WHAT IS THIS PLACE?


This is the place where buildings become bridges; individuals connect into community, challenges offer opportunities, and ideas iterate into innovations.

Schuylkill Yards. Where Ideas Converge.
INTRODUCTION

Schuylkill Yards’ is a next-generation innovation community, intentionally designed and holistically created from the ground up by Brandywine Realty Trust, who was designated as master developer by Drexel University, the project’s primary landowner. As part of the larger Philadelphia innovation ecosystem, Schuylkill Yards’ location in University City is unmatched due to its connection to the City’s economic and education centers, and proximity to the region’s major transportation hub. This nexus drives economic activity and growth, and is buoyed by access to talent and capital. As curators of the neighborhood, Drexel and Brandywine are committed to embracing a culture of ideas and to ensuring that this community of startups, established companies, researchers, artists, residents, and visitors is inclusive and diverse so that innovation, creativity, and opportunity is available to all.
The history of Philadelphia is intrinsically linked to imagination, invention, and innovation. As the nation’s cradle of independence and first seat of government, it was the setting for what was truly one of the greatest experiments mankind has ever undertaken. It is also a story of vision and ambition that began over 300 years ago with William Penn’s master plan for the City.

In that same spirit, Schuylkill Yards is planned on fourteen acres of land just west of the Schuylkill River in University City. As part of the drive toward socially responsible, inclusive development, this project will once again showcase Philadelphia’s original brand of innovation and ingenuity.
CREATING A KNOWLEDGE NEIGHBORHOOD

Schuylkill Yards will be a knowledge neighborhood, leveraging the R&D resources of University City icons like Drexel University, the University of Pennsylvania, Penn Medicine, the Children’s Hospital of Philadelphia, the University of the Sciences, Lincoln University, the Science Center, and the Wistar Institute. Collectively, these institutions drive unparalleled advances through cooperative education and translational research.

“University City is leveraging its assets in teaching, research, and medicine to become a hub of innovation and entrepreneurship.”

– Bruce Katz and Julie Wagner, Brookings Institution
As Schuylkill Yards becomes the center of Philadelphia’s innovation economy, University City’s remarkable student population will feed the growing demand for a highly educated and skilled workforce.

“...We’re doubling-down on Philadelphia. Not because it is the path of least resistance, but because it is the right path. We believe that Philadelphia is the best possible home for our startup”

– Robert Moore, RJMetrics

1,650 Firms participating with Drexel Co-op Program

75K Total University City employment

#1 Top city in US for millennials

56% University City residents have Bachelor’s degrees

40% Millennial population of University City

75K Total University City employment

64% Of college graduates stay in the region
Philadelphia’s 30th Street Station is the third-busiest Amtrak station in the country. It houses direct connections to Amtrak, SEPTA, and NJ TRANSIT, and is a nexus for dozens of local and regional bus, subway, and trolley routes, which bring tens of thousands of people into the city every day. It is estimated that over the next three decades, renewed interest in rail travel will bring twice as many people into this already bustling transportation hub.

“Schuylkill Yards will bring a fundamental transformation to University City and become the centerpiece of America’s next great innovation district, a district characterized by its superior access to transportation.”

– John A. Fry, Drexel University President

### Key Statistics

- **Walk score**: 92
- **Transit score**: 95
- **Bike score**: 97

- **71%** of University City residents walk, bike or ride public transit to work
- **20 minutes** median resident commute time
- **#1** Big city for bicycle commuting in America
- **3rd** Busiest Amtrak Station
- **11 M** Passengers in 2015 (double by 2040)
- **1+ Hours to NYC**
- **1.5 Hours to DC**
- **5 Hours to BOS**
100K Daily trips through 30th Street Station by train, subway, bus, trolley, car, bicycle, and foot

13 Rail lines
6 Subway and light rail lines
12 Bus lines

1+ HOUR TO NYC VIA AMTRAK
1.5 HOURS TO DC VIA AMTRAK
18 MIN TO PHL AIRPORT
SPURRING INVESTMENTS

The economic impact of Schuylkill Yards will be unmistakable; it has the potential to add 25,000 new jobs and create millions of dollars in new tax revenue. Schuylkill Yards is part of the Keystone Opportunity Zone, giving residents and businesses tax benefits that will further stimulate investment and growth in our community.

With a vibrant and growing startup community, Philadelphia is increasingly the place to be if you are an entrepreneur, and innovator, or an investor.”

– Josh Kopelman, First Round Capital

TOP 20
Philadelphia global rank in VC funding

$388B
Philadelphia GDP
(4th in the nation and 9th in the world)

TOP 20
Philadelphia global rank in VC funding

$13B
Contributed by University City companies to local and regional economy

$5.6M
Per company in 2015

$516M
VC investment (93 ventures)

$103K
Average salary at University City incubated companies

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KEYSTONE OPPORTUNITY IMPROVEMENT ZONE ABATEMENTS AVAILABLE AT SCHUYLKILL YARDS:

Philadelphia Tax Abatements:
- Business Income & Receipts Tax
- Philadelphia Net Profits Tax
- Philadelphia Sales & Use Tax
- Philadelphia Real Property Tax
- Philadelphia Use & Occupancy Tax

PA State Tax Abatements:
- PA Corporate Net Income Tax
- PA Personal Income Tax
- PA Capital Stock/Foreign Franchise Tax
- PA Insurance Gross Premium Tax
- PA Bank Shares Tax
- PA Mutual Thrift Institutions Tax
- PA Sales & Use Tax

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SCHUYLKILL YARDS MASTER PLAN

14 Acres
6.9 M SF Total

6.5 M SF of Greenspace & Improved Streetscape
987 K SF Innovation Space
2.8 M SF Office

1 M SF Lab
1.6 M SF Residential
247 K SF Hotel

132 K SF Retail
LIVE, WORK, & PLAY SPACE

With 1.6 million square feet of space dedicated to new housing for the incoming workforce and their families, Schuylkill Yards will be a thriving community that combines living, working, and fun. Residents, workers, and visitors will enjoy amazing skyline views of Philadelphia, while delighting in a wide array of amenities, including award-winning cuisine and retail experiences among the 400 restaurants, bars, and storefronts, all right at their doorstep.
As incubators and startups begin to spin up within Schuylkill Yards, breakthrough technologies, products, and services will create new jobs and provide unprecedented economic prosperity.

Companies today are looking for places where they can practice open innovation—networks of researchers, entrepreneurs, and investors working together. With demand for workspace in University City at an all-time high—current occupancy is at 97%—Schuylkill Yards will create almost 4 million square-feet of office, lab, and innovation space. In the end, this will be a fully engaged ecosystem where magnificent physical spaces become the framework to accelerate creativity, academic research, and commerce.
A PLACE FOR THE PEOPLE
Punctuated by an iconic elliptical lawn, Drexel Square represents the continuation of William Penn’s original vision for the city’s “public room”, a place for the people to gather, rest, and be renewed by the natural world. Day and night, the square will be the center of activity in Schuylkill Yards, and serve as the gateway into University City from Center City and 30th Street Station.
Schuylkill Yards is a network of public spaces totalling 6.5 million SF, each with their own unique characteristics, and made for the whole city to experience and enjoy. This network of spaces is unified by a consistent respect for the transformative power of the natural world in the urban environment, and continues Philadelphia’s rich tradition of providing iconic outdoor places.
At its core, Schuylkill Yards is centered on human interaction; a place that encourages walking, meeting, shared experiences, collaboration, and engagement. This vision will manifest itself through the transformation of the two iconic Philadelphia streets that anchor the neighborhood — JFK Boulevard and Market Street.
JFK ESPLANADE

JFK Boulevard will be transformed into a shared “esplanade” linking 30th Street Station with the historic Armory building. Commuters and visitors stream out of the station into a roadway design that safely integrates pedestrians, bikes, and cars in the same space, while providing a rich new greenway for the public.
Market Street, the city’s grand thoroughfare, will receive dedicated bike and pedestrian lanes, and several rows of trees to mitigate noise and pollution, thereby enhancing the pedestrian experience.
The recently completed master plan — led by Amtrak, Brandywine Realty Trust, Drexel University, SEPTA, and the Pennsylvania Department of Transportation — shares a comprehensive vision for the future of the 30th Street Station District in the year 2050 and beyond.

The plan calls for a $2.0 billion investment in roads, utilities, parks, bridges, and extension of transit services that will unlock $4.5 billion in private real estate investment (beyond Schuylkill Yard’s $3.5 billion effort). These investments in the District will have robust and widespread economic development benefits, with the potential to generate $3.8 billion in City and State taxes and 40,000 jobs when complete.

- Accommodate a projected 20 to 25 million passenger trips per year – double the current capacity – circulating through an enhanced 30th Street Station
- Build 18 million square feet of new development
- House between 8,000 and 10,000 new residents
- Support up to 40,000 jobs
- Create 40 acres of new open space for the city, including a phenomenal new civic space at the station's front door.
BRANDYWINE REALTY TRUST

Spanning two decades of smart, sustained growth, Brandywine has set precedents for creativity in real estate — anticipating the future and delivering first-class solutions. We’ve evolved from initial ownership of four office buildings to now managing, leasing, and delivering some of the nation’s most remarkable properties, inclusive of over $2 billion in successful development. Our mission remains to design, create, and maintain extraordinary working environments for our clients, tenants, and employees that reflect our high standards and uncompromising commitment to excellence.
Founded in 1891, Drexel is a comprehensive global research university ranked among the top 100 in the nation. With approximately 26,000 students, Drexel is one of America’s 15 largest private universities. Drexel has built its global reputation on core achievements that include leadership in experiential learning through Drexel Co-op, a history of academic technology firsts, and recognition as a model of best practices in translational, use-inspired research. Drexel is one of Philadelphia’s top 10 private employers, and a major engine for economic development in the region. Drexel has committed to being the nation’s most civically engaged university, with community partnerships integrated into every aspect of service and academics.
Aerial view of Schuylkill Yards