



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 wellbeing. 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

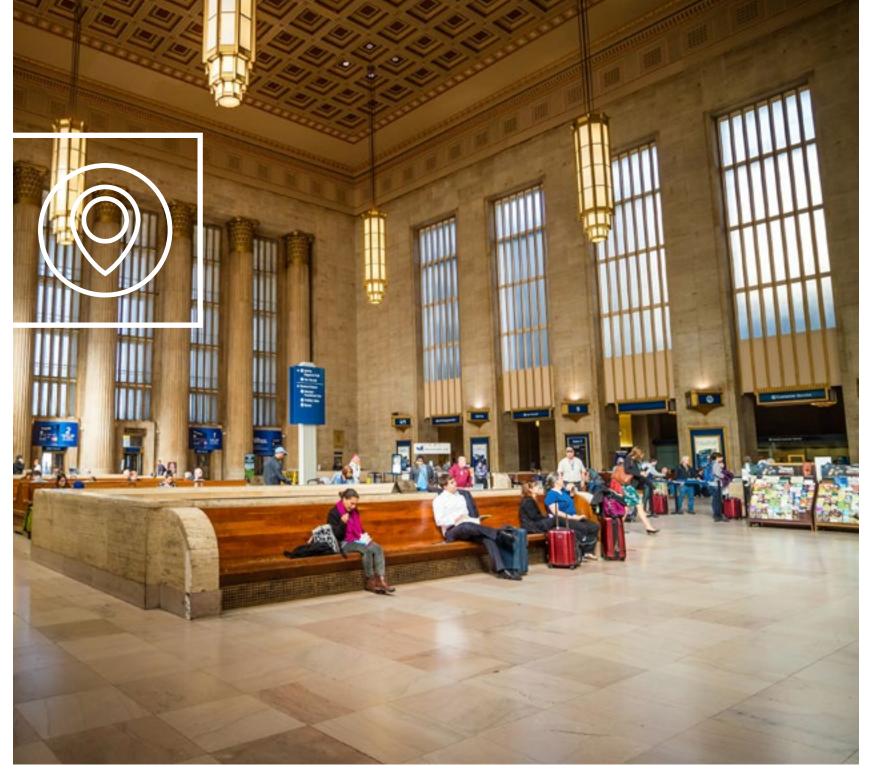






Our Neighborhood is Brilliant

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.







Your New Neighbors













FREEDOMPAY









4th
largest population of students in the U.S. with 440,000 students

54%

College Students Stay in Area after Graduation

115%

Increase in Collegeeducated 25-34 Year-olds, 2000-2017





1,650
Institutions
Participating
with Drexel
Co-op Program



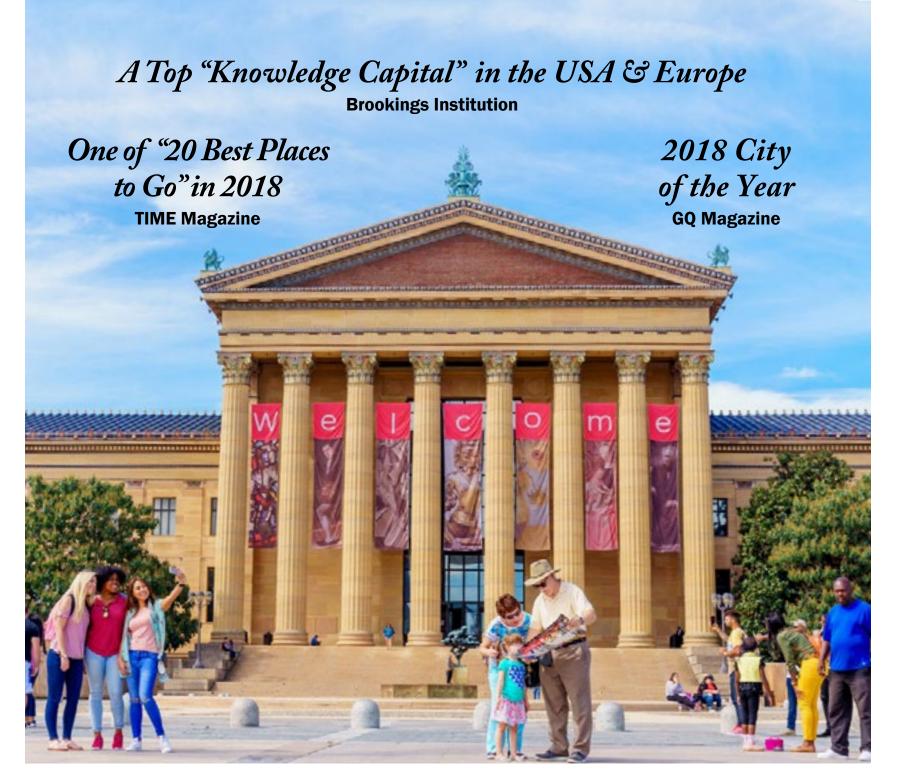




Talent Thrives *Here*

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.







Philly is an Under-Appreciated
Cultural Hotspot vogue

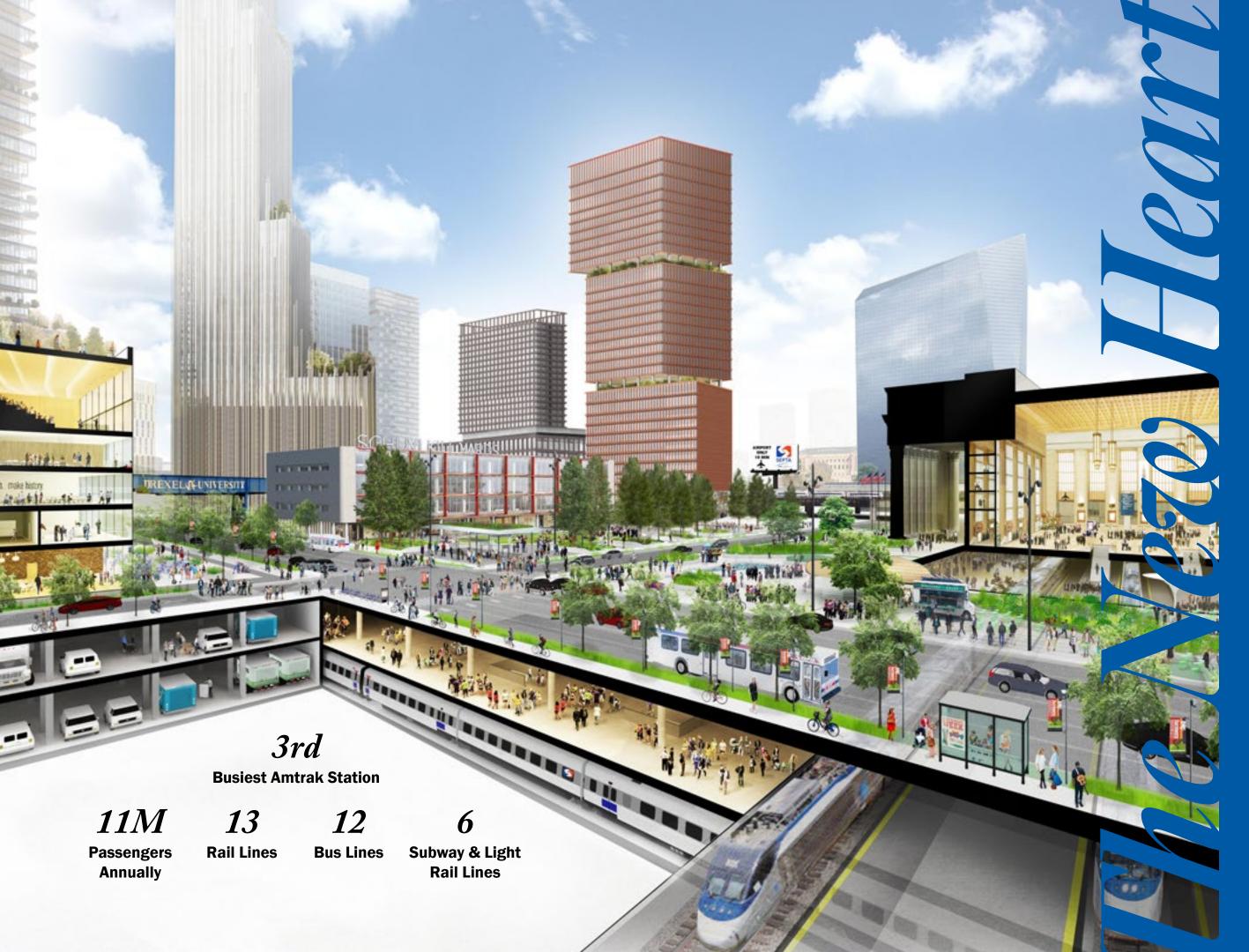
One of America's Most Diverse
Restaurant Cities Forbes





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





University City

96

90

Score

TRANSIT Score

WALK Score

Commuting is Seamless

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:

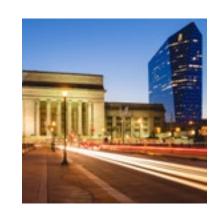
- Amtrak
- Trolley Lines
- Regional Rail
- New Jersey Transit
- Subway

1.5 1
Hours to D.C. Hour to NYC

69% of UCity Residents Walk, Bike or Ride **Public Transit to Work**

4,769 **Parking Spaces Available in the Schuylkill Yards Area**

85% of Cira Centre Tenants **Choose Mass Transit** to Commute to Work





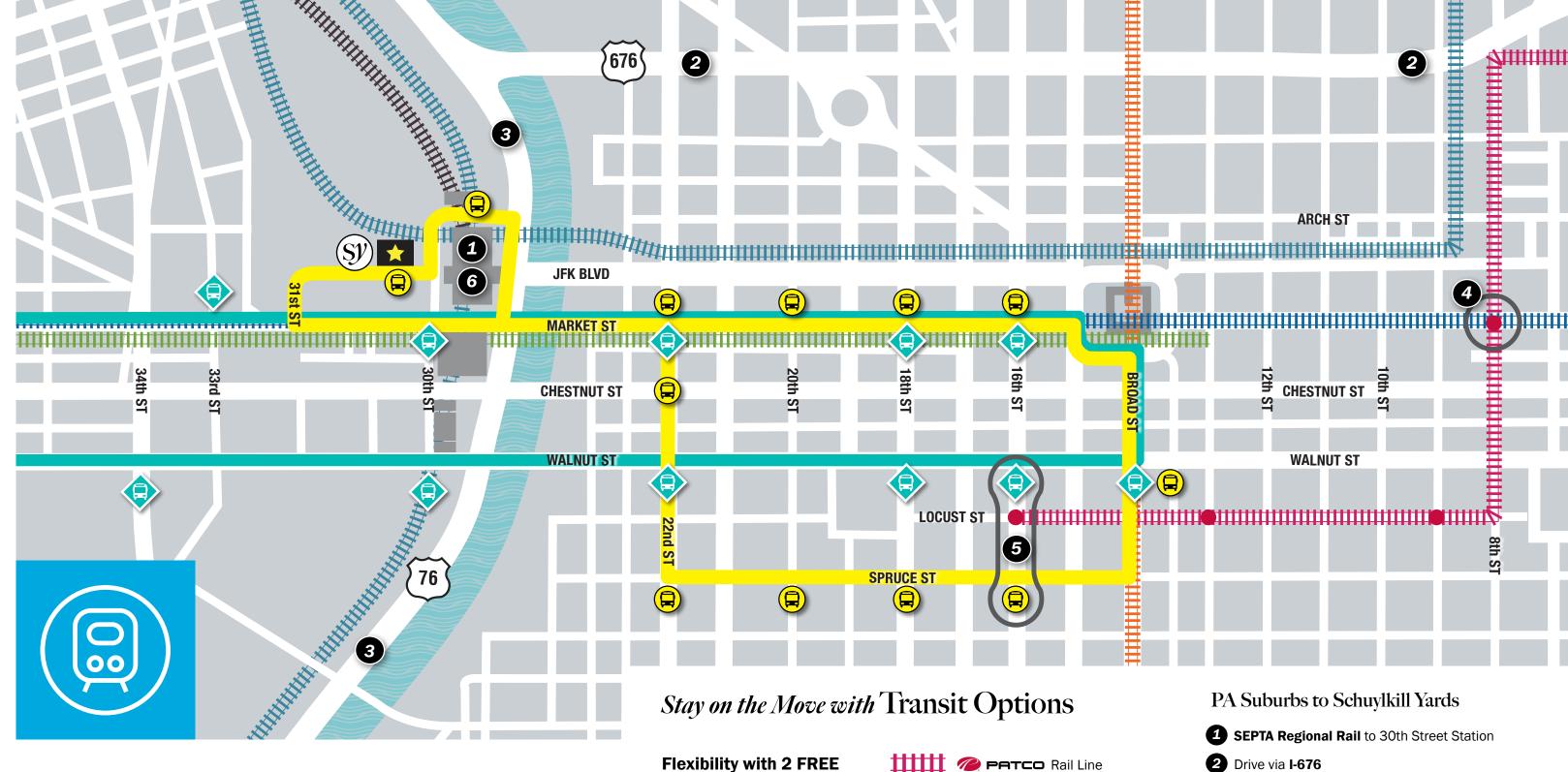
7 min **Ride from PATCO** 8th & Market Stop to 3001 JFK

2 min Walk from 30th St. Station's

Regional Rail to

3001 JFK

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





PA Suburbs to Schuylkill Yards

2

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

NJ to Schuylkill Yards

- 4 PATCO Rail Line to 8th & Market, transfer to Market-Frankford Line
- **5 PATCO Rail Line** to 16th & Locust, walk one block to Brandywine's FREE Shuttles
- 6 NJ Transit to 30th Street Station

Your New Home
University
City Offers:

5,181 Outdoor Seats

131 Retailers

270
Restaurants & Bars

over 1,000
Hotel Rooms

over 2,500 Events Each Year







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

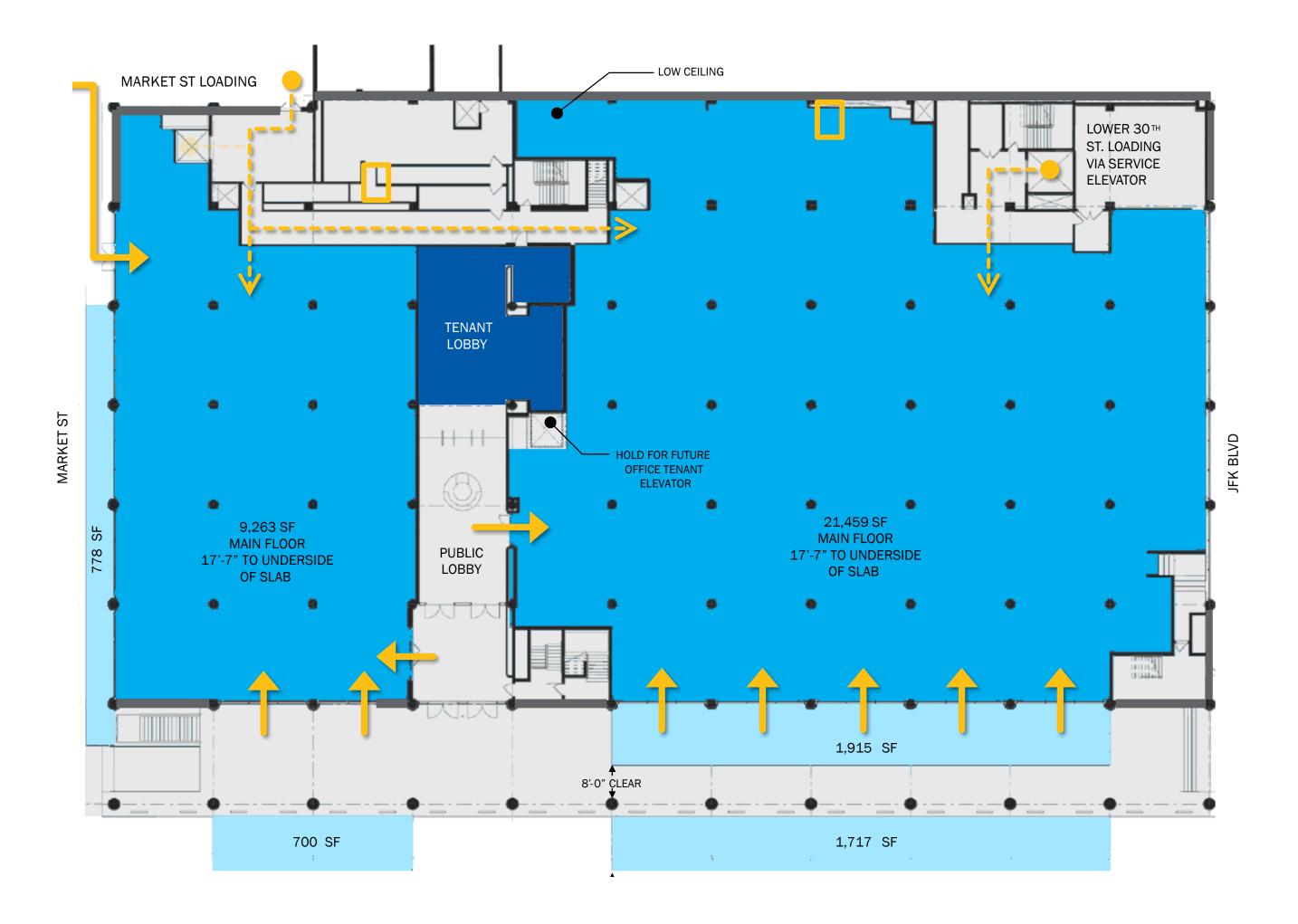
Outdoor Seating Area

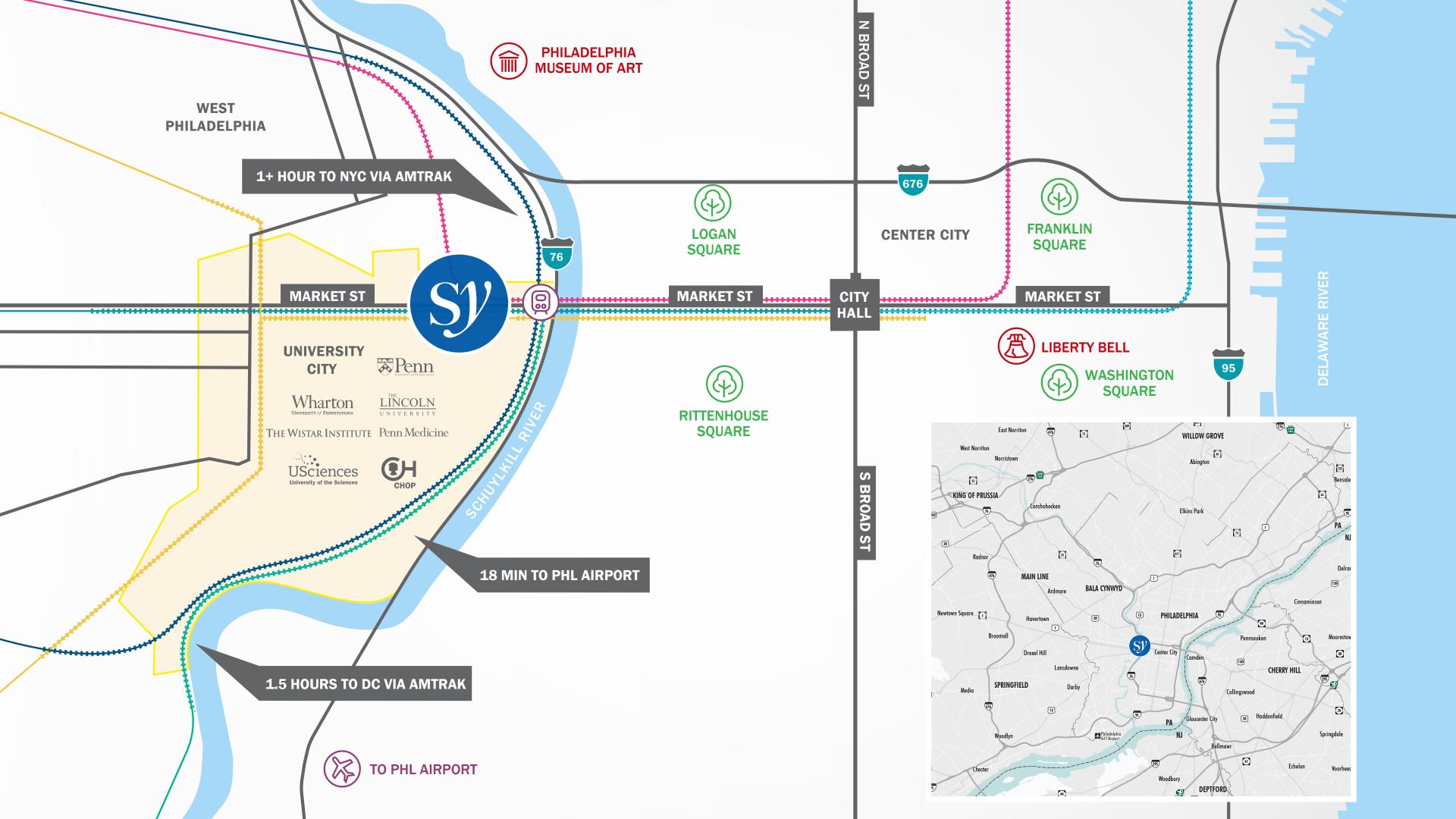
Office Tenant

--> Loading Access

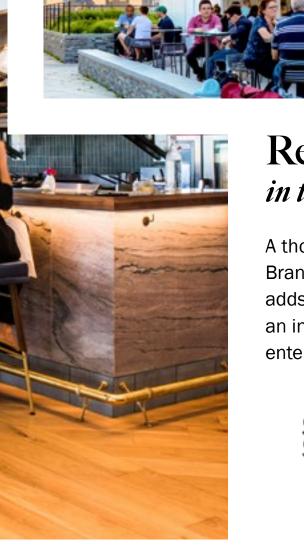
Potential Retail Entry (ADA)

Exhaust Shaft to Roof











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.

































THE POST



















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:
- West Tower:
- 29,500 SF



- 6,600 SF
- 9,600 SF
- Bulletin Building:

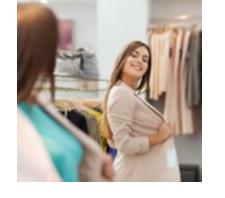




- 3000 Market: 21,000 SF
- 3001 Chestnut: 27,000 SF
- 30th Street Station Renovation



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.







Experiential
Offerings
Bring Joy to
Neighborhood
Residents & Tenants

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.

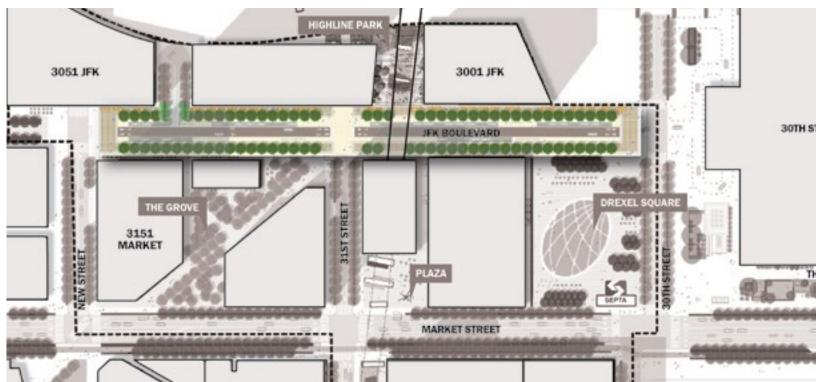










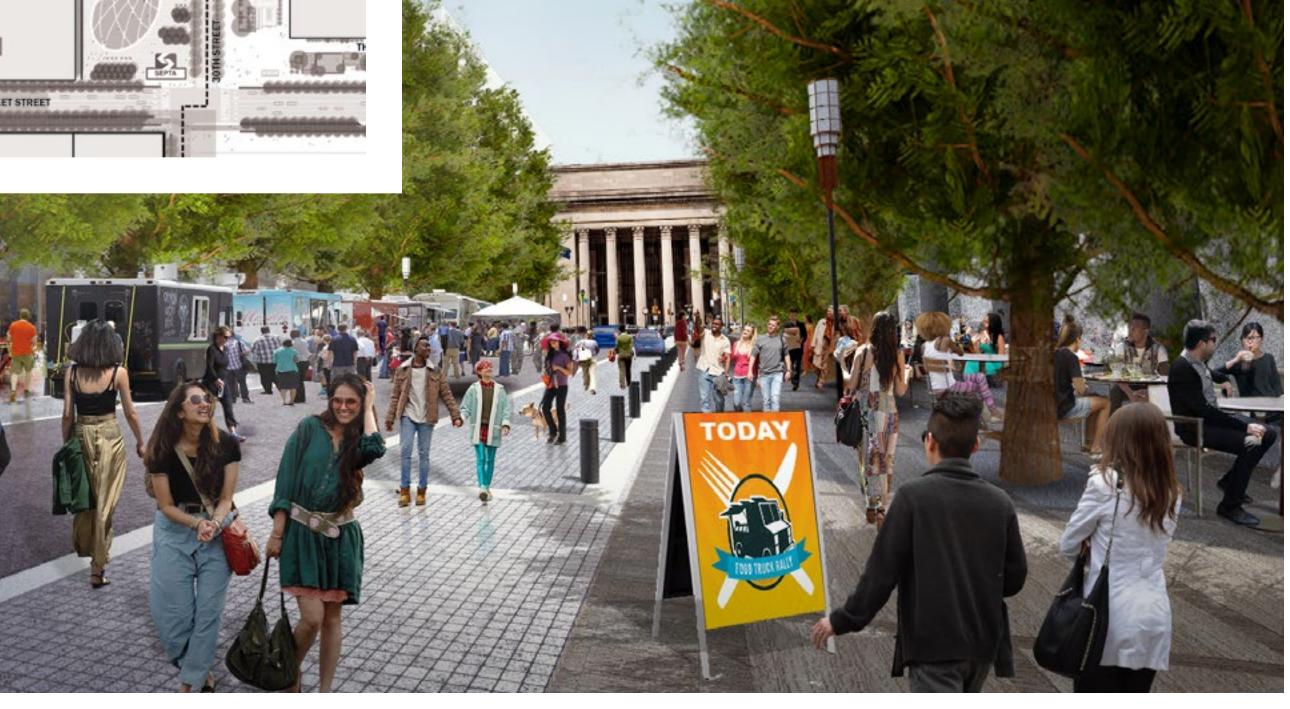




JFK Blvd
Shared Street

Civic Blvd
Market Street

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.



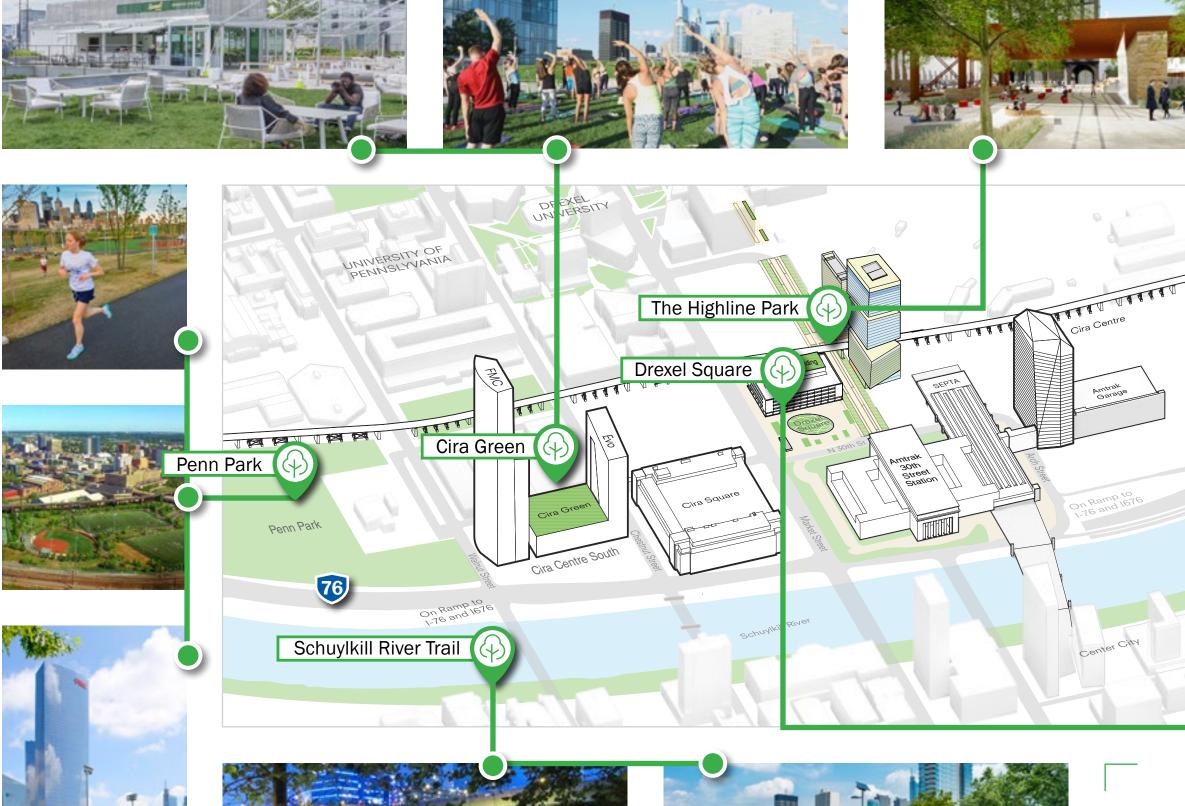


Because Open,
Activated Streets
can be the

Catalysts
for Creating

Healthier,
more Resilient
Communities

30TH S1



Green Spaces Grow Good Feelings

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

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





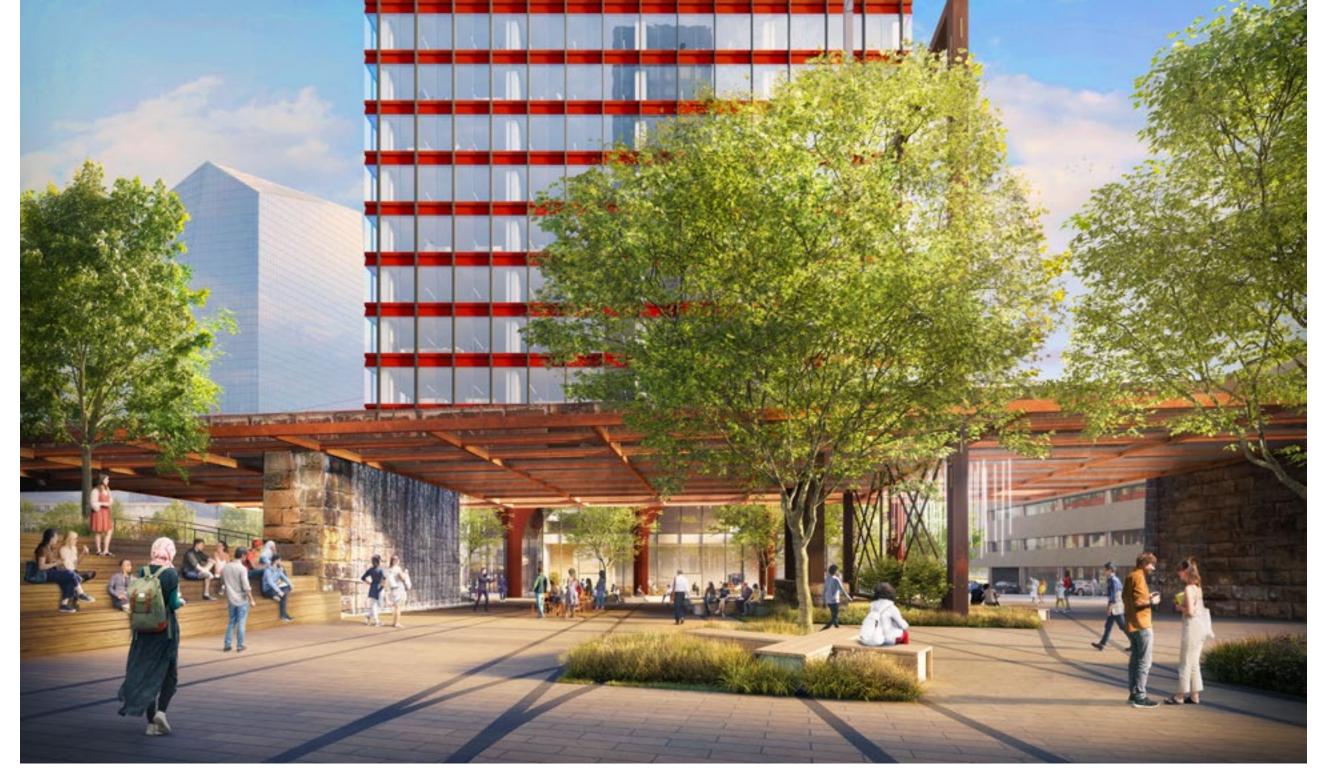
Drexel Square

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.









20 mins.

in a Park
has Been Found
to Help People
Concentrate Better











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.

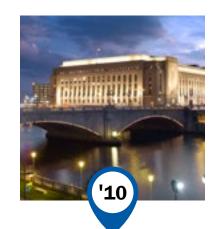




Approaching \$2 Billion Invested in University City to Date Our University City Story Continues...

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



'06

Schuylkill River
Trail opens
\$642K Invested
to Date

Historic Cira Square renovation 862K SF | \$250M

Cira Garage 553K SF | \$78M



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



Centre South

900K SF | \$400M

Vertical "Neighborhood"

with Office, Hotel,

Residential, and

Amenity Space



Bulletin Building283K SF | \$83M (est.) renovation completed





THE POST



2016–2019: \$160M invested in Neighborhood Hotel, Food & Beverage, Lifestyle, and Entertainment Venues to date



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

Forbe:



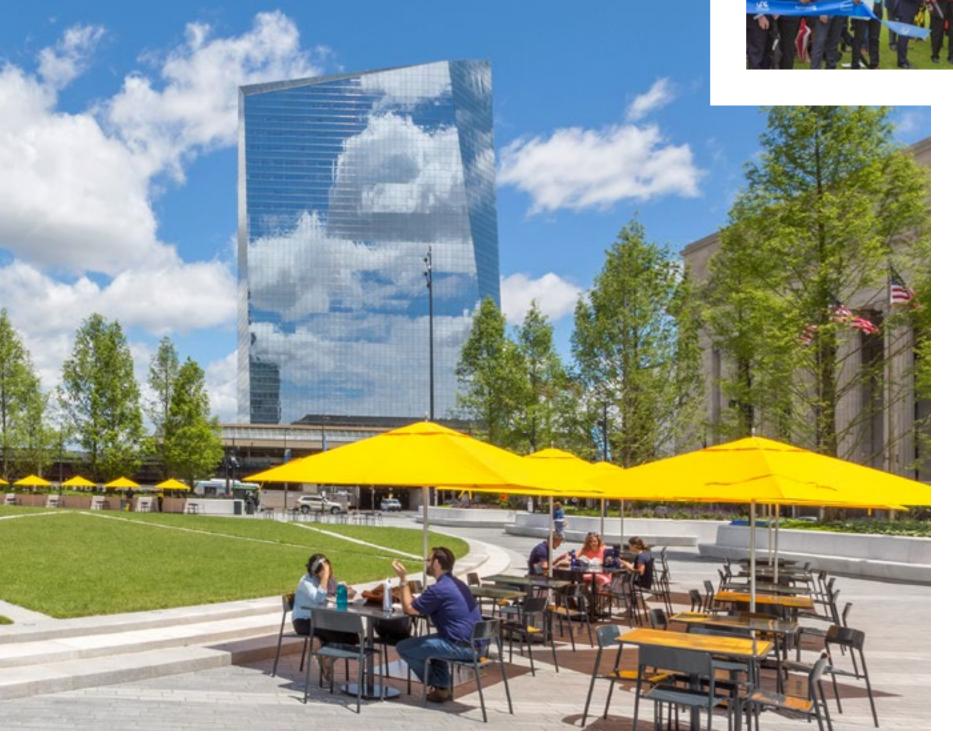




Understanding that our developments can shape a community for generations to come, we embrace a long-term perspective for creating value and sustainable economic growth. Through direct engagement with a wide range of stakeholders, we introduced an unprecedented Neighborhood Engagement Initiative (NEI)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

Programs include:

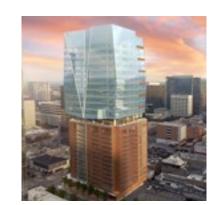
- Grow Philadelphia Capital Fund
- Construction Apprenticeship Preparatory Program
- Local Sourcing Initiative
- CDC Co-Development Fund
- Community Fund for affordable housing, small and minority businesses, education and capacity building.











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 Zonedesignated site in the country.











www.brandywinerealty.com



FMC Tower at Cira Centre South 2929 Walnut Street, Suite 1700 Philadelphia, PA 19104



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.

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