. Philly's downtown doesn't stop when the workday ends—and with so many top universities and institutions nearby, neither does the talent.


LEARN HOW PHILLY WORKS TO ATTRACT  
AND RETAIN TALENT AT  
[PHILLYWORKS.COM](http://PHILLYWORKS.COM)

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## Shorter commute times



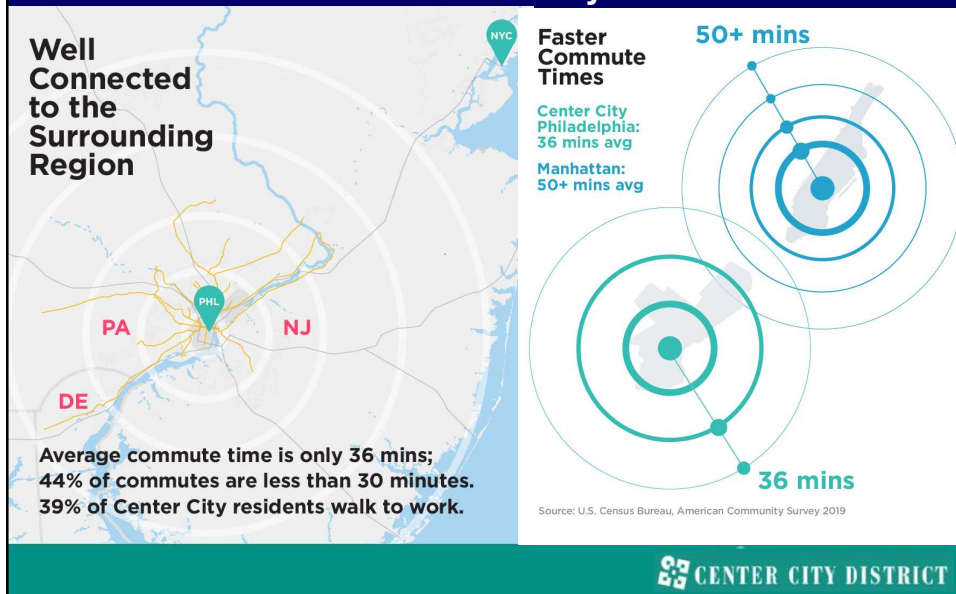
**PHILLY WORKS FOR HOME & OFFICE**

We don't just offer an easier commute. We offer a better start and end to every day. Here you can live just a short walk away of commute by rail in under 40 minutes, door to door. So when work is done, getting home doesn't get in the way of the life you live. And on those nights when you stay downtown, you'll have plenty of time and choices for dinner before the show. When it comes to the rest of your day, Philadelphia puts you in the driver's seat.


LEARN HOW PHILLY WORKS FOR COMMUTERS AT [PHILLYWORKS.COM](http://PHILLYWORKS.COM)

**CENTER CITY DISTRICT**

**Manhattan = 50 minutes; Philadelphia = 36 minutes**  
**44% commuting less than 30 minutes**  
**39% of Center City residents walk to work**








Initial media campaign: NJ transit; social media: Wharton magazine Funded by CPDC												
ALOYSIUS BUTLER & CLARK		Center City District Attraction 2021 Media Plan										
						OCTOBER		NOVEMBER		TOTAL		
Last Updated: 9/29/2021		27	4	11	18	25	1	5	12	19	26	
<b>Intersection</b>				Creative Due 9/10								
New Jersey Transit												\$15,960
Rail Station 2-Sheets												
25x Units												
<b>Wharton Magazine</b>				BOOKED								
Alumni: 99,000				Print Deadline 7/23, Creative Deadline 9/1								\$7,353
Full Page, Full Color												
7.875" x 10" (with bleed 8.125" x 10.25")												
<b>LinkedIn</b>				Creative Due 9/10								
Sponsored Content												\$5,396
Geo: Northern New Jersey Counties												
Job Titles: C-Suite, Business Owners, HR												
<b>Facebook/Instagram</b>				Creative Due 9/10								
Newsfeed & Stories												\$5,396
Geo: Northern New Jersey Counties												
Job Titles: C-Suite, Business Owners, HR												
<b>Digital Display - AdTheorent</b>				Creative Due 9/10								
320x50, 300x250, 728x90, 300x600, 160x600												\$15,895
Geo: NY DMA (includes northern NJ)												
Job Titles: Small Business Owners, Executive Decision Makers												
<b>Digital Media Reports</b>												TBD
<b>MEDIA GRAND TOTAL</b>												\$50,000



# Wall Street Journal

<b>ALOYSIUS BUTLER &amp; CLARK</b>	<div>Center City District</div> <div>NYC Business Attraction 2021 Media Plan</div> <div>  </div>	TOTAL			
<div>Last Updated 9/22/21</div> <div>25x Units</div>	<div>SEPTEMBER</div> <div>6132027</div>	<div>OCTOBER</div> <div>41118251</div>	<div>NOVEMBER</div> <div>5121926</div>		
<b>Wharton Magazine</b> Alumni: 99,000 Full Page, Full Color 7.875" x 10" (with bleed 8.125" x 10.25")		<div>BOOKED</div> <div>Print Deadline 7/23, Creative Deadline 9/1</div>			\$7,353
<b>Wall Street Journal</b> Circulation: 77,733 Full Page, Full Color 6 cols [10.87"] x 21"					\$32,905
<b>LinkedIn</b> Sponsored Content Geo: Northern New Jersey Counties Job Titles: C-Suite, Business Owners, HR		<div>Creative Due 9/10</div>			\$10,000
<b>Facebook/Instagram</b> Newsfeed & Stories Geo: Northern New Jersey Counties Job Titles: C-Suite, Business Owners, HR		<div>Creative Due 9/10</div>			\$10,000
<b>Digital Display - AdTheorent</b> 320x50, 300x250, 728x90, 300x600, 160x600 Geo: NY DMA (includes northern NJ) Job Titles: Small Business Owners, Executive Decision Makers		<div>Creative Due 9/10</div>			\$15,895
<b>Digital Media Reports</b>					TBD
<b>MEDIA GRAND TOTAL</b>					\$92,113



 CENTER CITY DISTRICT


# Competitively selected the Center City advertising agency Aloysius Butler & Clark (AB&C)

**PHILLY WORKS  
FOR  
OFFICE & CULTURE**

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