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Whiteland Towne Center to undergo $4M in renovations

Jim Gorman and his son, Matt Gorman, at the Whiteland Towne Center.

NATALIE KOSTELNI

By Natalie Kostelni – Reporter, Philadelphia Business Journal
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Gorman & Co. is moving forward with a $4 million renovation of Whiteland Towne Center, a 359,673-square-foot shopping center off Routes 100 and 30 in Exton.

Gorman, which developed the Oaklands Corporate Center around the corner, bought the center with Abrams Realty & Development a year ago for $40 million. At the time, the property had about 48,000 square feet of vacant space and, at nearly 30 years old, was showing its age.

“It’s all about location and the location is good, we just need to reposition it,” Jim Gorman said. “We think this is a diamond in the rough.”

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Plans call for new façades, signs, landscaping, lighting as well as taking a portion of a 1,800-space parking lot for a future pad site. In addition, the developer wants to make the center more pedestrian friendly and create an area that will be programmed for events and outdoor dining.

The center is anchored by Kohl's and Hobby Lobby. The vacancy has been whittled down to about 12,000 square feet and the owners are negotiating to bring in additional restaurants and health and fitness tenants.

"We're very bullish on Exton," Matt Gorman said. The addition of so many new apartments in the immediate surrounding area bodes well for retailers, he said, since it will likely mean increased foot traffic to the center.