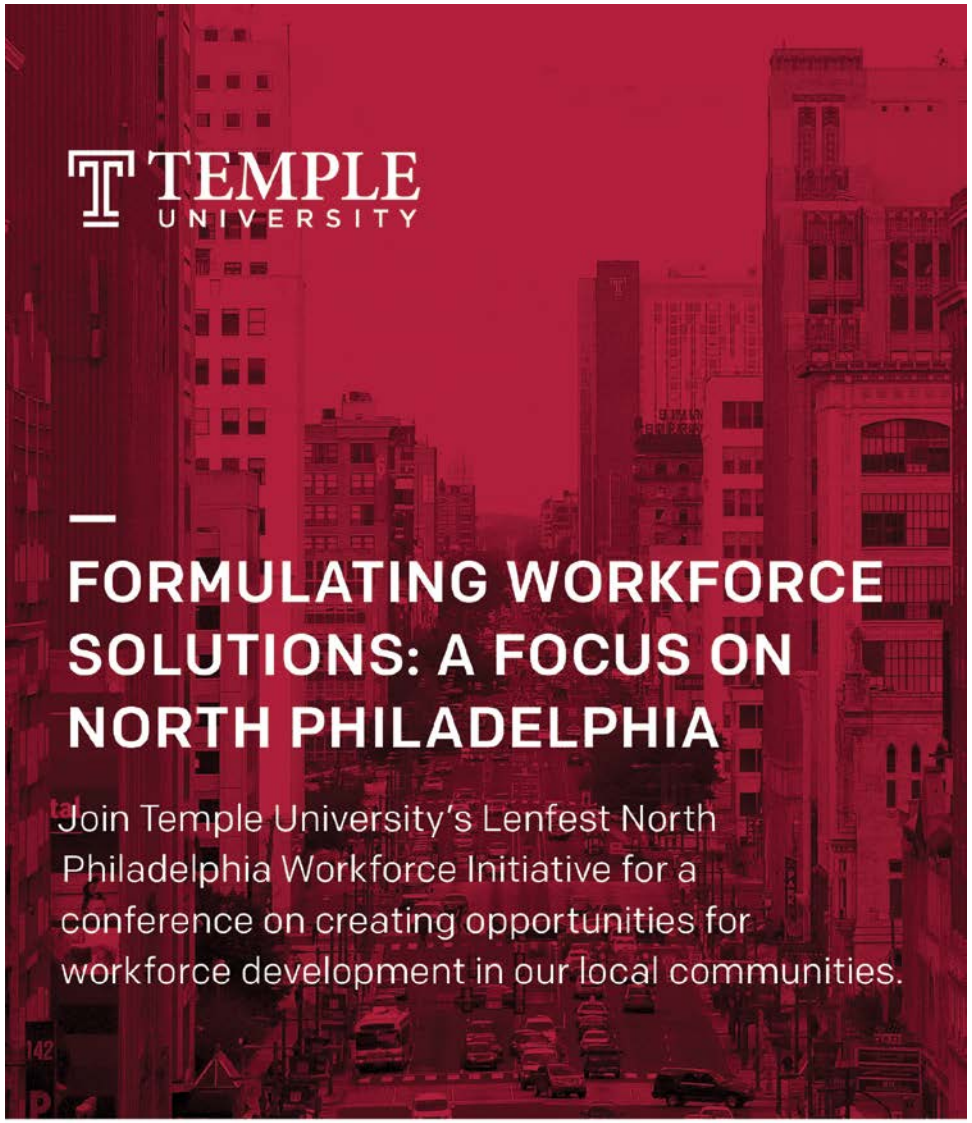
The State of NORTH BROAD 2019



THE NORTH BROAD RENAISSANCE

#THINKBROAD



8:30 a.m. – 2 p.m.
Wednesday, Jan. 16

Temple University
Howard Gittis Student Center
1755 North 13th St., 2nd Floor
Philadelphia, PA 19122

Please register by emailing **shirley.moy@temple.edu.**

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Letter from The Executive Director

The pace and shape of community and economic development is beginning to change for cities across America.

In December 2017, the Tax Cuts and Jobs Act (TCJA) created Qualified Opportunity Zones to promote long-term investment in low-income communities. The law provides a tax incentive for investors to re-invest their unrealized capital gains into Opportunity Funds.

In November 2018, our research partners at Econsult Solutions, Inc., released the Smarter Cities 2025 white paper that provided an overview on the impact smart cities will have on "attracting business, residents, tourists, and talent, and for ultimately fostering growth and prosperity." The paper noted that communities that make smart city investments – both now and by the year 2021 – will enhance safety and security, generate additional revenue, and attract residents and tourists.

The 2019 State of North Broad report is the stakeholder's guide to understanding how to ensure that North Broad Street takes advantage of community and economic development opportunities

As the home of 14 certified designated Opportunity Zones in the early stages of revitalization, North Broad Street has an opportunity to create vibrant, smart communities for all who live work and play along and around this historic corridor. In other words, North Broad Street is in a very privileged position to take advantage of game changing policy and research, and implement innovative and inclusive development – all along a corridor that connects eight neighborhoods and eight ZIP codes. The data in the 2019 State of North Broad report will help inform our efforts to capitalize on Opportunity Zones and transform North Broad into a smart corridor.

Imagine if an Opportunity Fund developed space for tech businesses to locate near North Broad and Spring Garden Streets, which is also one of Philadelphia's largest education hubs. Not only will we be able to introduce thousands of students to careers in STEM, but these students will also see the possibilities every day as they walk to and from school.

Or what if, while commuting down North Broad, a community member or one of the 112,000 daily SEPTA riders gets an alert on their cell phone about a business that's hiring, and the workforce development organization that's providing skills needed to get that job.

Or what if the North Poles can also serve as a promotional tool, and by simply being near a pole, cell phone users are informed of the history, culture and businesses that exist around North Broad Street.

Here's the thing; North Broad Street can either do development as usual or lean in to the changing times. The moment has never been better for us to invest in innovation and #ThinkBroad.

Thank you,
Shalimar Thomas, Executive Director
North Broad Renaissance
northbroad.org | #ThinkBroad

North Broad by the Numbers

Census Tracts

49,492 Residents in North Broad
Source: ESRI Business Analyst

4.7% Population Growth from 2018 to 2023
Source: ESRI Business Analyst

44% Residents 18-34 years of age
Source: U.S. Census ACS 2012-2016

$15,183 Per Capita Income of North Broad Residents
Source: ESRI Business Analyst

21% Residents Who Have a Bachelor's Degree or Higher
Source: ESRI Business Analyst

29,946 Jobs in North Broad
Source: ESRI Business Analyst

Over **1,300** Businesses
Source: ESRI Business Analyst

$2.2 Billion Assessed Value of Real Estate on the North Broad Corridor
Source: OPA 2017

19,800 Housing Units
Source: ESRI Business Analyst

$96,993 Median Home Value in 2018

4,600 K-12 Students

14% Unemployment
Source: ESRI Business Analyst

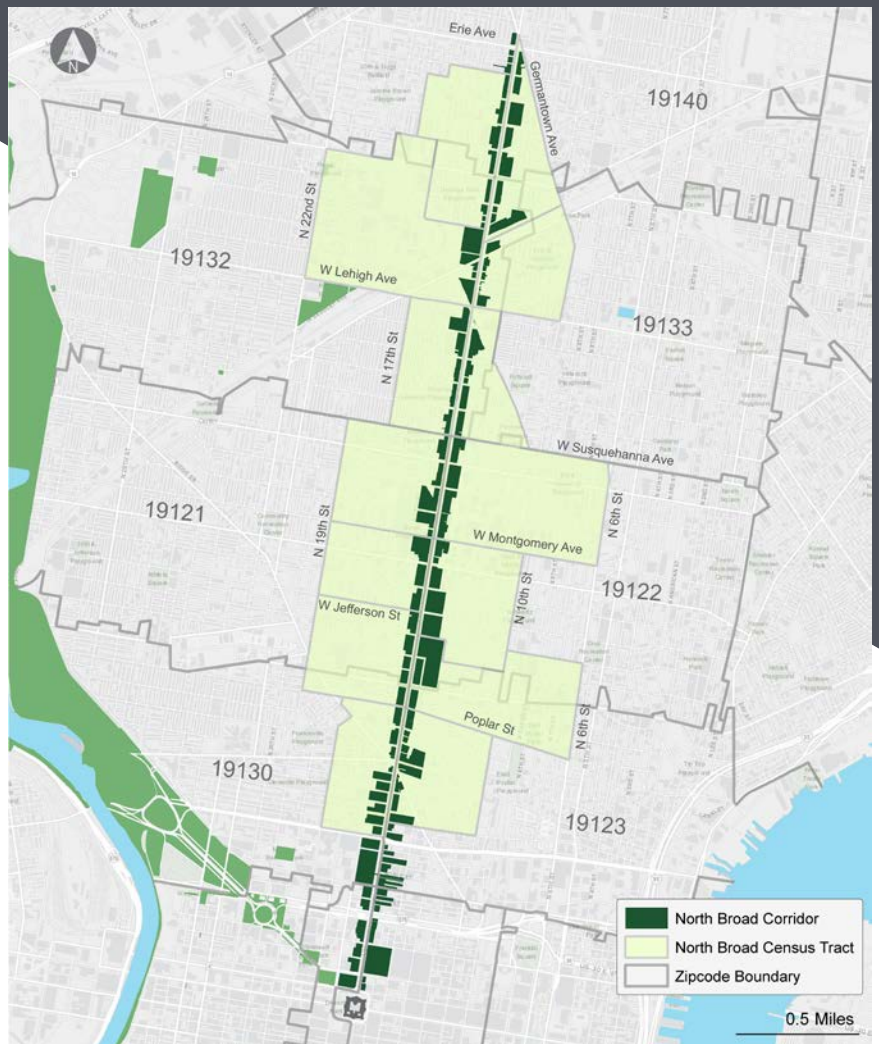
58% Residents Who Walk, Bike, or Take Transit to Work
Source: ESRI Business Analyst

92 Average Walk Score in North Broad Neighborhoods
Source: www.walkscore.com

9% and 62% Eds and Meds Jobs
Source: ESRI Business Analyst

Map of North Broad

Census Tracts (Light Green) and Buildings on the Corridor (Dark Green)



North Broad is Connecting Neighborhoods & People

As one of Philadelphia's most prominent corridors, North Broad Street continues to act as the city's backbone, anchoring adjacent neighborhoods, supporting businesses and community anchors, and connecting residents to entertainment, retail, and job centers. The North Broad Renaissance (NBR) target area spans from City Hall to Germantown Avenue and touches eight neighborhoods including Center City East, Center City West, Poplar, Fairmount, North Central, Hartranft, Fairhill, and Allegheny West.

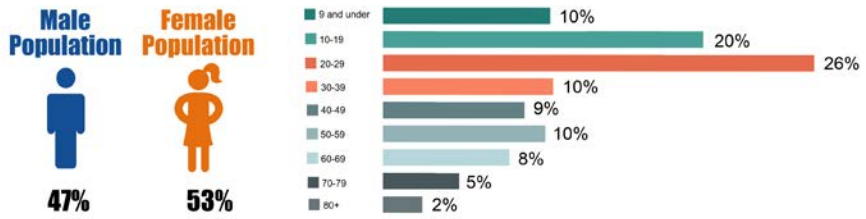
The People



The corridor and its adjacent census tracts are home to nearly 50,000 residents. The current population throughout North Broad census tracts is young, with nearly 37 percent of residents between the ages of 20 and 39. The school age population, consisting of residents ages 10 to 19, is the second largest group and represents nearly 20 percent of the population. North Broad residents are also diverse; over 60 percent are black, 23 percent of residents are white, about nine percent are of Hispanic origin, and nearly 10 percent identify as multi-lingual.

Population is essentially stable from last year, but is expected to grow by nearly 5 percent between 2018 and 2023, compared to two percent citywide. **Overall, while residents age 20 to 34 will remain the most populous group, the corridor, much like the region as a whole, will also experience the effects of a rapidly expanding senior citizen population.**

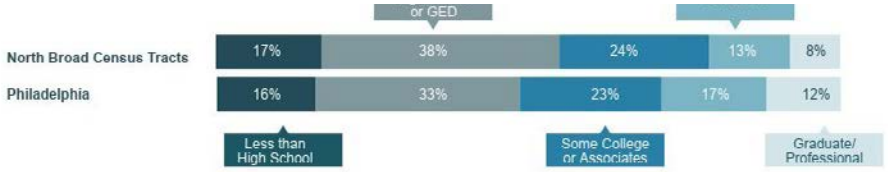
Age and Gender Distribution of North Broad Residents



Educational Attainment

The educational attainment of residents of North Broad census tracts mirrors the city as whole. Over 37 percent of residents of North Broad census tracts have a high school or high school equivalency diploma, while 45 percent of corridor residents have completed a minimum of some college or an associate's degree.

Educational Attainment of North Broad Residents[1]



Student Presence

The large population of young residents along the corridor can largely be attributed to the presence of strong educational and academic medical institutions. Over a quarter of residents in the North Broad census tracts are 20 to 29 years old, and, of total residents, 11,500 individuals are enrolled in undergraduate or graduate school. Overall, in the North Broad Street census tracts, roughly a quarter of all residents are undergraduate and graduate students as compared to 9 percent throughout the city. In addition to a large student resident population, the corridor also has a strong presence of non-resident students as a result of strong community anchors including Temple University, Temple University Hospital, and Hahnemann University Hospital.

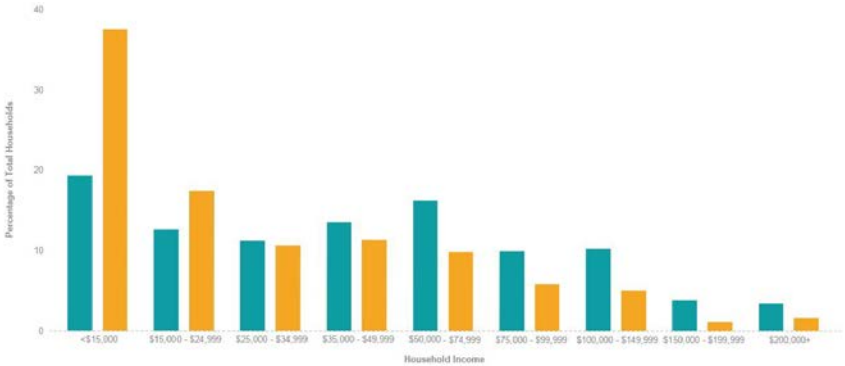
In addition to a large higher education student population, 4,600 North Broad census tract residents are enrolled in public and private K-12 institutions, supporting the need for strong educational institutions and youth-oriented services. The corridor is home to the Philadelphia School District building at 440 North Broad Street and North Broad residents have access to a diverse group of public, private, and faith-based K-12 educational institutions. For instance, the intersection of North Broad Street and Spring Garden Street serves as a hub to six high schools, Harrisburg University and the Community College of Philadelphia.

[1]Educational attainment of residents of North Broad Census Tracts and residents of the City of Philadelphia are calculated for residents age 25 and above.

Income

The 2018 household median income in North Broad Census Tracts is $21,303 compared to $41,506 in the city overall. Nearly 40 percent of North Broad Street households have an income level below $15,000 annually compared to 20 percent citywide. By 2023, North Broad household income is expected to grow by three percent, while citywide income is anticipated to grow by over 13 percent.

Income of North Broad Residents



Living Along North Broad

The North Broad census tracts have a diverse and well-maintained housing stock to accommodate the needs of residents. The housing market is on the rise as indicated by a steady increase in home values and home sales volume. The rental market has seen a recent uptick in demand for luxury apartments.

There are approximately 16,500 properties in the North Broad census tracts, of which 54 percent are being used as single-family housing, 15 percent are multi-family housing, three percent are mixed-use housing, and 28 percent are categorized for other uses including commercial, industrial, and vacant land. According to 2018 city property assessment data, the average assessed market value for single-family housing is around $118,000 and$839,000 for multi-family housing.



Roughly 80 percent of all single-family housing is categorized as having average or above average exterior condition. Nine percent of total single family housing is newly constructed or rehabbed, while 11 percent is below average, sealed or structurally compromised, or vacant.



Among approximately 20,000 housing units in the North Broad census tracts, 25 percent are occupied by owners and 62 percent are occupied by renters. According to ESRI Business Analyst, the vacancy rate declined by three percent from 2010 to 2018 and is expected to continue decreasing through 2023 due to increasing population and housing demand in the area.

The number of housing transactions in North Broad census tracts increased by 16 percent from 2015 to 2017, and is expected to continue to rise in 2018 according to Philadelphia Housing Index (PHI).[3] The average sales price increased by 15 percent from approximately $127,000 in 2015 to roughly $145,000 in 2017.



Rent along North Broad Street in the target area spanning from City Hall to Germantown Avenue varies significantly. The areas along the corridor in close proximity to Center City are addressing increasing demand with the introduction of new, luxury apartments offering a variety of amenities with rent ranging from around $1,600 to over $3,500.

Rent ranges fall considerably while traveling North on Broad Street, as the type, quality, and age of housing changes. In the Hartranft, Fairhill, and Allegheny West neighborhoods, where housing tends to be older with fewer amenities, rent ranges from below $1,000 to below $1,500.[4]



[3] http://www.econsultsolutions.com/philadelphia-housing-index/
[4] Source: Hotpads.com, rentjungle.com

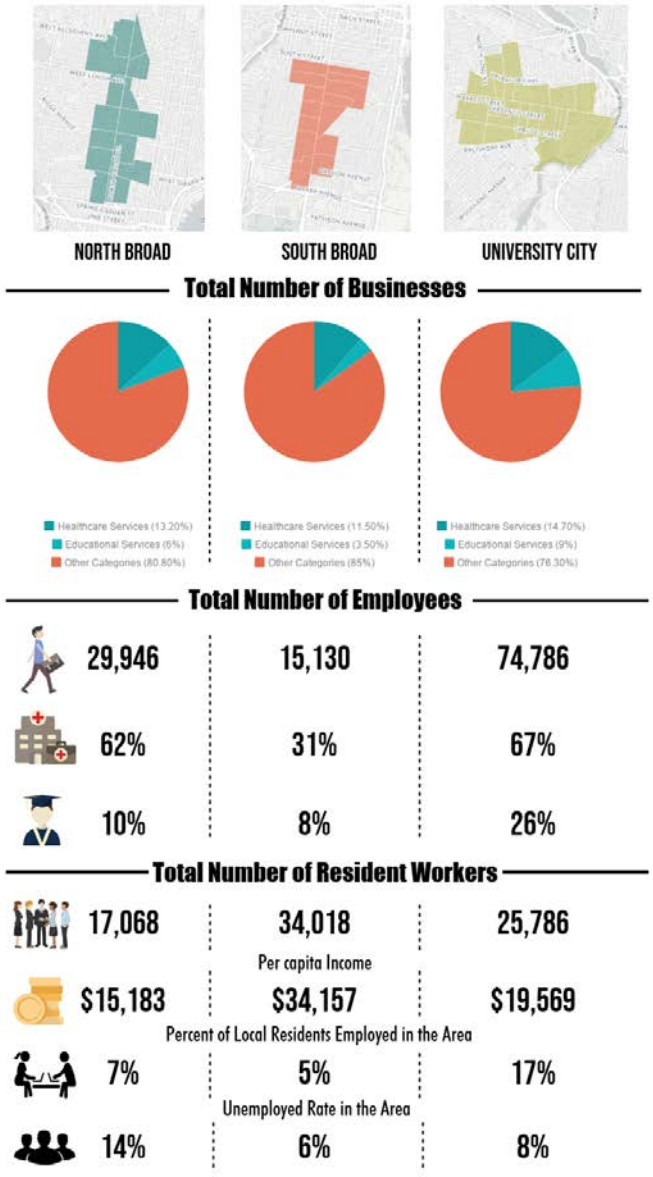
Jobs and Businesses
Along North Broad



There are more than 17,000 workers who reside in the North Broad area and seven percent of them are employed locally.[5] Per capita income of resident workers is around $15,000 and the unemployment rate is 14 percent.[6]

There are approximately 1,300 businesses providing more than 29,000 jobs in the North Broad area.[7] The majority (more than 70 percent) of the jobs offered are in the Health Care and Social Assistance and Education Services sectors, generally characterized as high-skill, high-wage jobs. The largest employers on North Broad Street are Shriners Hospital for Children – Philadelphia, Temple University Hospital, Temple University, and Hahnemann University Hospital. Overall, North Broad area residents and commuters have great access to the city's major job centers, such as center city, university city, and the Navy Yard. In addition, North Broad Renaissance is focused on expanding existing access to additional employment opportunities in the professional services, health industry, and technology, and arts and culture sectors along and adjacent to North Broad Street.

[5] Inflow/Outflow analysis, OntheMap, 2015
[6] ESRI Business Analyst, 2018
[7] ESRI Business Analyst, 2018



8

[8] ESRI Business Analyst, 2018; educational employment statistic of University City is sourced from The State of University City 2018.

North Broad Employment District

Building upon the community's request to make North Broad a job creating corridor, NBR's 2030 Vision is to incorporate employment districts that build on current community assets. These include:

- **Tech District: Callowhill Street- Poplar Street**, where tech businesses can locate, grow, train and hire from the North Broad community, which includes students from the 10 educational institutions and universities in the area.
- **Arts & Culture District: Popular Street – Susquehanna Avenue** that seeks to support current art establishments on North Broad Street in a way that preserves its rich history and culture as well.
- **Professional Service District: Susquehanna Avenue – Allegheny Avenue**, which would add employment diversity to the local workforce, while supporting anchor institutions, such as Temple University and Temple Health System.
- **Health District: Susquehanna Avenue – Germantown Avenue** to help fight the growing health crisis in the 19140 zip code, and help create a healthy environment thereby supporting residents' efforts to become healthy employees and find sustainable employment.

Why This Matters

By strategically attracting businesses within the employment district, North Broad can become a corridor that provides sustainable employment for the community and students, while also developing the talent that employers desire – all in an effort to address Philadelphia's poverty issue.

Development Along North Broad

There is approximately $2.2 billion in assessed property value along North Broad Street between City Hall and Germantown Avenue. Commercial properties which include office space, restaurants, and retail locations represent the majority of assessed value along the corridor. Educational and religious institutions also have a considerable impact in the area. Temple University and Drexel University's Tenet Health Systems Hahnemann, two of the corridor's largest employers, own 64 parcels on North Broad Street, while religious institutions own 19 parcels.



The North Broad Street corridor continues to experience transformational growth and revitalization. Commercial, residential, and institutional development along the corridor has accelerated in the past year, as regional businesses and institutions have both seized opportunities to adapt historic properties to modern uses and identified spaces for new development. The redevelopment of the Met Philadelphia, the Philadelphia Inquirer Building, and Beury Building provide examples of innovative repurposing, while 1300 Fairmount Avenue and The Nest at 1324 North Broad represent the emergence of new development. Multiple projects are proposed, a number of projects are under construction, and several projects are recently completed.

Why This Matters

Strong growth and development activity indicates a thriving corridor and community. The introduction of new commercial, retail, entertainment, recreational, and residential space results in both expanded housing options and access to a growing plurality of stores, employers, entertainment, and recreation. Importantly, the redevelopment of previously vacant and decaying buildings and parcels being experienced throughout the corridor positively affects quality of life and property value, while conserving resources and preserving the history and diversity that differentiates North Broad Street.

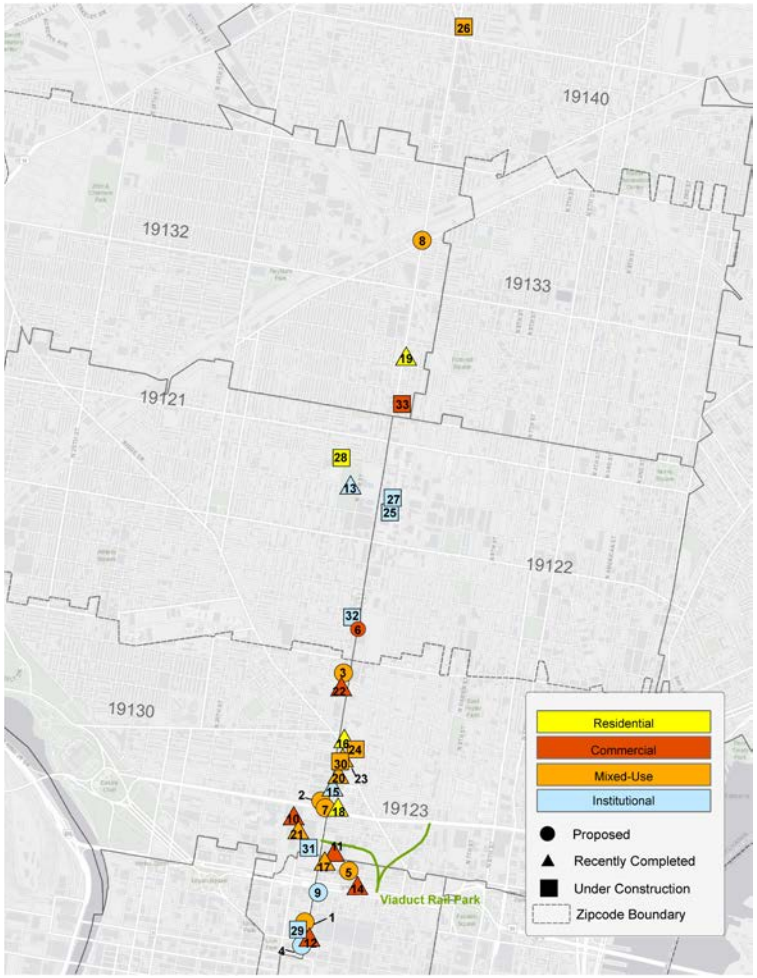
Overall, development along North Broad is adding innovative and inclusive amenities such as the Viaduct Rail Park, while creating both luxury residential units and some affordable housing options such as Diamond Park and the Project Home development at 2415 North Broad Street.

Businesses also benefit from enhanced access to updated space, proximity to a qualified, diverse workforce, and increased visitor spending driven by the attraction of new businesses, residents, and employers along the corridor. As has been the case throughout the city, the economic revitalization of North Broad Street will ultimately be driven by growth and development.

NBR is committed to ensuring this revitalization is inclusive by engaging all community stakeholders, promoting job growth, and seeking overall improvement of quality of life along North Broad Street. According to the Urban Institute, the work of community oriented, market responsive development organizations like NBR can catalyze investment and ultimately stimulate the economic revitalization of urban neighborhoods, resulting in significant increases in property values and quality of life.

Development Along North Broad.

ID	Name	Address	Current Status	Type of Use
1	142 N Broad St.	142 N Broad St.	Proposed	Mixed-Use
2	510 N Broad Tower	510 N Broad St.	Proposed	Mixed-Use
3	906 N Broad St.	906 N Broad St.	Proposed	Mixed-Use
4	Edwin Forrest House	1326-46 N Broad St.	Proposed	Institutional
5	Heid Building	323 N 13th St.	Proposed	Mixed-Use
6	Hotel Moxy at the Blue Horizon	1314 N Broad St.	Proposed	Commercial
7	Mural West	500 N Broad St.	Proposed	Mixed-Use
8	North Station District	2900 N Broad St.	Proposed	Mixed-Use
9	PA Ballet	239-331 N Broad St.	Proposed	Institutional
10	1500 Spring Garden St.	1500 Spring Garden St.	Recently Completed	Commercial
11	401 North Broad	401 N Broad St.	Recently Completed	Commercial
12	Aloft Hotel	101 N Broad St.	Recently Completed	Commercial
13	Aramark Student Training and Recreation (STAR)	1816 N 15th St.	Recently Completed	Institutional
14	Best Western Plus Philadelphia Convention Center	1225 Vine St.	Recently Completed	Commercial
15	Congregation Rodeph Shalom	615 N Broad St.	Recently Completed	Institutional
16	Divine Lorraine	699 N Broad St.	Recently Completed	Residential
17	Hanover North Broad	322, 339 N Broad St.	Recently Completed	Mixed-Use
18	Mural Arts Lofts	523 N Broad St.	Recently Completed	Residential
19	Ruth Williams House at the Gene & Marlene Epstein Building	2415 N Broad St.	Recently Completed	Residential
20	Stable Lofts	631 N Broad St.	Recently Completed	Mixed-Use
21	The Hamilton	1520 Hamilton St.	Recently Completed	Mixed-Use
22	The Met Philadelphia	858 N Broad St.	Recently Completed	Commercial
23	The Studebaker Building	667 N Broad St.	Recently Completed	Mixed-Use
24	1300 Fairmount Ave.	1300 Fairmount Ave.	Under Construction	Mixed-Use
25	1810 Liacouras Walk and Speakman Hall	1810 Liacouras Walk	Under Construction	Institutional
26	Beury Building	3701 N Broad St.	Under Construction	Mixed-Use
27	Charles Library	1330 Polett Walk	Under Construction	Institutional
28	Diamond Park	2000 N 16th St.	Under Construction	Residential
29	PAFA Campus Expansion and Modernization	118 N Broad St.	Under Construction	Institutional
30	Residential at Santucci's Original Square Pizza	655 N Broad St.	Under Construction	Mixed-Use
31	The Inquirer Building	400 N Broad St.	Under Construction	Institutional
32	The Nest	1324 N Broad St.	Under Construction	Institutional
33	The Uptown Theatre	2227 N Broad St.	Under Construction	Commercial
34	Viaduct Rail Park	1300 Noble St.	Under Construction	Recreational



Proposed Development Projects

Myron J. Berman and BLT Architects have announced plans to convert a parking garage next to the **Philadelphia Academy of Fine Arts** at **142 North Broad Street** into a mixed-use building, housing a floor of commercial space and 101 residential units. An additional four stories are being added to bring the structure level with the neighboring Pennsylvania Academy of Fine Arts Building and Parkway Corporation parking garage.



BLT Architects



YCH Architects

906 North Broad Street is currently occupied by Family Dollar, Cameron's Seafood Restaurant, and Get It mini market. Plans to transform the property into 94 apartments were recently submitted for civic design review.

The Parkway Corporation purchased a large parking lot on the northwest corner of Broad and Spring Garden Streets at **510 North Broad Street** in August 2016. The proposed **510 North Broad Tower** is currently in preconstruction and will include 144 apartments, retail, and office space, with an anticipated 2021 completion date.



BLT Architects



Curbed Philadelphia

The Heid Building at **323 North 13th Street** was once home to the largest hat maker in the city but has since been vacant for over a decade. PRDC properties has unveiled a plan to transform the building into 96 market-rate apartments and ground floor retail with the assistance of students from Ben Franklin High School's Career & Technical Education Vocational Center.

A $6-million state grant has been awarded to redevelop the former **Blue Horizon** boxing venue at 1314 North Broad Street into a 140 room Marriott brand **Hotel Moxy**. The $25 million renovation will be led by Mosaic Development Partners and Orens Brothers Real Estate.



Preservation Alliance



Spagnolo Group Architecture

The recently released Qualified Opportunity Zone tax incentive has prompted EB Realty to propose new plans to develop the **Mural West** office and apartment tower at **500 North Broad Street** beside the Mural Lofts.



EB Realty

Plans to transform **2900 North Broad Street**, an area of North Philadelphia suffering from disinvestment, into **North Station District**, a transit-oriented, mixed-use development with residential units, offices, and retail have been announced by North Philadelphia District LLC. The development will feature two buildings; one will be a six-story 105 unit apartment building and another 21-story structure with 128 apartments and 214,000 square feet of office space. A recent Urban Land Institute report stated that "a thoughtful and engaged strategy" to redeveloping the area "has the potential to lead to a truly transformational project for both the community and the City of Philadelphia."[9]

[9] Urban Land Institute. An Urban Land Institute Technical Assistance Panel. 2018. https://philadelphia.uli.org/wp-content/uploads/sites/42/2018/05/North-Station-DistrictTAP-Report.pdf

Development Projects under Construction

1300 Fairmount is undergoing construction which will add up to 478 residential units and 60,000 square feet of retail to the area next to the Divine Lorraine. The project is being led by RAL Development Services and leases have already been signed by Nobel Learning Communities and national grocer Aldi. The project will be supported by $3 million in state grant funding and is expected to be completed in 2020.



Cope Linder Architects



OCF Realty

The Diamond Park development being constructed by Habitat for Humanity at **2000 North 16th Street** will offer 21 affordable housing units. The first phase was completed in June 2017 and introduced 12 affordable, energy-efficient units offering zero interest mortgages to families making 30 to 60 percent of the median area income. Nine additional homes are expected by the end of 2018.

The Beury Building formerly occupied by the National Bank of North Philadelphia will undergo a two phase transformation led by Shift Capital. Phase I consists of 80 one-bedroom units and 20,000 square feet commercial space. The project is currently seeking an anchor retail tenant. The second phase will consist of approximately 20,000 square feet of retail, public space, and up to 90 residential units.



Beurybuilding.com



OCF Realty

The building, located at **3701 North Broad Street**, has been identified as the northern bookmark revitalization on North Broad Street.

At **655 North Broad Street** the current Santucci's Pizza building will be expanded to become a five story building, with the restaurant remaining on the first floor and 18 rental units added above. Initial designs include enlarged window openings to pay tribute to the buildings industrial history.

Recently Completed Development Projects

Transformation of **The Uptown Theater** located at **2227 North Broad Street** has begun. The property is listed on the National Register of Historic Places and is being converted into a 2,040 seat theater with additional space for student events. In late 2018, the theater was partially opened to the public when tours were offered during Philly Free Streets. The Uptown President and CEO is targeting a full opening in 2020.



Hidden City Philadelphia



CBRE.com

The 12 story, 1,080,544 square foot office building at **1500 Spring Garden Street** has undergone over $100 million in upgrades including construction of a cafeteria for tenants and 12 high-speed computer powered elevators. Current tenants include the Library for the Blind and Physically Handicapped of the Free Library of Philadelphia and vXchange, data center designed to target local connectivity issues related to the cloud and service providers in the internet economy.

The Viaduct Rail Park will transform three miles of former rail lines into an accessible, green-space public park. Phase 1 of the Rail Park is a quarter mile stretch of elevated park that stretches from **1300 Noble Street** up onto the Viaduct, includes path-ways, greenery, and bench swings, and is currently free and open to the public every day from 7am–10pm.



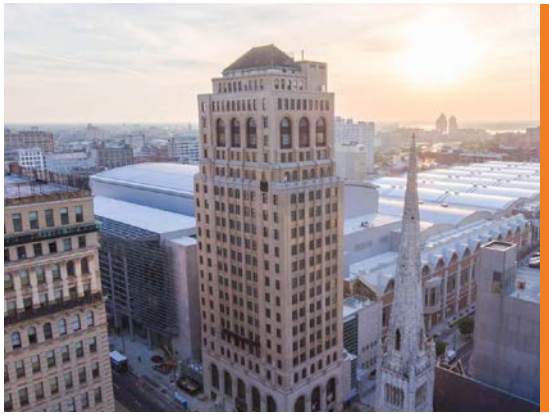
Curbed Philadelphia



Curbed Philadelphia

The 1.4 million square foot former Telecom Hotel at **401 North Broad Street** underwent a $70 million transformation into an upgraded colocation facility. 401 North Broad is being marketed as an international gateway and major data center between Manhattan and Virginia.

After over a year of renovations managed by Realen Properties and HRI Properties, the 179 room **Aloft Hotel** located in the former Liberty Title and Trust building at **101 North Broad Street** opened in August 2017, offering direct access the convention center and a contemporary experience that maintains many of the historic elements of the building including the original crown molding in the lobby. The building also features street-level retail.



Phillybydrone.com



Curbed Philadelphia

The Divine Lorraine at **699 North Broad Street** was redeveloped by EB Realty and opened its doors to residents in January 2017, offering 101 apartment units and an intricate lobby restoration. The building was originally constructed in 1884, housing lavish apartments for beneficiaries of the thriving manufacturing industry. From 1990 through the Depression era, the imposing structure operated as a hotel before being converted by Father Major Jealous Divine into Philadelphia's first racially integrated hotel in 1948. According to the Divine Lorraine website, 93 of the total 101 apartments are currently rented.

According to the 2018 State of Center City report, recent investments in Pennsylvania Convention Center and hotels have helped reposition Philadelphia as a national meeting and tourist destination.[10]

The 107 room **Best Western Plus Philadelphia Convention Center Hotel** was opened in early 2017 at **1225 Vine Street** in a former film-storage building designed in the Art Moderne style.



Kayak.com



Rent Philly

The Parkway Corporation has partnered with The Hanover Company and recently completed **Hanover North Broad** at **339 North Broad Street** and **322 North Broad** offering a total of 339 units. This development also includes 17,000 square feet of retail space, a cyber lounge, and a fitness center. Units are currently available for leasing.

[10] Center City District. 2018 State of Center City Philadelphia.
https://www.centercityphila.org/uploads/attachments/cjh25azq7002ollqdi58lpuer-socc-2018-final-web.pdf

The $16.2 million redevelopment of the former **Thaddeus Stevens School** at **523 North Broad Street** to 56 modern loft apartments was completed by EB Realty in 2015. The Mural Arts Lofts maintained the history of the building by incorporating the original chalkboards, cabinets, and hardwood floors of the school. The building is currently leasing.



Curbed Philadelphia



Canno Design

The historic E. Hart Stable building at **631 North Broad Street** was transformed into the **Stable Lofts**, a mixed-use apartment building with 41 units and 5,000 square feet of ground retail developed by North Broad Living Management. Apartments were available for leasing starting December 1, 2018.

Project Home received over 1,000 applications prior to completion of the 88 unit **Ruth Williams House at the Gene & Marlene Epstein Building** at **2415 North Broad Street** in 2017. The Ruth Williams house serves the homeless, formerly homeless, and low income communities and connects residents to medical and behavioral health services, substance use treatment and recovery services, and employment and education services.



Project Home



Radnorproperty.com

The $150 million, multi-phase, mixed-use Hamilton tower development project at **1520 Hamiliton Street** started in 2017 and will span two phases. Phase I includes construction of a 10 story, 279 unit building and phase II includes construction of a16 story, 311 unit building with ground floor retail, a community plaza, and underground parking. The development is a public-private partnership project between the Community College of Philadelphia and Radnor Property Group. Phase I units are currently available for leasing.

Institutional Development

A $56 million renovation has transformed **The Met Philadelphia** at **858 North Broad Street** into a state of art the entertainment venue. The historic structure was built in 1908 and was initially used by various opera houses including New York's Metropolitan Opera House before serving as a movie theatre, ballroom, sports venue, and church over the years. Bob Dylan was the Met Philadelphia's opening performer in December 2018.



Curbed Philadelphia



Curbed Philadelphia

The historic **Edwin Forrest House** at **1326-46 North Broad Street** next to the New Freedom Theatre was placed on the market for $3.5 million in September 2017. The structure is the former home of actor Edwin Forrest and the later housed the Philadelphia School of Design for Women. The home also later became a part of the New Freedom Theatre.

The historic **Studebaker Building** at **667 North Broad Street** has recently been transformed into a mix of restaurants, retail, office space, and apartments by EB Realty. The transformation is highlighted by a historically inspired façade renovation and the neon Studebaker marquee. The upstairs space is currently occupied by several office tenants including Starr Restaurants and multiple city departments.



Philadelphia Inquirer



Hidden City Philadelphia

The Pennsylvania Ballet has received authorization to demolish its current home at **329-331 North Broad Street**, providing space and potential opportunity for future development along North Broad Street.

Pennsylvania Academy of Fine Arts (PAFA) at **118 North Broad Street** is in the midst of a multi-phased renovation. Phase I includes both the construction of a new multidisciplinary Arts Center and exterior campus improvements to enhance PAFA's buildings and contribute to the redevelopment of North Broad Street. PAFA was awarded $500,000 from the Commonwealth of Pennsylvania through the Redevelopment Assistance Capital Program (RACP) and has raised $22.2 million toward the $25 million capital campaign.



Curbed Philadelphia



Kieran Timberlake

The $18 million expansion of the **Congregation Rodeph Shalom building** at **615 North Broad Street** adding four stories to the building's south side and the "Common Ground Marketplace" was completed in 2015.

On June 22, 2017, city council voted to relocate Philadelphia Police Department from 750 Race Street to the former **Inquirer Building** at **400 North Broad Street**. Tower Investments, the owner of the property since 2011, intends to lease the renovated 468,000 square foot structure and adjacent 590 space parking garage at 1501 Callowhill Street to the city for 9 years. The property will be purchased by the city at the conclusion of the lease.



Wikimedia Commons



Temple University

Development and growth continues to thrive at Temple University. The University is currently managing several noteworthy projects, headlined by the construction of the four-story, 225,000 square foot **Charles Library** located at Polette and Liacouras scheduled for completion in 2019.



Temple University

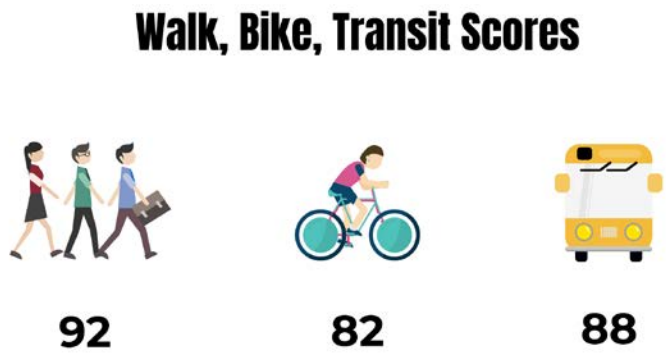
The $75 million, 18 story **Temple student housing project** at **1324 North Broad Street** designed by Cecil Baker + Partners has been named The Nest. The development will offer 192 housing units and is now leasing for Fall 2019.

In addition to the Charles Library and the Nest, Temple University also recently completed the **Aramark Student Training and Recreation (STAR) Complex** and is in the midst of constructing **1810 Liacouras Walk and Speakman Hall.**

Transportation
Along North Broad

North Broad Street plays an important role as a transportation hub and connector in a region with world class transit, pedestrian, and bike infrastructure, offering multiple transit options to commuters, residents, and businesses.

The North Broad corridor connects several pedestrian, bike, and transit friendly neighborhoods between City Hall and Germantown Avenue, all of which boast significantly high walk scores. Directly on the corridor, the walk score of the North Broad Street area is identified as a "walker's paradise." High walk and bike scores indicate a more vibrant, healthy, accessible and environmentally friendly neighborhood. Overall, the improvement of walkability and bikeablity increases the quality of life, as well as property values.



In addition, North Broad Street is a major roadway, connecting North and South Philadelphia and intersecting with major highways including Interstate 676 and Route 1. Along the corridor between City Hall and Germantown Avenue, annual average daily traffic volume generally totals over 30,800 vehicles per day. Intersections at Broad and York Streets and Broad and Tioga Streets near Shriner's Hospital are particularly high traffic areas, averaging close to 41,000 cars daily.[12]

[11] Walk, bike and transit scores are averaged over Callowhill, Poplar, Fairmount, Girard Ave, Glenwood, Avenue of the Arts North and Temple University.

Transit Options

Residents, commuters, and visitors benefit from a variety of public transportation options along the North Broad Street corridor. There are eight SEPTA subway stations located in the North Broad Renaissance target area including: Race-Vine, Spring Garden, Fairmount, Girard, Cecil B. Moore, Susquehanna-Dauphin, North Philadelphia, Alleghany, and Erie. The SEPTA Broad Street Subway Line has the second highest daily average ridership in 2018 at 112,000 passengers and offers 24 hour weekend service to its customers.[12]

In addition to subway service, SEPTA offers expansive bus service, enabling residents and patrons of the North Broad Street to travel throughout the city.



Source: SEPTA

[12] http://septa.org/strategic-plan/reports/2018-Route-Statistics.pdf

Transit Facilitating Tourism

Public transportation plays a critical role in the city's ability to successfully host large events attracting both local and international visitors and attention. The Broad Street Line connects the Philadelphia Convention with the corridor, promoting visitation and tourism on North Broad.

On August 11, 2018 over 50,000 people were out enjoying North Broad Street during the 2018 Philly Free Streets event. The corridor was temporarily closed to cars between City Hall and Butler Street, just north of Erie Avenue. The City partnered with community groups and stakeholders to open an 8-mile stretch and invite people to walk, bike, and play. Not only did the successful event encourage active exercise, but it also encouraged thousands of residents and visitors to discover the great history, institutions, and businesses along North Broad Street.



Source: Albert Yee, Philly Free Streets Event Photographer

Why This Matters

The demand for improving and expanding transit services in the North Broad area is high because public transit is the primary mode of transportation for residents, students, commuters and visitors to access school, job centers, and nearby tourist attractions. Improving public transit services plays an important role in providing access to job opportunities, reducing pollution, reducing congestion, encouraging job growth, promoting tourism, and, overall, creating positive neighborhood economic impacts.

Public Safety Along North Broad

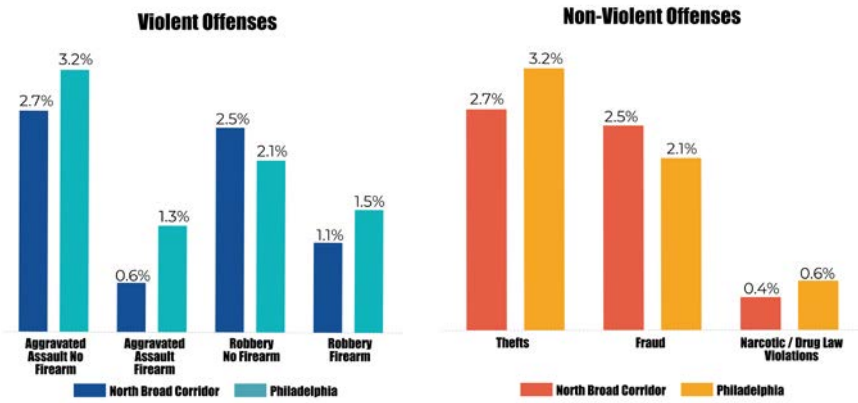


Although North Broad Street is recognized as a "walker's paradise" and overall transportation hub, public safety is often cited as a significant concern in the North Philadelphia region. **However, North Broad Street was cited as one of the quieter corridors by local police officials. In 2018, seven percent of all crimes committed along North Broad Street were violent offenses, compared to nine percent of all crimes committed in the City of Philadelphia.**

Of all crimes with a North Broad Street address committed in 2018, the most common crime incidents are categorized as thefts, fraud, other offenses, other assaults, and narcotic and drug law violations.[13] The three most common offenses, representing around 60 percent of all crimes occurring along North Broad Street, are considered non-violent offenses.[14] In addition, from 2010-2018, narcotic and drug law violations have declined by over 18 percent along North Broad.

[13] Philadelphia Police Department, https://www.phillypolice.com/crime-maps-stats/
[14] The city separates crime into two categories. Part I crimes include homicide, rape, robbery, aggravated assault, and thefts. Part II crimes include simple assault, prostitution, gambling, fraud, and other non-violent offenses.

Distribution of Crime Type, North Broad and Philadelphia[15]



Why This Matters

The City of Philadelphia has experienced a general decline in major crimes in recent years; however, public safety continues to be a significant concern for residents, visitors, and business owners.[16] High crime levels lead to low house prices, low neighborhood satisfaction, less local involvement, and increasing desire to leave the neighborhood. It is crucial to provide a safe living environment to the residents in the areas, including the large student population.

NBR recently conducted a survey to understand the safety concerns of the community and to work towards making North Broad feel safer. Feedback included:

- 64 percent of those who took the survey feel safe walking down North Broad during the daytime
- More than 60 percent of respondents indicated tht adding more security cameras and street lights would help improve the atmosphere of safety
- 55 percent indicated that building relationships between neighborhoods and local police would improve the atmosphere of safety
- Subway stations are a particular area of concern
- Other trending ideas included adding police patrol by bike and foot, and to support activity that creates more foot traffic.

[15] Philadelphia Police Department, https://www.phillypolice.com/crime-maps-stats/
[16] https://www.pewtrusts.org/-/media/assets/2018/04/philly_sotc_2018.pdf

Quality of Life Along North Broad

North Broad Street is an attractive corridor and a diverse, prominent cultural center. NBR is focused on enhancing cleanliness and safety on the corridor, and improving landscaping and maintenance, which are all fundamental for spurring economic development.





Philadelphia Litter Index

The Philadelphia Litter Index was designed as a metric to compare the relative cleanliness of different areas and neighborhoods through the city. The litter index scale ranges from 1-4, with 1 being "minimal litter" and 4 representing an area that is "extremely littered." According to the NBR, the area along North Broad has an average litter index of 3.45, above the city average of 1.7. Plastic bottles, glass bottles, paper, restaurant wrappers and cigarette butts continue to be major contributors to the litter problem on North Broad. To help address this, the NBR launched the "That's Your Butt" campaign to highlight the negative impacts littering has on the community, including less business attraction which contributes to fewer jobs. Overall, the NBR learned that in order to improve the litter, people have to change their habit of tossing litter and cigarette butts on the ground.
Also in 2018, the City of Philadelphia added four new Big Belly's trash cans to North Broad at the Fairmount Avenue, Girard Avenue, and two at Lehigh Avenue.

Landscaping and Beautification

In 2016, the Philadelphia's Departments of Streets and Commerce invested $12 million to install 41 steel street light masts along the North Broad corridor. The NBR lead efforts to reinvent the structures and The North Poles now serve as public art that lights up the Broad Street medians from Hamilton Street to Glenwood Avenue. They include LED lighting that attracts attention and provides a sense of place along North Broad Street, supporting worthy causes and organizations.





In addition, NBR actively supports greening efforts along North Broad Street. The organization is responsible for maintaining 61 planters along North Broad Street. In 2018, NBR launched the Broader Green program in North Philadelphia that will train and hire residents from the North Broad community to help maintain the planters, all with the goal of improving the overall economic vitality in one of Philadelphia's poorest communities.



Why This Matters

Clean and beautiful streets are a fundamental part of what makes a great place. Efforts to keep streets safe, clean, and attractive add to the quality of life for residents and visitors alike. Specifically, it helps to create interaction and activity on the streets, supports healthy lifestyles, and encourages customers to frequent local businesses.

2019 Forecast

Take Advantage of Opportunity Zones Along North Broad Street

Did you know that there are 14 Opportunity Zones along North Broad Street and several more in nearby neighborhoods?

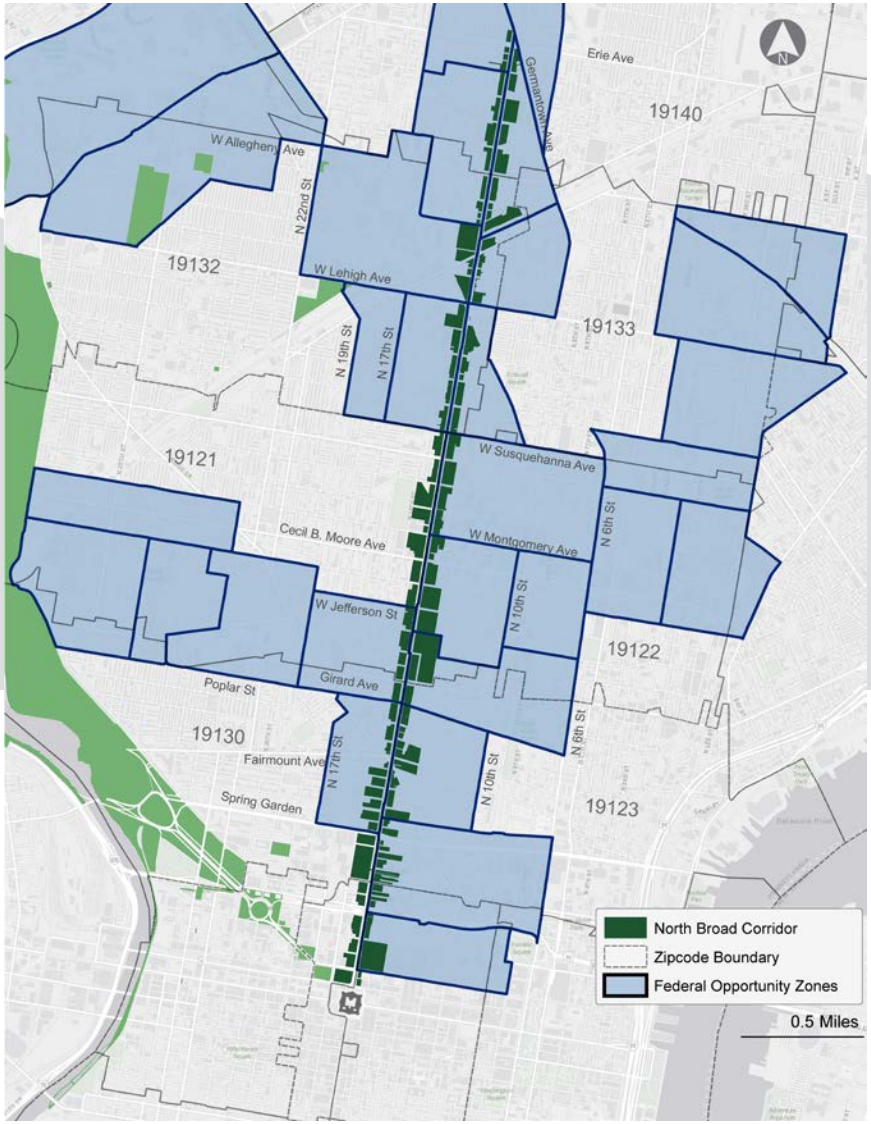
The Opportunity Zones are situated on valuable real estate in the heart of Philadelphia. With recent development, strong anchors, and renewed energy along North Broad Street, this is a perfect time to spur transformative redevelopment.

Opportunity Zones are a federal tax incentive designed to encourage investment in up and coming communities. There are several tax benefits for investors who invest their unrealized capital gains in Qualified Opportunity Zones, which may result in significant interest and investment in the North Broad community.

If you are a property owner, local developer, or business owner interested in acquiring, building, or rehabbing a property, please reach out to the NBR so we can help you connect with the individuals and Qualified Opportunity Funds that are looking for local projects.



Opportunity Zones Along North Broad



Positioned for Growth

The State of North Broad is strong and well positioned for revitalization that benefits current and future residents, businesses and visitors. The North Broad corridor boasts many positive attributes including:

- **Forecasted population growth**
- **Active housing market**
- **Growing demand for entertainment and commercial uses**
- **Federal Opportunity Zones**
- **Strong transportation network**
- **Decreasing crime occurrence and perception**
- **Engaged community working to improve cleanliness, maintenance, and landscaping**

With North Broad Street's physical assets, increased development activity, and actively engaged residents and stakeholders, we should all get prepared for the North Broad community to grow in a way that benefits all.

About the North Broad Renaissance



The North Broad Renaissance (NBR) is a non-profit supporting revitalization efforts along North Broad Street, from City Hall to Germantown Avenue. With the support, feedback, and engagement of the community, the NBR is working to keep North Broad Street clean, green and safe, making local hiring a priority, and improving the overall quality of life for all who visit, live, work and play on and around the corridor. Collectively, we are laying the foundation for inclusive business attraction, inclusive economic development and improving the economic power and overall quality of life along North Broad Street. Our four strategic areas guiding us through the year 2020 include:

- Keeping North Broad safe and clean
- Maintaining and improving greenspace along North Broad
- Marketing North Broad to the community and visitors, and communication with stakeholders
- Ensuring innovative, strategic, and diverse business attraction, business retention, and business development

North Broad Renaissance 2018 Accomplishments

- Helped to create a visible cleaner and safer corridor.
- Improved North Broad's Litter Index on several litter items, including paper, cans and plastic bottles.
- Contributed to a 16 percent decrease in the pounds of trash collected, which means less people are littering.
- NBR's clean and safe efforts were recognized as a best practice, featured in the City's Don't Waste This Idea newsletter, and recognized as a "Civic Superhero", earning the organization a grant from Keep Philadelphia Beautiful.
- Continue to maintain 61 planting beds along the corridor and identify ways to activate and improve other public green space.
- Created the Broader Green Initiative - a new program that will help create landscaping employment opportunities for one of Philadelphia's most impoverished communities.
- Partnered with other community organizations to activate the proposed "Stoop" at the intersections of North Broad Street, Fairmount Avenue and Ridge Avenue during Philly Free Streets and the holiday season.
- The NBR continues to serve as a go-to resource for all things North Broad and serving as a connector
- The NBR's marketing efforts helped create visibility for North Broad - attracting key events, including Philly Free Streets and the first ever Beach on North Broad.
- The NBR lead efforts to upgrade and light fixtures down the middle of North Broad. The new North Poles now include color-changing LED lighting that attracts attention and provides a sense of place along North Broad Street. The North Poles can now be used "to express community values, enhance our environment, transform the landscape and heighten our awareness."
- Secured more than $400,000, which lends to our overall fundraising goal of $1.75M by the year 2020.
- Launched the NBR Summer Fellowship Program, helping the next generation develop leadership skills.

The North Broad Renaissance Team

North Broad Renaissance Staff:

Shalimar Thomas, *Executive Director*

Cavhanah Baht T'om, *Program Coordinator*

Chantale Belefanti, *Executive Assistant*

North Broad Renaissance Broad of Directors:

Dr. Kenneth Scott, *Chair and President of Beech Interplex*

Lowell Thomas, *General Counsel and Counsel for the Philadelphia Housing Authority*

Steven Scott Bradley, *Secretary and President and CEO of Bradley & Bradley Associates, Inc.*

Randolph Brock, *Treasurer and Vice President and Investment Officer for Wells Fargo*

Stephen P. Mullin, *President and Principal of Econsult Solutions*

North Broad Renaissance Advisory Board:

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William T. Bergman, *Temple University of Public Affairs*

Brittany Forman, *Director at Econsult Solutions Inc.*

Charlene Lewis, *Constituent and Community Relations Coordinator for SEPTA*

Harry Hayman, *Manager for South and Bynum Hospitality*

Karen A. Lewis AVP, *External Affairs, Government & Community Relations for Drexel University*

Lorina Marshall-Blake, *President for the Independence Blue Cross Foundation*

Rhona Austin, *District Director for the Office of Senator Street*

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