



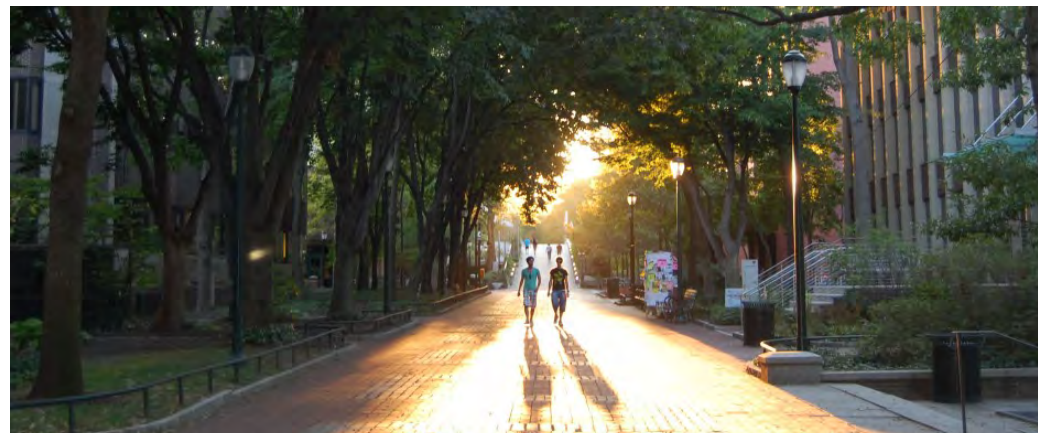
UNIVERSITY

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UNIVERSITY OF PENNSYLVANIA

MSC University (MSC U) was engaged in a multiyear contract by the University of Pennsylvania (Penn) Facilities and Real Estate Department in 2012. MSC U acts as the primary retail real estate services provider for the university's retail holdings: over 60 retail and restaurant spaces and 350,000 SF of GLA. MSC U has written Penn's retail master plan. This master plan includes measurement and analysis of retail demand within the campus core, architectural assessment of each retail property, online surveys and in-person focus groups with key university constituency groups, lease renewal and re-tenanting recommendations, and the evaluation of future key retail development opportunities.



INSTITUTIONAL DETAILS

STUDENTS

Full-time Undergraduate	11,765
Full-time Graduate	13,067
Total	24,832

EMPLOYMENT

Faculty and Staff	16,500
UPENN Health System	15,907 SF
Total	32,407 SF

RETAIL HOLDINGS

Total Controlled Retail SF	350,000 SF
Direct Off-Campus Retail SF	233,000 SF
Class A	58,000 SF
Class B	131,000 SF
Class C	40,000 SF

MENU OF SERVICES PROVIDED

FACILITIES ANALYSIS

- Architectural Analysis of Retail Stores and Centers
- Retail Capital Improvement Forecasts

CONSTITUENCY INPUT

- Online Survey
- Focus Groups

CONSENSUS BUILDING

- Portfolio Evaluation

DECISION LOGIC

- Future Decision and Planning Strategy

MASTER PLANNING

- Quantitative Retail Demand Analysis
- Modified Inventory Calculation
- Trade Area Determination and Analysis
- Future Development Site Analysis

END USER CURATION AND PLACEMENT

- Marketing of Vacant Spaces
- Letter of Intent Negotiation
- Lease Extension and Renewal Negotiation

RETAIL MERCHANDISING STRATEGY

- Evaluation, Analysis and Future Planning of Merchandising Strategy of Retail Categories

SAMPLE OF USERS



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