



UNIVERSITY PLACE ASSOCIATES, LP • 5429 CHESTNUT STREET • SUITE M114 • PHILADELPHIA, PA 19139 • TEL: 267.284.1404 • FAX: 267.284.1412



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UNIVERSITY PLACE  
PHILADELPHIA • PENNSYLVANIA

**L.E.E.D.™ Platinum Pre-Certified**

30 North 41st Street  
Philadelphia, PA 19104



**Philadelphia's First Platinum Pre-Certified Office Building**

**STATE-OF-THE-ART CLASS A GREEN OFFICE BUILDING IN UNIVERSITY CITY**



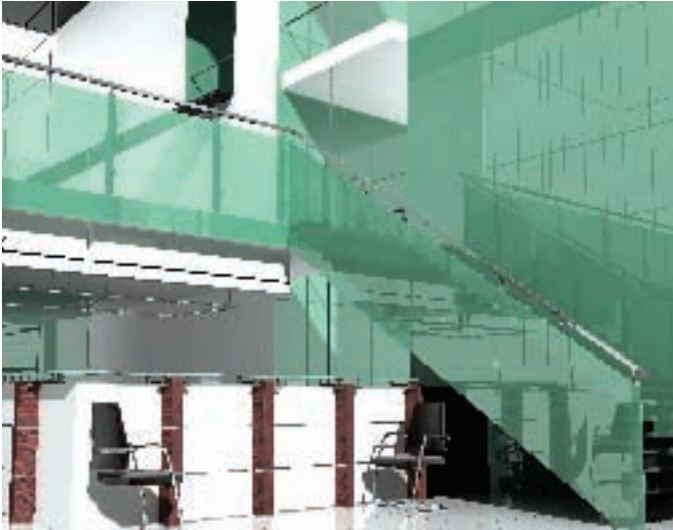


## WELCOME TO 2.0 UNIVERSITY PLACE

2.0 University Place is at the forefront of green building design in Philadelphia. The over 90,000 square foot, Class A structure is completely eco-friendly, earning a Platinum Pre-Certification rating from the U.S. Green Building Council's L.E.E.D. (Leadership in Energy and Environmental Design) program—the highest standard for environmentally sustainable construction. In fact, **2.0 University Place is the first Platinum Pre-Certified building in Philadelphia and one of only a few throughout the country.**

Green office buildings are a smart choice in today's business environment, since they provide:

- Lower operating and maintenance costs
- A cleaner, healthier, more-productive work atmosphere
- A positive mindset of proactive global consciousness
- A strong return on your real estate investment





# ENVIRONMENTAL & SOCIALLY RESPONSIBLE DEVELOPMENT

2.0 University Place is the product of a forward-thinking team dedicated to leveraging ecologically sustainable resources throughout all phases of development—from design to construction to the ongoing operation of the facility.

The design of 2.0 University Place minimizes its impact on the environment by reducing energy use and efficiently incorporating renewable materials. The result is an integrated system that not only reduces operational costs, but also contributes to the health and vitality of the individuals that live and work within.



Storm water is managed through an extensive modular green roof system composed of soil media and drought-tolerant vegetation.



All common-area power will utilize wind and solar-generated energy—the environmental equivalent of planting 33 acres of fully matured trees.



## A WALKABLE, EARTH-FRIENDLY URBAN LIFESTYLE

Transit oriented development (TOD) is an exciting new trend that creates walkable communities based around high-quality train systems. This helps ease our dependence on oil and lessen the impact of global warming, by reducing our reliance on cars and the burning of fossil fuels. High-quality transit further fosters safe and convenient pedestrian and bike-friendly transportation options, thereby supporting the development of vibrant, accessible urban neighborhoods.



Secure bicycle parking is also provided on premises.



Conveniently located within blocks of the Market Street Corridor and the EI at 40th and Market—which connects commuters to 30th Street Station in less than 5 minutes.



Preferred parking spaces for hybrid and Alternative Fuel Vehicles (AFV) promote the use of energy efficient vehicles.



# A HEALTHY WORK ENVIRONMENT

## Promotes Productivity, Enhances Creativity, Reduces Absenteeism

2.0 University Place offers a healthy work environment where professionals feel motivated and inspired. A recent article in the Wall Street Journal cited a study that found that 92% of young professionals would be more inclined to work for a company that is environmentally friendly.<sup>1</sup>

### Features include:

- Efficient heating and cooling systems that reduce internal air pollution
- Open floor plans that feature an abundance of natural light
- A rooftop garden that improves air quality, conserves energy, and reduces storm-water runoff

1. "How Going Green Draws Talent, Cuts Costs," The Wall Street Journal, p. B10, November 13, 2007.



Soothing, green rooftop provides a respite for lunch breaks and a unique alternative for business meetings

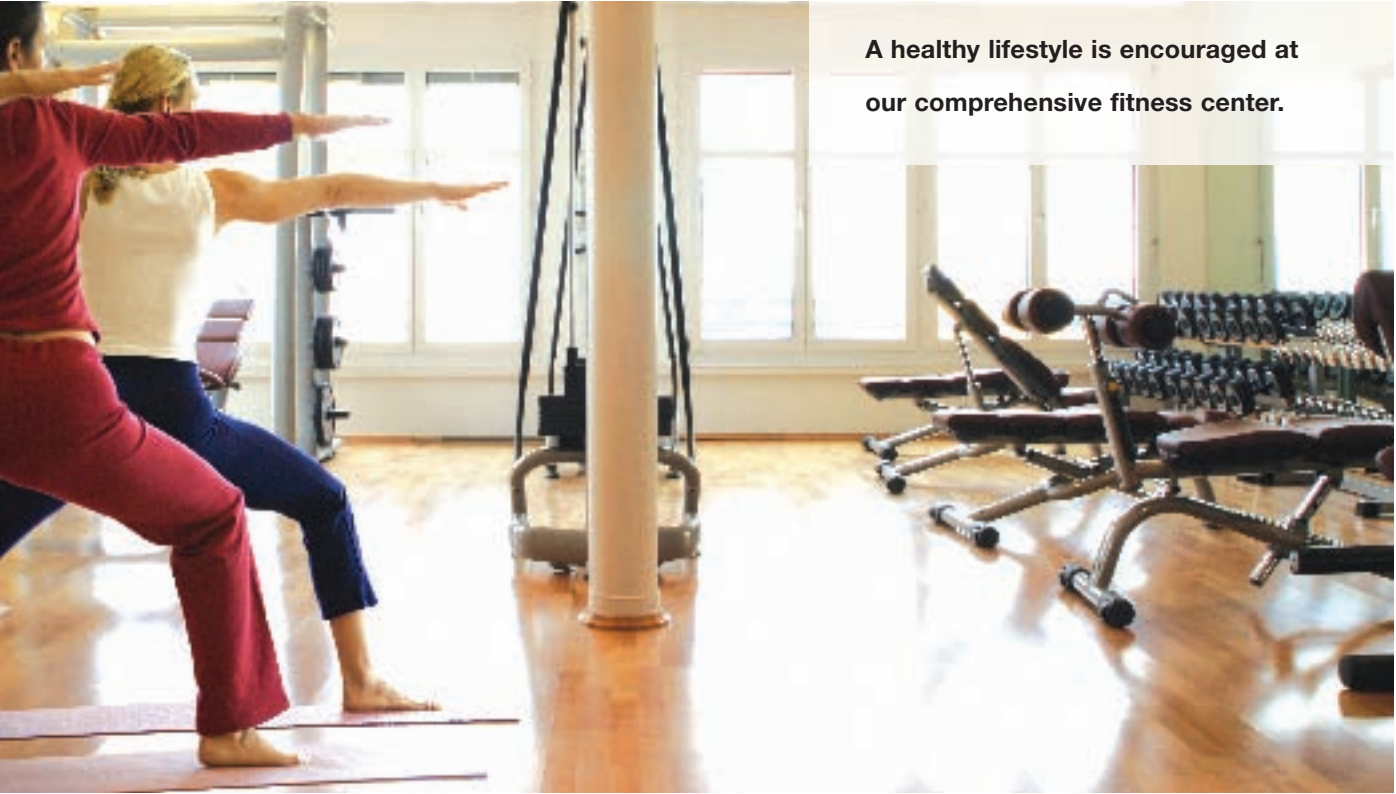
2.0 University Place brings green consciousness together with top-notch amenities to deliver an outstanding place to work.

These high-tech facilities are wired for business, featuring Internet-readiness and state-of-the-art telecom functionality. Round-the-clock security (with keycard access after hours) is provided. And when it comes time to reenergize, professionals will enjoy the convenience of an on-site specialty coffee shop and fully equipped fitness center.

The end result is a facility that offers a refreshing atmosphere where professionals feel motivated and inspired.



2.0 University Place provides a clean air environment, which increases productivity and reduces absenteeism.



A healthy lifestyle is encouraged at our comprehensive fitness center.



Employees relax and recharge at our on-site specialty coffee house.





Strategically placed shading devices reduce solar gain during the summer months while allowing heat gain during the winter.

## ENERGY EFFICIENCY AND TENANT COST SAVINGS

More and more companies are making the switch to green offices — a choice that helps the planet as well as your bottom line.

At the heart of green design is energy efficiency. The Natural Resources Defense Council recently harnessed energy-efficient technologies in its New York office, which cut their energy consumption by 70%.<sup>2</sup> Reduced waste equals reduced overhead.

In addition, 2.0 University Place was designed and built under the Keystone Opportunity Zone (KOEZ) program, a unique state-sponsored initiative that offers tax incentives to tenants. **These savings will be leveraged to reduce costs — making this phenomenal space an even more phenomenal deal.**



Efficient heating and cooling systems reduce both internal air pollution and tenants' energy costs by 50% as compared to that of a non-green building of the same size.

2. Natural Resources Defense Council, "NRDC's Green Offices," <http://www.nrdc.org/cities/building/foffice.asp>.



# A PRIME LOCATION

2.0 University Place sits at the doorstep of three nationally renowned institutions: Drexel University, University of Pennsylvania, and the expanding Science Center. Professionals are within walking distance of a wealth of international restaurant choices, plus loads of quick-bite options. The neighborhood also hosts many fine retail stores.

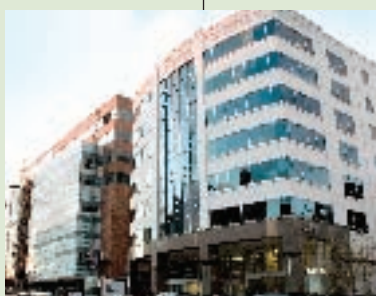
Positioned within minutes of all major expressways (I-95, I-476, I-76) and conveniently located within blocks of the Market Street Corridor, the El at 40th and Market, and 30th Street Station, 2.0 University Place is centrally located within Philadelphia proper, but also serves as a central hub for business commutes to and from New York, Washington D.C., New Jersey, and Wilmington.



2.0 University Place



SEPTA



Science Center



30th Street Station

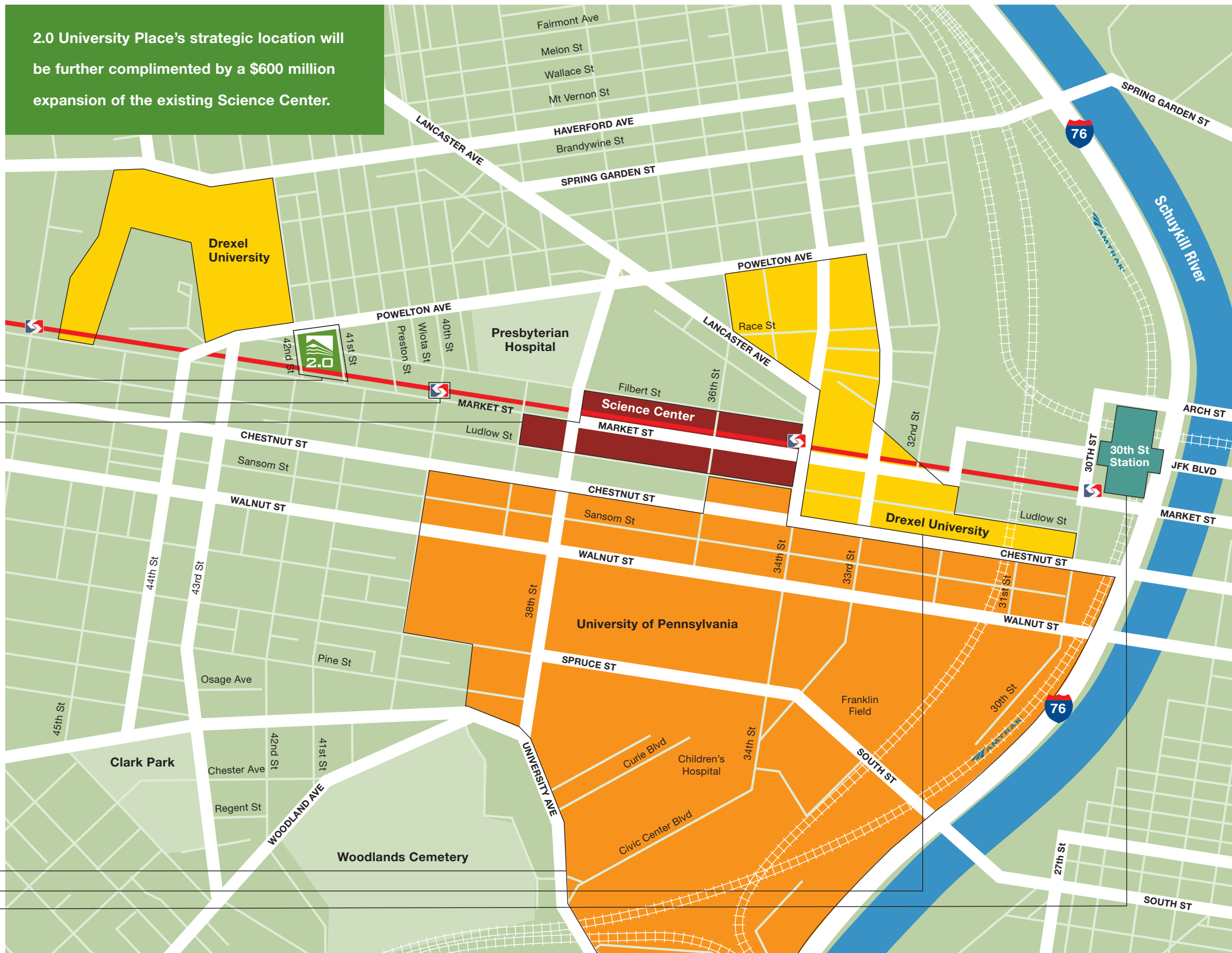


Drexel University



University of Pennsylvania

2.0 University Place's strategic location will be further complimented by a \$600 million expansion of the existing Science Center.







Shraga Berenfeld • Architects

## Philadelphia's First Platinum Pre-Certified Office Building

### STATE-OF-THE-ART CLASS A GREEN OFFICE BUILDING IN UNIVERSITY CITY

#### 2.0 University Place

L.E.E.D.™ Platinum Pre-Certified

90,000 Sq. Ft., Class A Office Building

Located Adjacent to University City and the Science Center

Substantial KOEZ Benefits Available

For leasing information please contact:

**George Bantel**

**Tel:** 267.284.1404

**Fax:** 267.284.1412

**Email:** universityplaceassociates@email.com



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