

**CPDC** CENTRAL PHILADELPHIA  
DEVELOPMENT  
CORPORATION

You are cordially invited to attend CPDC's

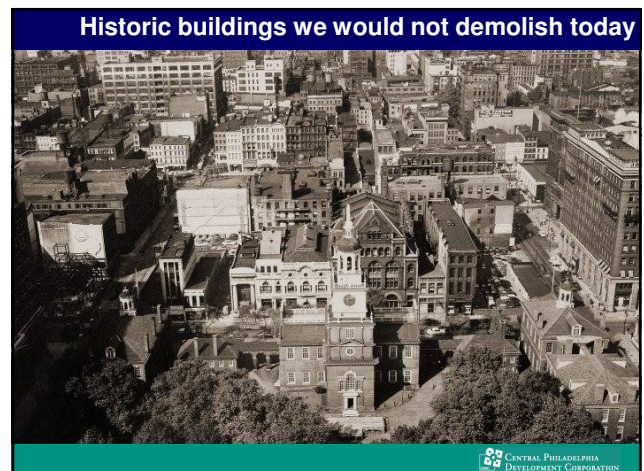
# Membership Meeting

Tuesday, June 27, 8:30 AM

*The Transformation of Independence Mall into a Mixed-Use Neighborhood*

<b>Bill Glazer</b>	CEO, Keystone Property Group
<b>Charles F. McGrath</b>	Managing Director, MRP Realty
<b>James J. Cuorato</b>	Pres. & CEO, Independence Visitor Center Corp.

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Lined the north side of 500 Chestnut Street



Demolition of 500 buildings occurred in late 1950s

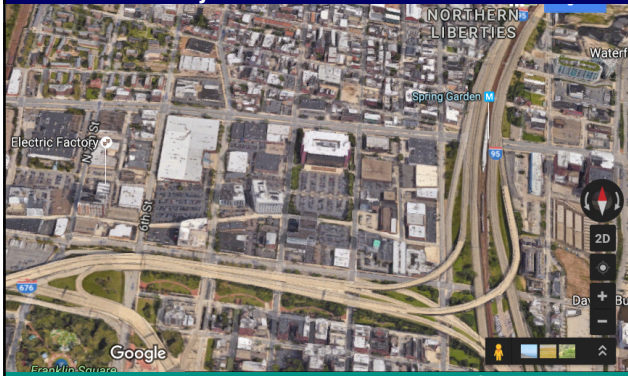


PIDC's first task after its creation in 1958  
Relocate garment industry to Callowhill Corridor





**Low density, large lots  
Easily accessible for trucks to Vine Street**



**Mall was created as a vast, ceremonial open space**



**All very symmetrical, but not well used**



**Surrounded by institutional, corporate and federal buildings**



Rohm & Haas' corporate headquarters



Lined with walls & no ground-floor retail



Federal Courthouse



Not exactly a pedestrian-friendly ground floor

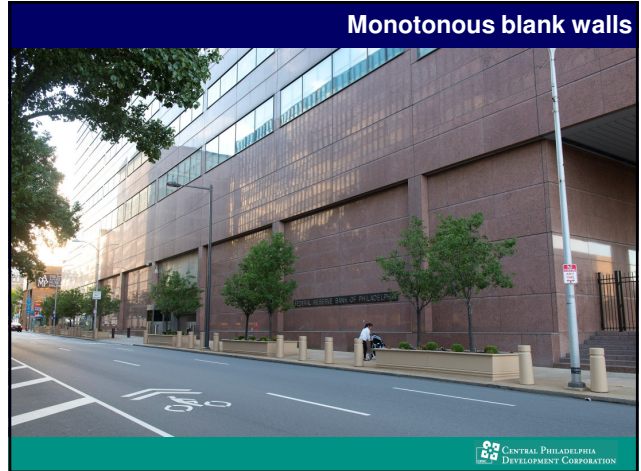




Security conscious Federal Reserve Bank



Monotonous blank walls



United State Mint



Award for pedestrian accessibility



Olin plan for Independence Mall, implemented in 2000 was about activation & diversification: adding buildings back



2001: New Independence Visitors Center



New home for Liberty Bell



New Constitution Center  
Anchor the northern end of the mall





**National Museum of American Jewish History**



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**President's House**



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**2 blocks away: Museum of the American Revolution**



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**Combined with tourism marketing: Record 5 million visitors at Independence National Historical Park in 2016**

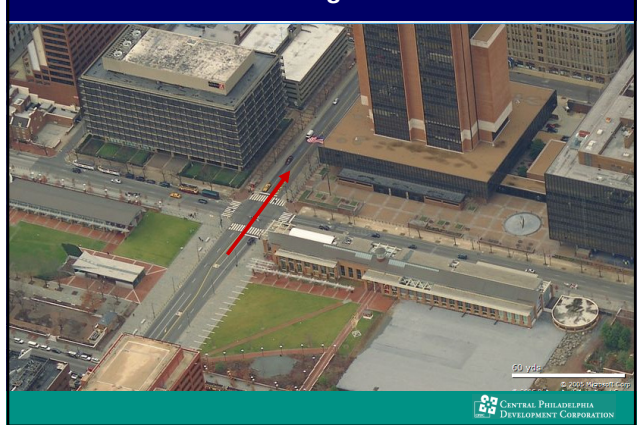


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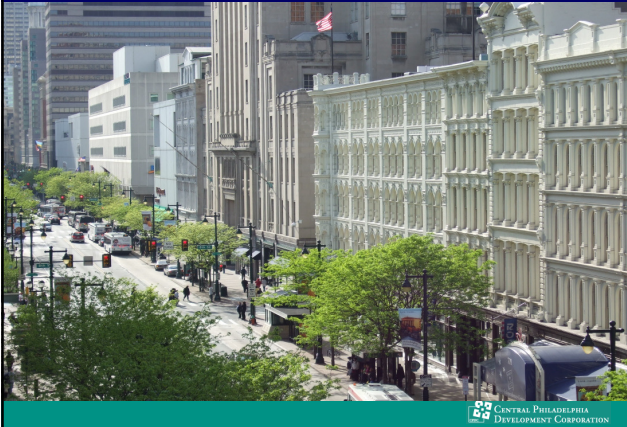
But for visitors setting out from Independence Visitors Center



Heading west onto Market Street



Toward the new development on Market East



They would encounter blank walls of Dow building





**Monumental Federal Courthouse**



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**Less than welcoming corner**



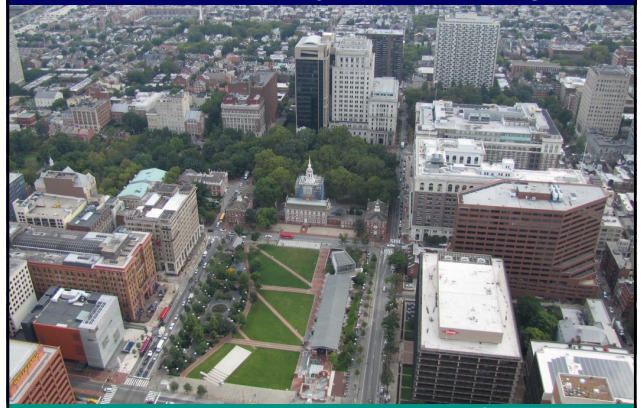
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**As Denise Scott Brown noted in 1990s report for Pew  
Problem was not only absence of life on the mall....**



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**But also, overly wide surrounding streets**



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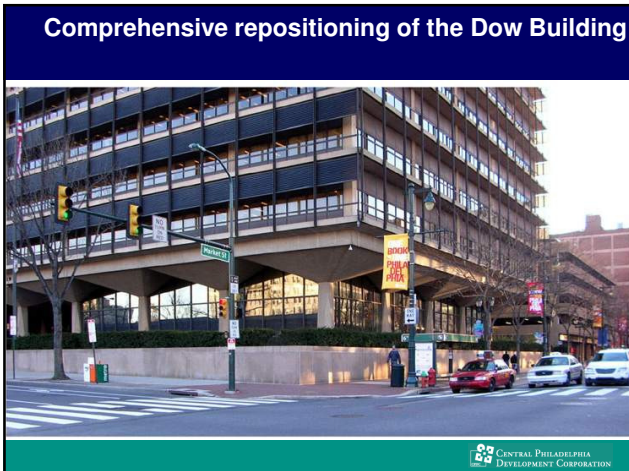
.....barren design of the edges



That is the significance of Keystone's...



Comprehensive repositioning of the Dow Building



Opening the corner up to the sidewalk





Adding ground floor retail



Independence Beer Garden



Highly successful nighttime destination



Diverse attractions for workers & residents



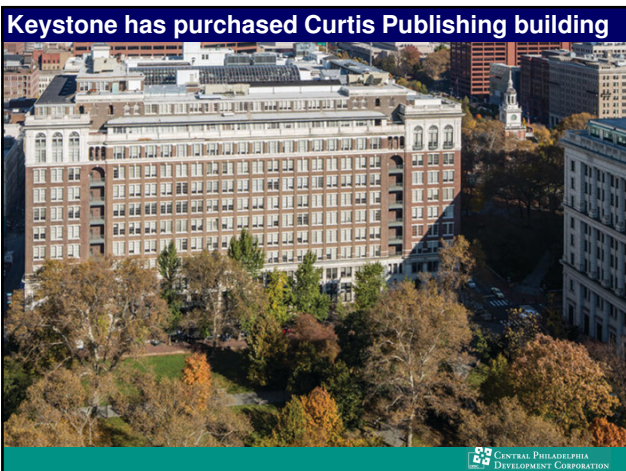
Highly visible from a distance



Public Ledger Building is on the market  
& is being repositioned



Keystone has purchased Curtis Publishing building



Implementing plans to add residential & retail uses





**Keystone purchased One Washington Square**



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**5<sup>th</sup> & Walnut new condos are almost complete**



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**Hotel Monaco anchors 5<sup>th</sup> & Chestnut**



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**Charles McGrath, MRP Realty's plans**



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Reposition & animate the Bourse Building



Redesigned office space



Totally new food court



Jim Cuorato will explain what's under construction

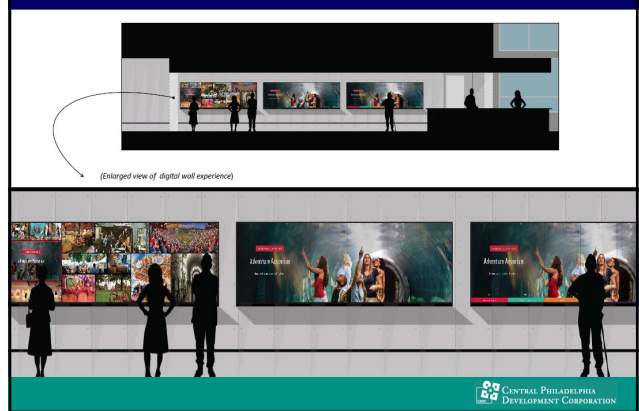




Improved service counters



Enhanced displays



New theaters



Improved north end



Outdoor rooftop



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Expanding event space



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Transitioning from single-uses to mixed uses



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Diversification of land-use key to success of last 25 years



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