



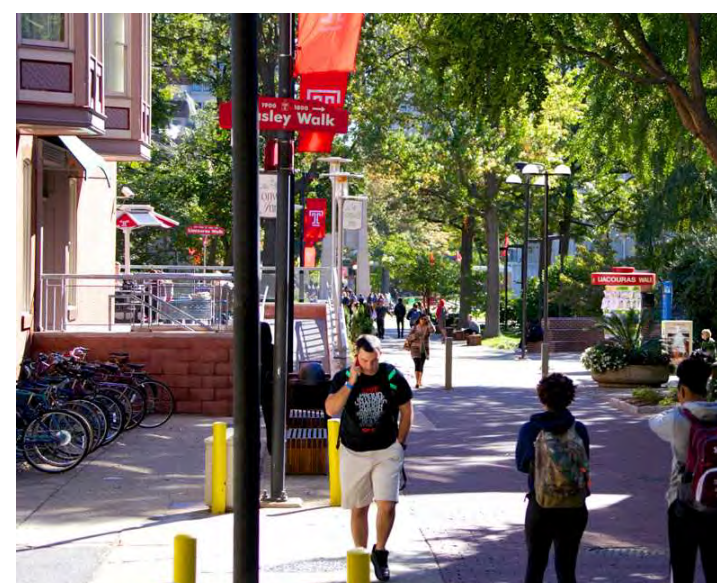
UNIVERSITY

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TEMPLE UNIVERSITY

As Temple University (Temple) began the transformation from a commuter campus to a residential campus, they recognized the need to improve their retail offerings. MSC U was engaged in the Summer of 2012 by Temple to be the exclusive retail real estate consultant for the main campus, located in North Philadelphia. As part of this engagement, MSC U has provided consulting services for multiple projects on-campus: most recently, the university developed a \$216 million mixed-use student housing development, Morgan Hall. MSC U is also active in curating tenants for spaces across the campus portfolio as existing leases expire or repositioning opportunities are created. MSC U's focus within this segment of the Temple portfolio is to improve the quality and character of retail offerings. Regarding new retail development, MSC U participates in discussions concerning retail viability, prospecting, and improving the overall campus experience in an effort to attract new concepts and ideas for the students and surrounding community.



INSTITUTIONAL DETAILS

STUDENTS

Full-time Undergraduate	24,600
Full-time Graduate	6,529
Total	31,129

RETAIL HOLDINGS

Total Controlled Retail SF	±25,000 SF
Class A	6,165 SF
Class B	±18,800 SF

EMPLOYMENT

Faculty and Staff	±3,200
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USERS



SERVICES PROVIDED

- Competition Analysis
- Trade-Area Assessments
- End-user placement
- Retail Space Class Analysis
- Retail Market Strategy