Schuylkill Yards

schuylkillyards.com

BY BRANDYWINE REALTY TRUST
The Vision

Schuylkill Yards transforms 14 acres adjacent to Philadelphia’s 30th Street Station, replacing parking lots with a vibrant 6.9 million SF neighborhood of parks, lifestyle experiences, and workspaces intentionally designed for productivity and well-being. Building upon our country’s historic values of invention, equity, entrepreneurship and courage, Schuylkill Yards introduces the next chapter for Philadelphia. Here, we are connecting people and communities, uniting bold brands with driven, entrepreneurial minded talent. Our vision is executed by the world’s best architects, engineers, planners and designers, and guided by an intentional, inclusive approach. Now, a new place is rising between Center City and University City—inspiring us to continue building the powerful legacy of Philadelphia.

4.8M SF of Work Spaces
1.9M SF of Living Spaces
132K SF of Retail Experiences
6.5 Acres of Greenspace
The NEW HEART of America’s First Great City
Our Neighborhood is Brilliant

This is where talent flocks to and people set down roots after graduation. Anchored by several of the nation’s most acclaimed educational and medical institutions, University City continues to thrive as the center for innovation and opportunities.
Talent Thrives Here

It just got way easier to recruit the nation's top talent. Here, you are surrounded by the risk-takers, boundary-pushers, and forward-thinkers. These people are driven by passion and purpose, and they're seeking like-minded companies and leaders who will push for advances in life sciences, technology and business.
Fall in Love with Our City

There is nowhere else in the world like Philly. It is home to some of the country’s most acclaimed arts and culture destinations. James Beard award-winning restaurants dot every corner. Music for all tastes fills concert halls and underground venues every night of the week. The largest urban park system in the world—at 9,200 acres—connects bike trails, walking paths, and pocket parks. Distinct and vibrant neighborhoods can be explored by foot, day and night. It’s the city where people want to live and talent wants to work.

Schuylkill Yards sits on the lower banks of the Schuylkill River, which flows for 135 miles through 27 vibrant neighborhoods, and houses 5 trails with 1 million unique visitors each year.
A Top “Knowledge Capital” in the USA & Europe
Brookings Institution

One of “20 Best Places to Go” in 2018
TIME Magazine

2018 City of the Year
GQ Magazine

One of America’s “Most Fun” Cities
Thrillist

One of America’s Greatest Eating Cities
Bon Appétit

#2 Best Place to Visit in the U.S.
U.S. News & World Report

Philly is an Under-Appreciated Cultural Hotspot
Vogue

One of America’s Most Diverse Restaurant Cities
Forbes
Schuylkill Yards bridges Center City’s traditional business district and University City’s renowned academic core, serving as the connection point for people, ideas, and business. The site is situated mere steps from Amtrak’s 30th Street Station, which connects the powerful Northeast corridor to the world.

Direct Connections to:
- Amtrak
- Regional Rail
- Subway
- Trolley Lines
- New Jersey Transit

Commuting is Seamless

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<th>TRANSIT Score</th>
<th>WALK Score</th>
<th>BIKE Score</th>
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1.5 Hours to D.C.  1 Hour to NYC

3rd Busiest Amtrak Station

11M Passengers Annually
13 Rail Lines
12 Bus Lines
6 Subway & Light Rail Lines
85% of Cira Centre Tenants Choose Mass Transit to Commute to Work

4,769 Parking Spaces Available in the Schuylkill Yards Area

Stay on the Move with Transit Options

7 min
Ride from PATCO 8th & Market Stop to 3001 JFK

2 min
Walk from 30th St. Station's Regional Rail to 3001 JFK

2 min
to I-676 and Direct Access to I-76

3,200 Brandywine Shuttle Riders Per Month

Flexibility with 2 FREE Brandywine Shuttles

PA Suburbs to Schuylkill Yards

SEPTA Regional Rail to 30th Street Station
Drive via I-676
Drive via I-76

NJ to Schuylkill Yards

PATCO Rail Line to 8th & Market, transfer to Market-Frankford Line
PATCO Rail Line to 16th & Locust, walk one block to Brandywine's FREE Shuttles
NJ Transit to 30th Street Station
Bulletin Building at Schuylkill Yards
3001 Market Street, Philadelphia
Bulletin Building at Schuylkill Yards

- Over 32,000 sq. ft. of new retail and restaurant space
- Over 17 foot high ceilings
- Abundant outdoor possibilities including outdoor seating and covered loggia
- Fronting on Drexel Square
- Delivery – 1st Quarter 2020
Bulletin Building

Floor Plan

- Retail Space
- Outdoor Seating Area
- Office Tenant
- Loading Access
- Potential Retail Entry (ADA)
- Exhaust Shaft to Roof
Retail Offerings in the neighborhood today

A thoughtful, curated retail strategy, driven by Brandywine, complements existing retail and adds to the fabric of the neighborhood with an intentional mix of the best food, beverage, entertainment and lifestyle brands.
Area Amenities

Brandywine currently controls 100K SF of existing retail in University City. With Schuylkill Yards, we plan to add an additional 100K SF, beginning with the ground-level of the Bulletin Building.

- **Committed Brandywine-Controlled Retail Amenities**
- **Planned Brandywine-Controlled Retail Amenities**
- **Neighborhood Amenities**
Our Retail Commitment

EXISTING
- 46,700 SF of food & beverage, convenience, health services, and entertainment

IN PROCESS
- East Tower: 6,600 SF
- West Tower: 9,600 SF
- Bulletin Building: 29,500 SF

PLANNED
- 3000 Market: 21,000 SF
- 3001 Chestnut: 27,000 SF
- 30th Street Station Renovation

Your People are your Greatest Assets, and this Neighborhood is Designed to Bring out the Best in Them

Expanding Upon 100K SF of Brandywine-Controlled Retail
These Streets are Alive

Our retail and merchandising strategy is designed to create a destination neighborhood merging Center City with University City. In the Bulletin Building, we are planning a food hall that will cater to diverse palettes—serving up options from chef-driven concepts to beloved fast casual grabs, and an entertainment destination featuring exceptional cuisine, drinks, and year-round activity.
Ever Expanding *Experiences*

Our design concepts demonstrate an emphasis on vibrant, experiential retail and amenities—places for people to come together and make genuine connections.
These streets will become the district’s center, creating a true sense of arrival when entering Schuylkill Yards. With generous sidewalks, lush landscaping, and a two-way, protected bicycle lane, these corridors will rival other iconic urban boulevards around the world.
Because Open, Activated Streets can be the Catalysts for Creating Healthier, more Resilient Communities.
Influenced by the theory of BIOPHELIA—that people possess an evolutionary affinity for nature that is vital to human health and well-being—Schuylkill Yards is intrinsically linked to the natural environment.

6.5 acres of greenspace planned within Schuylkill Yards

15% of University City covered in trees (surpassing most PHL neighborhoods)

100 acres of public space in University City

15% increase in employee well-being when exposed to natural elements such as greenery & sunlight
Drexel Square

Drexel Square Park opened to the public in June 2019. Conceived as an intimate space for the community to gather, the 1.3 acre park completely transformed a parking lot outside Amtrak's 30th Street Station. Its pathways are a projection of the earth's meridian lines, with 23 Dawn Redwood trees flanking the perimeter. With this space—the first among a network of parks within the master Schuylkill Yards vision—Drexel Square shows the power of public spaces in facilitating deeper connections between people and their community.
The Highline Park
*Between East & West Towers*

With a raised deck, seat-steps, and striking views of the park and railyard, the Highline Park is brought to life through outdoor dining, art installations, water features, a rain garden and dynamic lighting. A strategic selection of mixed materials generates effortless synergy with the towers and creates a welcoming, publicly-accessible destination for relaxation, collaboration and community enjoyment.
The Highline Park, designed by SWA/Balsey, a leading New York based landscape, architecture planning and urban design firm design, will seamlessly connect the Towers.
Why Brandywine:
Our University City Story

Two decades ago, Brandywine invested in University City’s untapped potential, capitalizing on its unmatched access to transit, universities, research and medical facilities, and top talent. Beginning with the development of Cira Centre, Brandywine expanded Philadelphia’s skyline west of the Schuylkill River, linking the central business district with an emerging economic and innovation hub.

Through thoughtful placemaking and strategic partnerships, Brandywine is creating a neighborhood that will attract and retain new businesses and world-class talent, and position Philadelphia as a leading global city, rich with diverse cultural and lifestyle experiences.
Approaching $2 Billion Invested in University City to Date "Our University City Story Continues..."

Cira Centre
730K SF | $212M
29 Floors and Direct Access to Amtrak’s 30th Street Station

Cira Green
1.25 Acre Elevated Park with Green-Blue Roof Technology $13M

Drexel Square
1.3 Acre Vibrant Community Park featuring Signature Elliptical Lawn $14.5M

3001 JFK & 3025 JFK open

FMC Tower at Cira Centre South
900K SF | $400M Vertical “Neighborhood” with Office, Hotel, Residential, and Amenity Space

Bulletin Building
283K SF | $83M (est.) renovation completed

Historic Cira Square renovation 862K SF | $250M

Cira Garage
553K SF | $78M

evo at Cira Centre South
460K SF | $158M Luxury Student Housing Tower

Schuylkill River Trail opens
$642K Invested to Date

Historic Cira Square renovation 862K SF | $250M

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Schuylkill River Trail opens
$642K Invested to Date

2016–2019: $160M invested in Neighborhood Hotel, Food & Beverage, Lifestyle, and Entertainment Venues to date
Building Bridges by Generating Far-reaching, Positive Social Change that Enriches Lives and Creates Opportunities for Tomorrow

Understanding that our developments can shape a community for generations to come, we embrace a long-term perspective for creating value and sustainable economic growth. Through direct engagement with a wide range of stakeholders, we introduced an unprecedented Neighborhood Engagement Initiative (NEI) as part of the Schuylkill Yards development, totaling a $16+ million commitment to the community.

Programs include:

- Grow Philadelphia Capital Fund
- Construction Apprenticeship Preparatory Program
- Local Sourcing Initiative
- CDC Co-Development Fund
- Community Fund for affordable housing, small and minority businesses, education and capacity building.

“What also gives Schuylkill Yards a unique edge is the social responsibility vision that Sweeney is driving.”

Forbes
25 Years of Experience Built on Unwavering Commitment
to Quality, Innovation, Integrity, and Community

**Spark Therapeutics**
“We are proud our roots are firmly-planted in West Philadelphia through our relationship with Brandywine. Their team’s close collaboration, expertise and commitment to the community further catalyzes our aim to establish Philadelphia as a hotbed of gene and cell therapy innovation.”
— Joseph La Barge, Chief Legal Officer

**The Philadelphia Inquirer**
“And yet Brandywine should be applauded for kicking off its massive Schuylkill Yards project with a park, quite an expensive one at that. Developers usually wait until the rent checks start flowing before they subsidize amenities.”
— Inga Saffron, Pulitzer Prize-winning Architecture Critic

**BigCommerce**
“In working with Brandywine as a landlord, we feel like we are equals at the table. I’ve found them to be very straightforward, honest, and really focused on trying to get to a resolution that works for both parties.”
— Jason Schultz, Director Global Real Estate & Facilities

**FreedomPay**
“Since we had been a client of Brandywine’s for many years, we were fully confident in the quality of product and services they would deliver at FMC Tower. As a rapidly growing company, we wanted to welcome our clients in a cutting-edge, spacious new environment, and become a leader in the city’s expanding technology scene.”
— Tom Durovsik, Founder and CEO

**Spring EQ**
“For over 21 years, Brandywine has been a partner for all of my business needs. Over the course of three different start-ups, they’ve grown with me from 3,000 sf to well over 150,000. Time and again, they have provided creative solutions to customize our experience, and created high-quality workspaces that help us recruit and retain top talent. With Brandywine it’s a true business partnership predicated on respect and collaboration.”
— Jerry Schiano, Chief Executive Officer

**City of Philadelphia**
“It’s the difference between a good developer and a great developer that makes a difference. A great developer goes above and beyond to truly engage residents and ensure that their project and vision includes the needs of the community. Through its Neighborhood Engagement Initiative, Brandywine will do just that by creating job opportunities, engaging local community groups, and supporting small minority owned businesses.”
— Mayor Jim Kenney

**1315 Capital**
“Brandywine is the leader in commercial real estate around Philadelphia’s 30th Street Station, which is exactly where we wanted our company to be. Their dominant presence was important because as a start-up, we needed a landlord that could support our firm’s growth. We started out in 1,500 sf in the Bulletin Building, and then expanded into FMC Tower. We love the space, and we have always found the team at Brandywine to be thoughtful, responsive, and flexible.”
— Adele C. Oliva, Founding Partner
Keystone Opportunity Zones

Keystone Opportunity Zones (KOZ) offer office tenants of designated properties certain state and local tax abatements. Portions of Schuylkill Yards are designated as KOZ.

Abated Philadelphia Taxes:
- Business Income & Receipts Tax
- Net Profits Tax
- Real Estate Tax
- Sales Tax
- Use and Occupancy Tax

Abated Pennsylvania State Taxes
- PA Corporate Net Income Tax
- PA Personal Income Tax (Partnerships and Sole Proprietors)
- PA Insurance Premiums Tax
- PA Bank and trust Company Share Tax
- PA Mutual Thrift Institutions Tax
- PA Sales & Use Tax
Qualified Opportunity Zones

Qualified Opportunity Zones are a federal tax program enacted with the 2017 tax law change.

All of Schuylkill Yards is a Qualified Opportunity Zone. This incentive allows an equity investor to defer current gains in two main ways:

- Up to 15% of deferred gains are permanently eliminated after a 7-year investment period.
- 100% of capital gains earned from appreciation on the investment are eliminated if held for 10 years.

With unmatched access to transit, amenities and a rich quality of life, Schuylkill Yards is the best Qualified Opportunity Zone-designated site in the country.
Brandywine Realty Trust (NYSE: BDN) is one of the largest, publicly-traded, full-service, integrated real estate companies in the United States, with a core focus in the Philadelphia, PA, Washington, D.C., and Austin, TX markets. Organized as a real estate investment trust (REIT), we own, develop, lease and manage an urban, town center and transit-oriented portfolio.

Our purpose is to shape, connect and inspire the world around us through our expertise, the relationships we foster, the communities in which we live and work, and the history we build together. Our deep commitment to our communities was recognized by NAIOP when we were presented with the Developer of the Year Award—the highest honor in the commercial real estate industry.