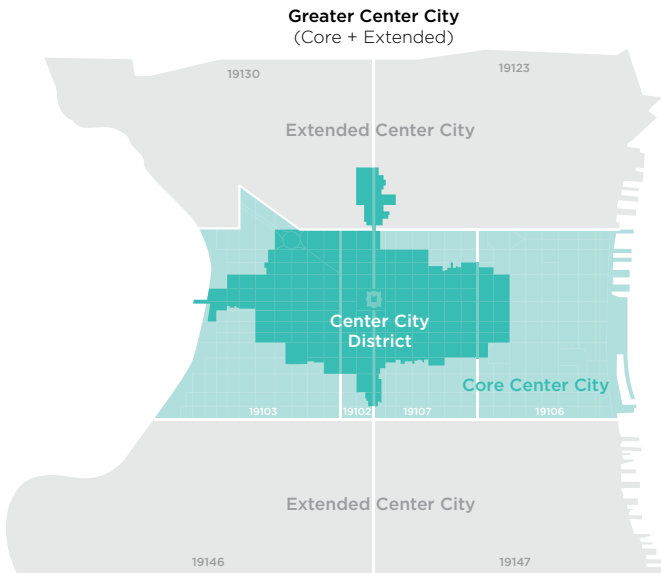


# March 2022 Retail Update

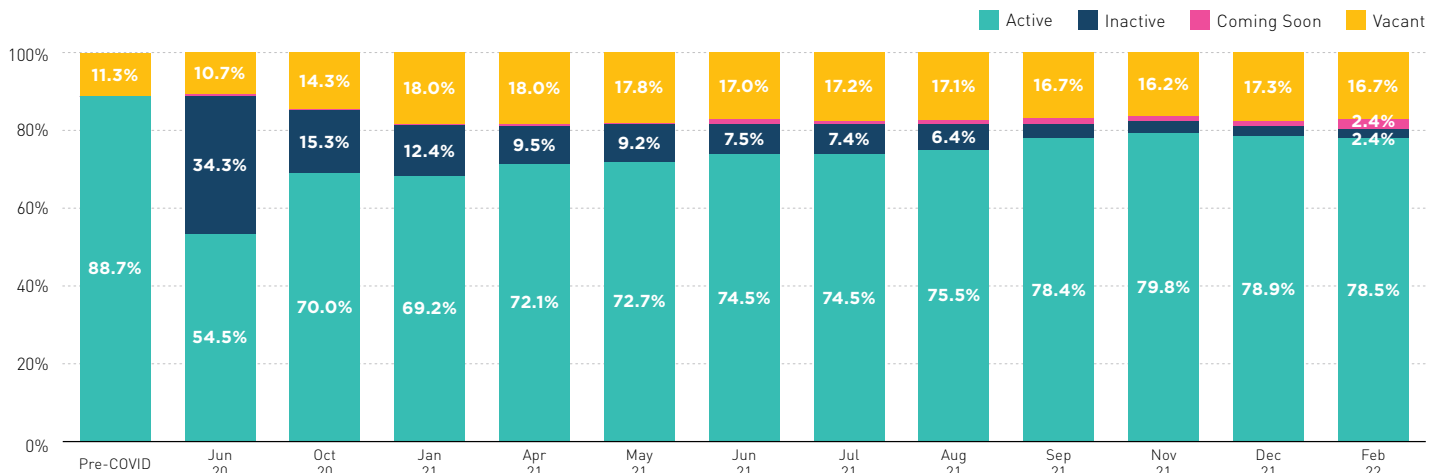
As the volume of visitors and workers in Center City steadily increases, retail is recovering. Occupancy rates are rising and new establishments are opening.

In order to monitor recovery, Center City District conducts periodic surveys of ground floor businesses within its boundaries and quarterly surveys of an expanded core Center City: Vine to South street, river to river. The most recent survey was conducted mid- February 2022 and focused on 1,900 storefronts within the Center City District boundaries (see adjacent map). Core Center City, which includes the District, contains approximately 3,000 storefronts.

Immediately following the civil unrest in June 2020, CCD began its surveys. At that time, 34.3% of stores within the District were shuttered. Since then, the vast majority of those businesses have resumed operations, while a small percentage permanently closed. By February 2022, the percentage of businesses that were temporarily closed fell to just 2.4%.



## STOREFRONT BUSINESS OPERATIONAL STATUS WITHIN CCD



Before the pandemic 11.3% of storefronts within the District were vacant. In January 2021, that number had jumped to 18%, but has now declined to 16.7%. The number of storefronts where a new tenant has been obtained has nearly doubled since the end of 2021, representing growing market confidence in the strength of the Center City marketplace. A steady stream of new openings will occur throughout 2022.

Among the businesses that closed since the spring of 2020, 33.8% were national chain retailers that filed for bankruptcy, downsized their overall retail footprints, or went out of business; 66.2% of closures were local and regional operators. Overall in Center City, retailers accounted for 35% of closings, restaurants constituted 46% and service providers represented 19% of closures from 2020 to 2021.

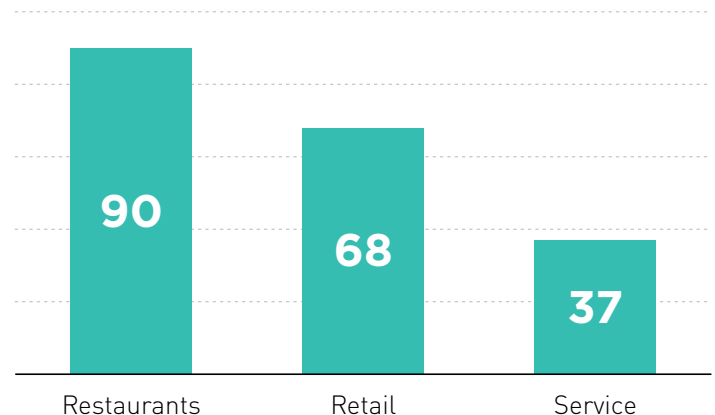
### National Bankruptcies:

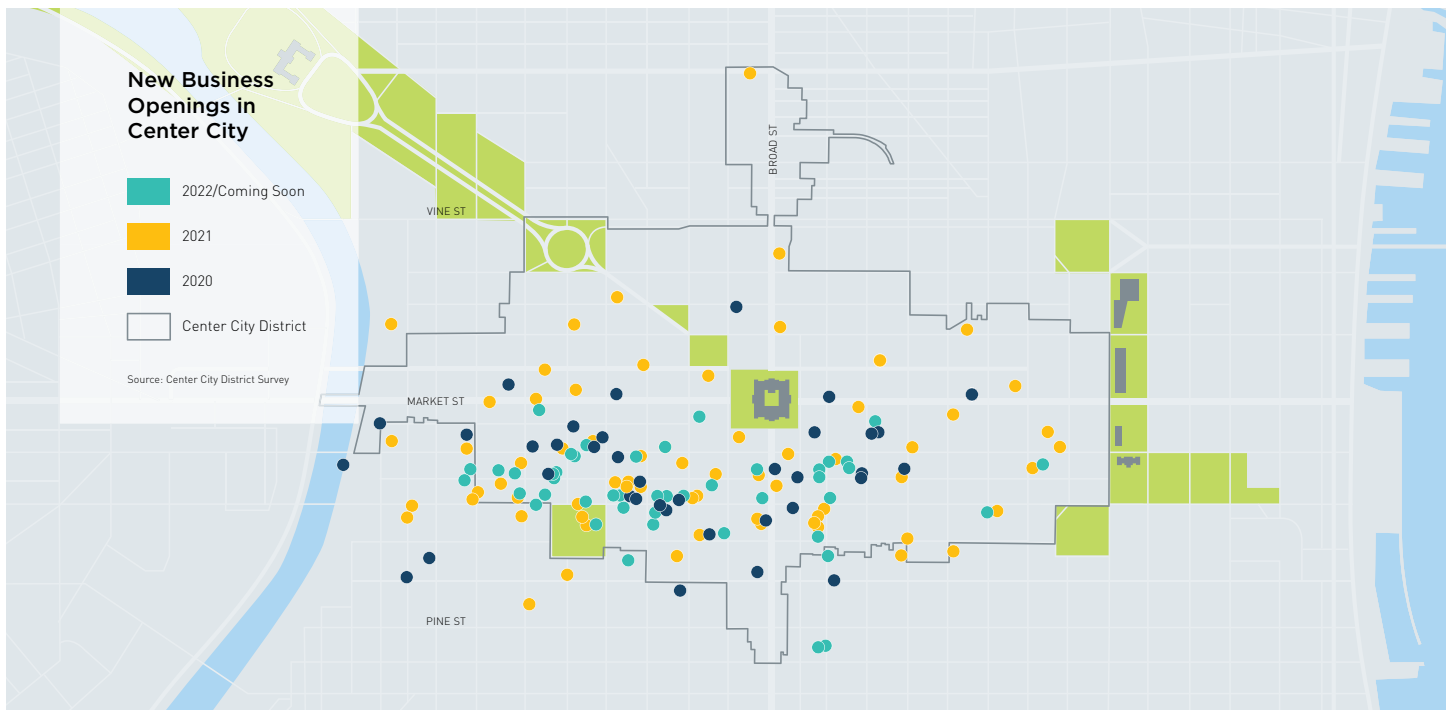
Gap, Ann Taylor, Century 21, Lucky Brand, Modell's, The Walking Company, Aldo.

### Major National Closures:

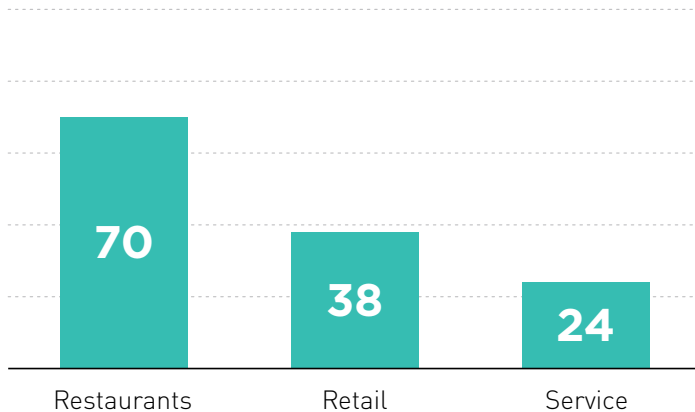
Banana Republic, Gap, The Children's Place, Rite Aid, AC Moore, Tie Bar

## BUSINESS CLOSURE BY TYPE





## BUSINESS OPENINGS BY TYPE



## UPCOMING OPENINGS

As of March 8, 2022, 42 retailers have announced plans to open this calendar year. Of these upcoming openings, 27 (64%) are food and beverage establishments, six (14%) are service providers, and nine (22%) are retail stores. A quarter of the announced openings are along West Walnut Street.

Openings include Aritzia, Brooklinen, Outdoor Voices, Gorjana, Rescue Spa, Faherty, Physique 57, Citizens Bank, Equinox, and a new Schulson restaurant concept. Existing retailers, Madewell and Free People, will expand in new locations on Walnut Street. Additionally, at least 15 Center City leases were signed in the latter half of 2021 with businesses yet to be announced for 2022 openings.

Within core Center City, there are 977 food and beverage establishments, 954 stores, and 1,030 service providers. Local and regional brands constitute 81% of downtown retailers, up from 74% in 2019. Among the key international and national brands that have recently opened are Ireland's Primark, Denmark's Bang & Olufsen, Australia's Grace Loves Lace, New York City's Shoppers World, and San Francisco's Allbirds.

## RECOVERY

From March 2020 to February 2022, the District welcomed 132 new storefront retailers, which are comprised of 70 (53%) food and beverage establishments, 38 (29%) stores, and 24 (18%) service providers. Of these openings, 41% are national brands and 59% are independent businesses or regional chains.

More are in the pipeline. The retail leasing process – from the initial tour to the grand opening – can take six months to a year. Leases currently under negotiation may not be visible on the street until the summer. This report, therefore, focuses not only on what the eye can see, but on activity that will soon be opening.

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## PEDESTRIAN VOLUMES

PlacerAi data analyzed by CCD for core Center City (Vine to Lombard streets, river to river) shows the average daily number of pedestrians in Center City in 2019 at 428,634. Those numbers plummeted in the spring of 2020, but rebounded throughout 2021. By February 2022, pedestrian volumes averaged 303,006 per day, 71% of pre-pandemic levels. Center City residents have provided a stable base, along with citywide and regional shoppers. Arts and cultural institutions have reopened. With the return of conventions and trade shows, as well as a larger percentage of office workers, the volume of retail customers will continue to rise.