The State of NORTH BROAD 2020



THE NORTH BROAD RENAISSANCE

Table of Contents

Letter from the Executive Director	4
North Broad by the Numbers	5
North Broad is Connecting Neighborhoods and People	7
Living along North Broad	10
Jobs and Businesses along North Broad	14
Development along North Broad	17
Creative Spaces along North Broad	45
Transportation along North Broad	49
Public Safety along North Broad	53
Quality of Life along North Broad	55
2020 Forecast	58
About the North Broad Renaissance	60
2019 Accomplishments	61

Letter from
The Executive Director

North Broad Street serves as a main thoroughfare for Philadelphia. From City Hall to Germantown Avenue, North Broad helps connects more than 112,000 SEPTA riders, 48,000 residents and 30,000 drivers to communities, culture and commerce. While the corridor is experiencing revitalization that's increasingly moving north, the median household income remains stable, at around $15,000 a year. As a result, the North Broad Renaissance (NBR) realized that it has an obligation to use North Broad's revitalization as an opportunity to improve the narrative around poverty, inclusion and collaboration.

This year the organization looked at our programs to ensure that we are doing just that, and being intentional about hiring from the community, increasing pay to be more aligned with the city's minimum wage, and building partnerships that could help us create sustainable and impactful growth.

These efforts will advance with the creation of the North Broad Business Improvement District. Our goal is to work with property owners to continue positioning North Broad for strategic growth that not only benefits the investors, but the entire community. To date, the feedback has been positive as property owners can see the impact Business Improvement Districts are having across the country.

In addition, the NBR became key partners with the Neighborhood Growth Project, which works to create broader based prosperity along North Broad. As a member of the Council Connector program, I'm eager to work with our elected officials on policy that supports pillars like inclusive growth and good jobs, and healthier and safer neighborhoods.

Also, thanks to the MET Philly, a growing restaurant scene, and two new proposed hotels, North Broad is increasingly becoming an entertainment destination. In partnership with Visit Philly, a key goal is to help broaden North Broad's visibility in the hospitality and tourism industry.

Last, but certainly not least, placemaking and improving green space along the corridor will continue to be a primary objective. We're excited to have partnered with The William Penn Foundation to explore creative space along North Broad. The timing is ideal, and we have an opportunity to leverage our research and funding partner with other key organizations, including the Philadelphia Department of Commerce and the Office of Transportation and Infrastructure Services, to ensure that these creative spaces service the needs of the community along North Broad Street.

As we work on our next five year strategic plan, let's continue to #ThinkBroad, support partnerships and collaboration, and leverage opportunities to ensure North Broad's growth is inclusive and impactful.

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

North Broad
by the Numbers

Census Tracts

50,003 Residents in North Broad
Source: ESRI Business Analyst

5% Population Growth from 2019 to 2024
Source: ESRI Business Analyst

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

$15,357 Median Household Income of North Broad Residents
Source: ESRI Business Analyst

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

30,786 Jobs in North Broad Census Tracts
Source: ESRI Business Analyst

Over **1,350** Businesses
Source: ESRI Business Analyst

$2.3 Billion Assessed Value of Real Estate on the North Broad Corridor
Source: OPA 2019

More Than **20,000** Housing Units
Source: ESRI Business Analyst

$129,785 Median Home Value in 2019

5,000+ K-12 Students

11% Unemployment
Source: ESRI Business Analyst

54% 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

69% Eds and Meds Jobs
Source: ESRI Business Analyst

Map of **North Broad**

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



The North Broad Renaissance (NBR) target area consists of 14 census tracts along North Broad Street from City Hall to Germantown Avenue.

North Broad is Connecting Neighborhoods & People

North Broad Street is one of Philadelphia's most prominent corridors, anchoring adjacent neighborhoods, supporting businesses and community mainstays, and connecting residents to entertainment, retail, and jobs. The North Broad Renaissance (NBR) target area spans from City Hall to Germantown Avenue and touches the eight neighborhoods of Center City East, Center City West, Poplar, Fairmount, North Central, Hartranft, Fairhill, and Allegheny West.

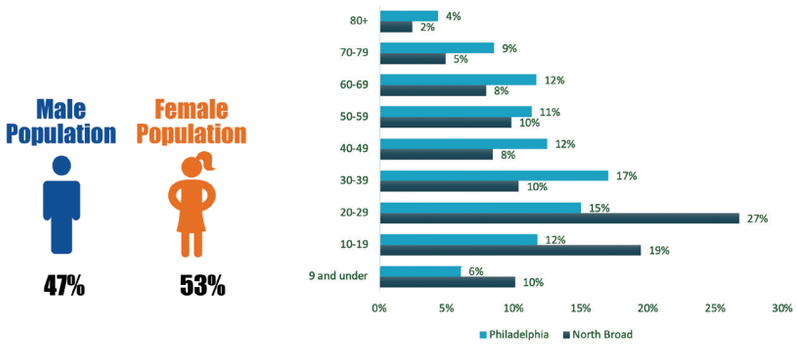
The People



More than 50,000 residents live along the corridor and in its adjacent census tracts. The area's population is young, with 37 percent of residents between the ages of 20 and 39. The school age population, consisting of residents ages 10 to 19, comprises nearly 20 percent of the population. North Broad is also diverse; 65 percent of residents are black, 23 percent are white, and nearly 10 percent are of Hispanic origin (of any race).

Population is essentially stable from last year, but is expected to grow by one percent annually compared to 0.45 percent annually citywide from 2019 to 2024. **Overall, while residents aged 20 to 39 will remain dominant in the area, the corridor will also experience the effects of a rapidly expanding senior citizen population in line with broader trends.**

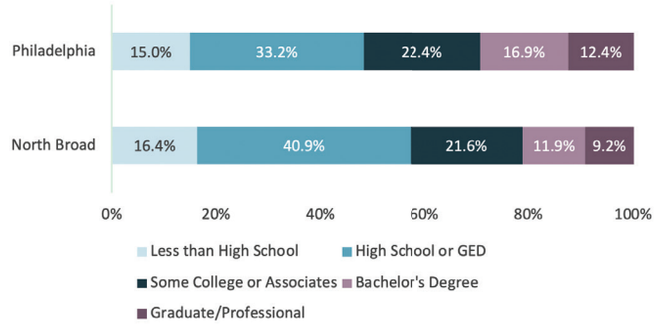
Age and Gender Distribution of North Broad Residents



Educational Attainment

While the percentage of North Broad residents who have completed high school or received their GED is similar to that of the city as a whole, the area has a lower rate of college completion, with 21.1 percent of adults having a Bachelor's degree or higher compared to 29.3 percent citywide.

Educational Attainment of North Broad Residents[1]



Source: ESRI Business Analyst (2019)

[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.

Student Presence

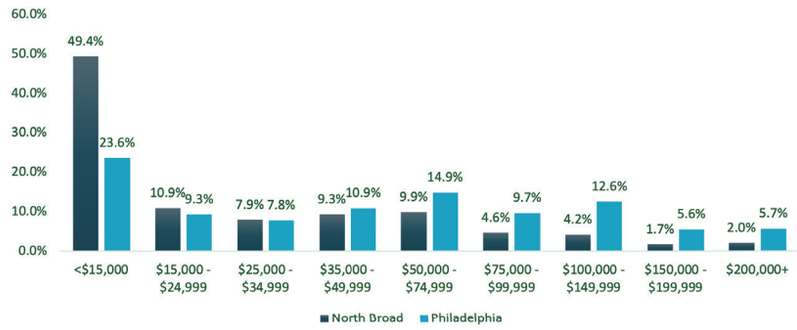
Strong educational and academic medical institutions along the corridor attract a large population of young adults – more than a quarter of the people living in the North Broad census tracts are 20 to 29 years old. While not all of these individuals are students, 25 percent of all residents are currently enrolled in undergraduate or graduate school, compared to 9 percent throughout the city. In addition to a large student resident population, the corridor also has a strong presence of students commuting from other areas as a result of strong institutions that include Temple University, Temple University Hospital, and Hahnemann University Hospital.

In addition to a large higher education student population, more than 5,000 youth living in North Broad census tracts 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.

Income

The 2019 household median income in North Broad Census Tracts is $15,357 compared to $40,129 in the city overall. Nearly half of all North Broad Street households have an income level below $15,000 annually, compared to 23.6 percent citywide. By 2024, North Broad household income is expected to grow by 16 percent, matching anticipated growth in median household incomes citywide.[2]

Household Incomes Along North Broad and Citywide



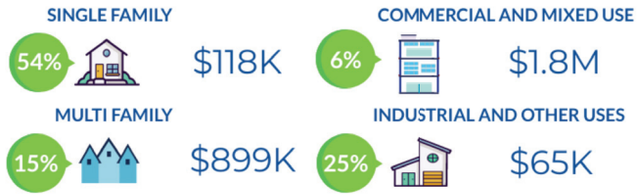
Source: ESRI Business Analyst (2019)

[2] ESRI Business Analyst, 2019

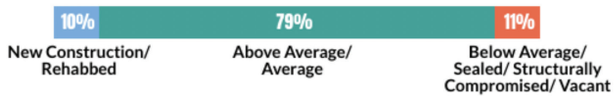
Living along North Broad

The census tracts along North Broad have a diverse and well-maintained housing stock that accommodates a range of residents' needs and preferences. A steady increase in home values and the number of sales indicates that the housing market is on the rise. At the same time, rental rates have remained stable over the past year, indicating continued affordability alongside newer, more high-end options.

Of the 16,300 properties within the North Broad census tracts, 54 percent are single-family housing, 15 percent are multi-family housing, six percent are commercial or mixed-use properties, and the remaining 25 percent are other uses, including commercial, industrial, and vacant land. According to the most recent property assessment data available, the average single-family residential property assessed is $118,000, while the average multifamily assessed value is nearly $900,000.



The single-family housing stock in the North Broad census tracts is generally well-maintained, with nearly 80 percent of properties categorized as having average or above average exterior condition. Approximately ten percent of the area's single family housing is newly constructed or recently rehabbed, while 11 percent is identified as being below average, sealed or structurally compromised, or vacant.

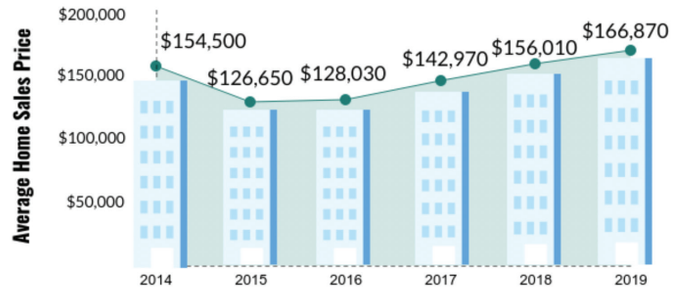


Source: Office of Property Assessment (2019)

Approximately one in four occupied housing units in the North Broad census tracts are owner occupied. An additional 2,800 units are vacant, representing approximately 14 percent of the area's 20,250 residential units. This vacancy rate, which is down more than two percent since 2010, is expected to continue to decline over the next five years.[3]

[3] ESRI Business Analyst

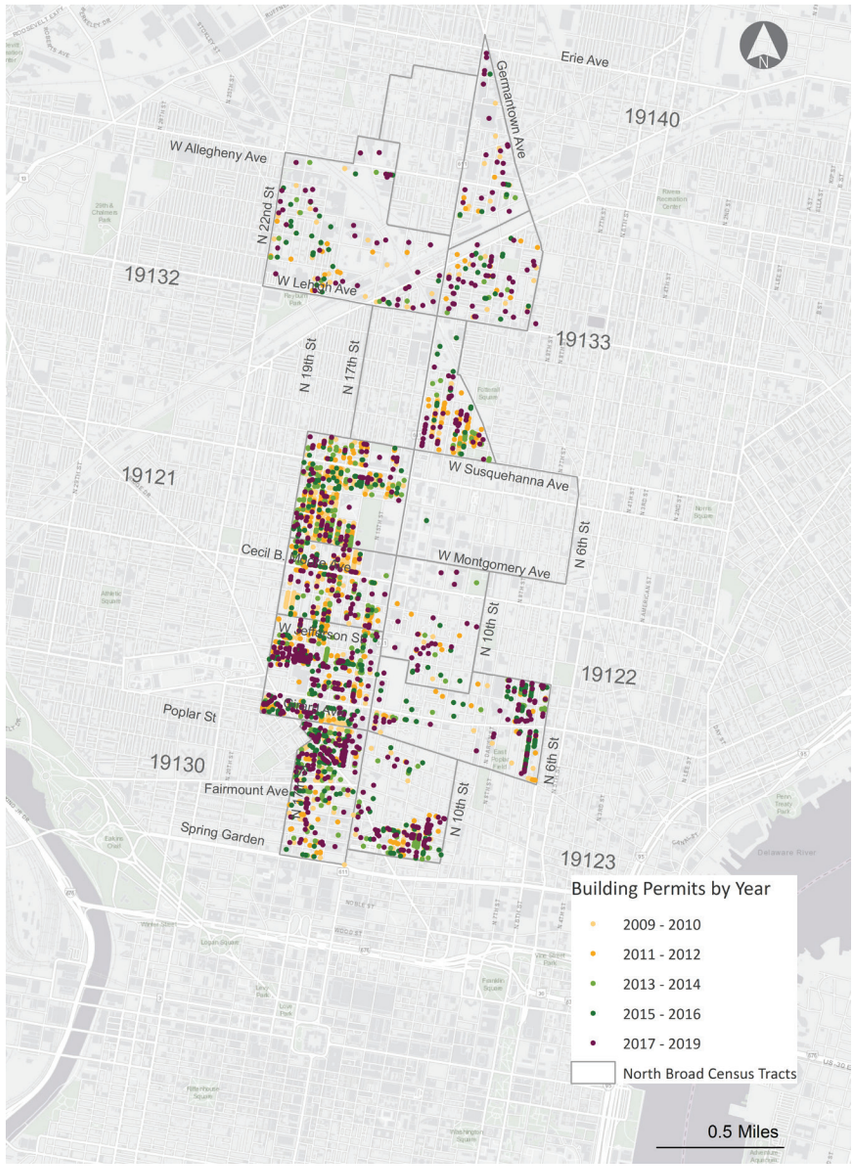
The number of residential transactions in North Broad census tracts increased by more than 20 percent between 2017 and 2018. This increased activity was paired with a nine percent increase in average sales prices, which went from $142,900 in 2017 to more than $156,000 in 2018. Transaction data through April 2019 shows a continuation of this upward trend in property sales values.[4]



The number of building permits for new construction and major alterations along the corridor has remained steady over time, with increases in 2018 and 2019 after a slight lull in 2017.

Year Issued	Number of Permits
2009	348
2010	373
2011	447
2012	354
2013	321
2014	326
2015	324
2016	366
2017	296
2018	392
2019	411
Total	**3,958**

[4] The 2019 data includes all transactions through April 2019. The Philadelphia Housing Index was updated to include a more complete dataset in 2019. Due to this change in methodology, historic transaction averages differ slightly from those reported in the 2019 State of North Broad.



Rents along North Broad Street vary significantly across the area from City Hall to Germantown Avenue. The areas along the corridor in close proximity to Center City address increasing and changing demand through the introduction of new, luxury apartments offering a variety of amenities renting for $1,500 to over $2,500.[5]

Rent ranges are considerably lower further 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 as low as $650 a month for one bedrooms in older apartment buildings to up to around $1,400 for three bedrooms in newly constructed ones.

	North Towards Germantown Ave	South Towards City Hall
One Bedroom	$650-$850	$1,500-$1,700
Two Bedroom	$950-$1,150	$1,800-$2,200
Three Bedroom	<$1,500	$1,600-2,500

Source: Hotpads (November 2019),RealPage Axiometrics (November 2019)

[5] There are relatively few three bedroom units available toward the southern end of North Broad.

Jobs and Businesses along North Broad



More than 15,000 residents of North Broad area census tracts have jobs, including 6 percent of whom are employed locally.[6] The unemployment rate is under 11 percent, down from 14 percent last year. [7] Approximately 1,350 businesses provide more than 30,000 jobs in the North Broad area.[8] The majority of these (nearly 70 percent) are in the Health Care and Education Services sectors, generally characterized as high-skill, high-wage jobs. The largest employers on North Broad Street include Shriners Hospital for Children – Philadelphia, Temple University Hospital, Temple University, and Hahnemann University Hospital. Area residents and commuters benefit from convenient access to the city's major job centers including 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, technology, and arts and culture sectors along and adjacent to North Broad Street.

[6] Inflow/Outflow analysis, OntheMap, 2017
[7] ESRI Business Analyst, 2019
[8] ESRI Business Analyst, 2019

THE NORTH BROAD RENAISSANCE



	NORTH BROAD	SOUTH BROAD	UNIVERSITY CITY
Total Number of Businesses			
	Healthcare Services (6%), Educational Services (6%), Other Categories (88%)	Healthcare Services (9%), Educational Services (2%), Other Categories (89%)	Healthcare Services (10%), Educational Services (7%), Other Categories (83%)
Total Number of Employees	30,786	15,263	80,000+
In Eds & Meds	69%	37%	79%
Total Number of Resident Workers	15,388	27,998	22,457
Median Household Income	$15,357	~$55,000	~$41,000
Percent of Local Residents Employed in the Area	6%	5%	17%
Unemployed Rate in the Area	11%	4%	7%

9

[9] ESRI Business Analyst (2019) and BLS OnTheMap (2017). Values for University City District were obtained from The State of University City 2019 and University City District.

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 $2.3 billion in assessed property value along North Broad Street between City Hall and Germantown Avenue. Residential properties, which include both single family and multifamily buildings, represent the majority of assessed value in the area, at $1.13 billion. Commercial properties, including office space, restaurants, and retail locations, contribute an additional $1.02 billion.

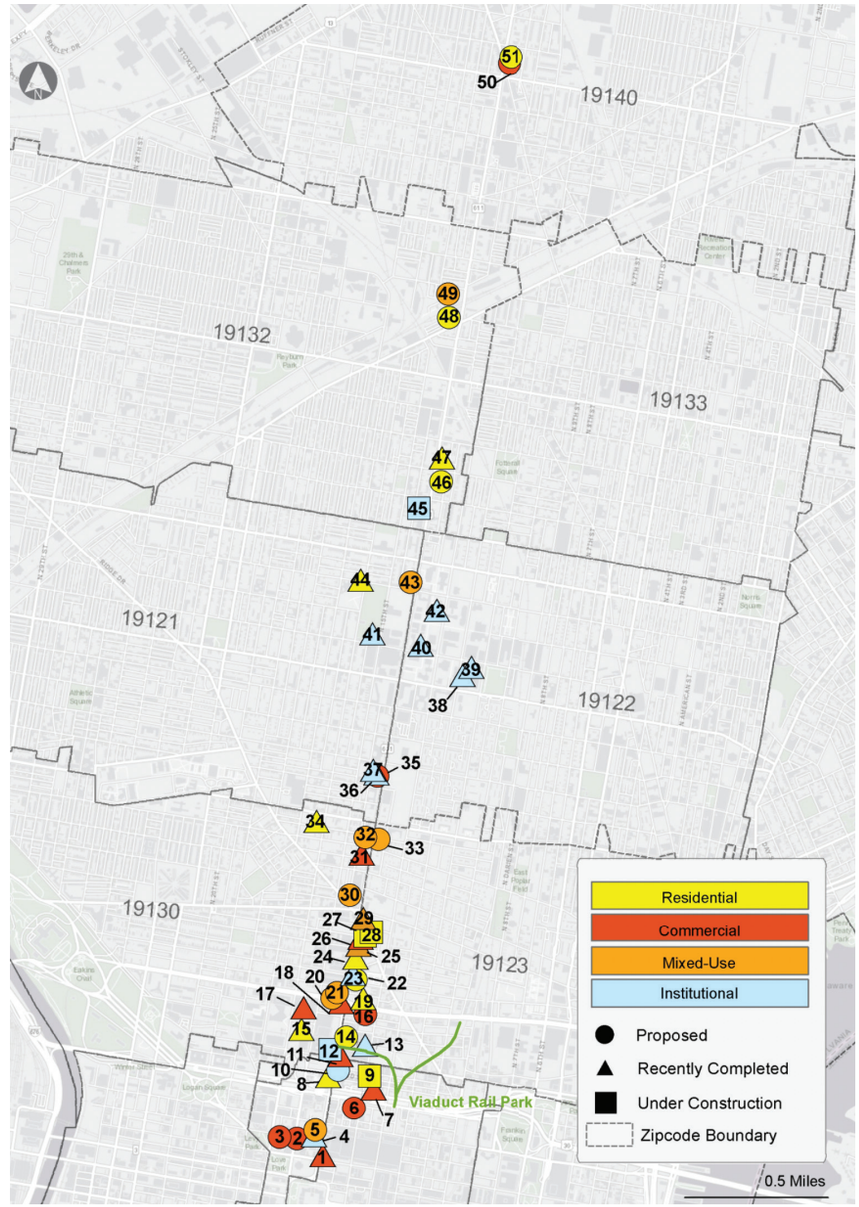


Source: Office of Property Assessment (2019)

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 the Beury Building provide examples of innovative repurposing, while 1300 Fairmount Avenue and Mural West represent the emergence of new development. Multiple projects are proposed, a number of projects are under construction, and several projects have been recently completed since 2015.

Development along North Broad.

ID	Name	Address	Current Status	Type of Use
1	Aloft Hotel	101 N Broad St	Recently Completed	Commercial
2	The Revival	127 N 15th St	Proposed	Commercial
3	Toyoko Inn Hotel	1528-30 Cherry St	Proposed	Commercial
4	PAFA Campus Expansion and Modernization	118 N Broad St	Recently Completed	Institutional
5	142 N Broad St	142 N Broad St	Proposed	Mixed-Use
6	Marriott AC	228 N 13th St	Proposed	Commercial
7	Best Western Plus Philadelphia Convention Center	1225 Vine St	Recently Completed	Commercial
8	Hanover North Broad	322, 339 N Broad St	Recently Completed	Residential
9	Heid Building	325 N 13th St	Under Construction	Residential
10	PA Ballet	329-331 N Broad St	Proposed	Institutional
11	Netrality Data Centers Philadelphia	401 N Broad St	Recently Completed	Commercial
12	The Inquirer Building	400 N Broad St	Under Construction	Institutional
13	Reading Viaduct Rail Park Phase I	1300 Noble St	Recently Completed	Institutional
14	Broad and Noble	427 N Broad St	Proposed	Residential
15	The Hamilton	1520 Hamilton St	Recently Completed	Residential
16	JDA Self Storage Facility	1314 Spring Garden St	Proposed	Commercial
17	1500 Spring Garden St	1500 Spring Garden St	Recently Completed	Commercial
18	Broad Street CVS	Spring Garden St & N Broad St	Recently Completed	Commercial
19	Mural Lofts	523 N Broad St	Recently Completed	Residential
20	Mural West	523 N Broad St	Proposed	Mixed-Use
21	510 N Broad St	510 N Broad	Proposed	Mixed-Use
22	545 N Broad St	545 N Broad St	Proposed	Residential
23	Congregation Rodeph Shalom	615 N Broad St	Recently Completed	Institutional
24	Stable Lofts	631 N Broad St	Recently Completed	Residential
25	655 Lofts	655 N Broad St	Recently Completed	Mixed-Use
26	The Studebaker Building	667 N Broad St	Recently Completed	Commercial
27	Venture Commons	1357 Ridge Ave	Under Construction	Residential
28	1300 Fairmount	1300 Fairmount Ave	Under Construction	Residential
29	Divine Lorraine	699 N Broad St	Recently Completed	Mixed-Use
30	People for People North Broad Properties	800 N Broad	Proposed	Mixed-Use
31	The Met Philadelphia	858 N Broad St	Recently Completed	Commercial
32	915-923 N Broad	915-23 N Broad St	Proposed	Mixed-Use
33	906 N Broad St	906 N Broad St	Proposed	Mixed-Use
34	The Civic	1600 W Girard Ave	Recently Completed	Residential
35	Hotel Moxy at the Blue Horizon	1314 N Broad St	Proposed	Commercial
36	Edwin Forrest House	1346 N Broad St	Recently Completed	Institutional
37	The Nest	1324 N Broad St	Recently Completed	Institutional
38	Vantage	1101 Cecil B Moore Ave	Recently Completed	Institutional
39	The View at Montgomery	1717 N 12th St	Recently Completed	Institutional
40	1810 Liacouras Walk and Speakman Hall	1810 Liacouras Walk	Recently Completed	Institutional
41	Aramark Student Training and Recreation (STAR)	1816 N 15th St	Recently Completed	Institutional
42	Charles Library	1900 N 13th St	Recently Completed	Institutional
43	2008 N Broad St	2008 N Broad St	Proposed	Mixed-Use
44	Diamond Park	2000 N 16th St	Recently Completed	Residential
45	Uptown Theater	2240 N Broad St	Under Construction	Institutional
46	The Yorker	2321 N Broad St	Proposed	Residential
47	Ruth Williams House at the Gene & Marlene Epstein Building	2415 N Broad St	Recently Completed	Residential
48	North Station District	2900 N Broad St	Proposed	Residential
49	10 North Station	1401 W Indiana Ave	Proposed	Mixed-Use
50	Beury Building	3701 N Broad St	Proposed	Commercial
51	Beury Building Phase II	3709-25 N Broad St	Proposed	Residential



Development Projects



1. 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. The Aloft Hotel is a significant addition to the recent hotel and tourism boom being experienced throughout the City.

Source: Phillybydrone.com



2. A 14-story hotel called **The Revival** has been proposed by Cherry Orchard LLC at **127 North 15th Street.** The hotel was designed by Philadelphia based architects DAS and is expected to include 64 rooms, a café in the lobby, and a second floor fitness center.

Source: DAS Architects



3. Another hotel is being proposed by Toyoko Inn Development at **1528-30 Cherry Street. Toyoko Inn** is an international hotel brand that focuses on developing three star hotels near transportation hubs. The hotel chain bought the Cherry Street site in late 2018 and are working to gather the necessary approvals to begin development.

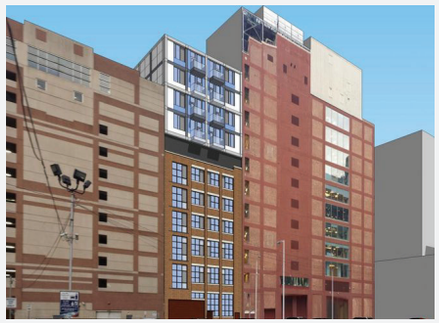
Source: Toyoko Inn Development



4. **Pennsylvania Academy of Fine Arts (PAFA)** at **118 North Broad Street** is in the midst of a multi-phased renovation. Phase I included both the construction of the new multidisciplinary John and Richanda Rhoden 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. The Arts Center had its grand opening in February of 2019.

Source: West Reed Leskosky

5. Myron J. Berman and BLT Architects have announced plans to convert a parking garage next to the **Philadelphia Academy of Fine Arts (PAFA)** 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 PAFA Building and Parkway Corporation parking garage.



Source: BTL Architects



6. The former Warner Bros film distribution center at **228 North 13th Street** will be converted in a **Marriot AC** with 150 guest rooms, an indoor pool, and a rooftop bar/lounge. Along with a restoration of the building's original art deco façade, the hotel will add an additional 12 floors and will be LEED Gold certified.

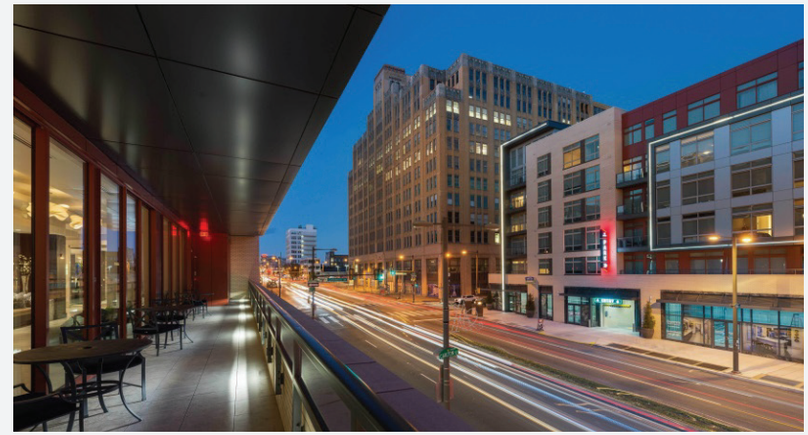
Source: Bergmann Architects

THE NORTH BROAD RENAISSANCE



7. 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.

Source: Kayak.com



8. 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. Recently, a Parisian diner called Gabi opened on the ground floor of the eastern section of Hanover North. The restaurant will offer French cuisine at affordable prices, with most menu items priced below $20.

Source: Hanover Company



9. **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 is nearly finished with transforming 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.

Source: PRDC

10. **The Pennsylvania Ballet** recently demolished a former showroom for the U.S. Tire Company to expand their headquarters at **329-331 North Broad Street**. The expansion will add dance studios, performance space with retractable seating, changing rooms, a dancer's lounge, a cafe, and office space for the Ballet.



Source: OCF

11. 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 operated by **Netrality Data Centers** and hosts extensive long haul and metro fiber routes making the center a major junction for north-south domestic fiber routes on the east coast.



Source: Philadelphia Business Journal

12. On June 22, 2017, city council voted to relocate Philadelphia Police Department from 750 Race Street in West Philadelphia 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. Currently, the building is covered in scaffolding and undergoing a complete interior renovation.



Source: Wikimedia Commons

13. **The Reading 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 pathways, greenery, and bench swings, and is currently free and open to the public every day from 7am–10pm.



Source: Uwishunu



14. Developers Toll Brothers and Sundance Bay recently announced plans for 368-unit apartment building on **Broad and Noble Streets**, near the entrance to the recently completed first of phase of the Reading Viaduct Rail Park. The developers plan to begin construction by late 2020, targeting a summer 2022 opening.

Source: Barton Partners

15. The $150 million, multi-phase, mixed-use **Hamilton tower** development project at **1520 Hamilton Street** recently completed its first phase. Phase I included construction of a 10 story, 279-unit building with amenities like an interior courtyard, communal lounge space, and smaller rooms for studying. The second phase includes construction of a 16 story, 297-unit building with ground floor retail, a community plaza, and underground parking; this phase is expected to begin in the near future. The development is a public-private partnership project between the Community College of Philadelphia and Radnor Property Group.



Source: Radnor Property Group

16. Johnson Development Associates recently proposed a self-storage facility at **1314 Spring Garden Street.** The facility would be seven floors, with one floor dedicated on ground floor retail and the remaining six floors for self-storage. The development would replace a large parking lot less than a block away from the Spring Garden Broad Street Line stop.



Source: JKRP Architects

17. 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, a CBS 3 Eyewitness News Studio, and a vXchange Data Center that operates services related to data colocation and cloud storage.



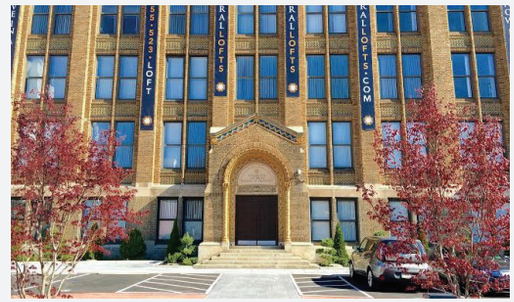
vXchange



18. Tower Investments recently completed a retail plaza adjacent to their luxury apartment building, **Tower Place** at the **Broad and Spring Garden** intersection. The retail plaza includes a CVS Pharmacy, Citizens Bank, a Sprint store, and a Starbucks.

Source: Tower Investment

19. The $16.2 million redevelopment of the former Thaddeus Stevens School at **523 North Broad Street** to 56 modern loft apartments was completed by EBRM in 2015. **The Mural Lofts** maintained the history of the building by incorporating the original chalkboards, cabinets, and hardwood floors of the school. The development also preserved the Common Threads mural by Meg Sallgman fronting Broad Street. The building is currently leasing.



Source: EBRM

20. ERBM is preparing to begin construction on Mural West, one of the first projects in the city to utilize the Federal Opportunity Zone tax incentive. The development's location at **500 North Broad Street** putting it adjacent to EBRM's Mural Lofts development which includes Meg Saligman's 1999 mural "Common Threads." A diagonal open space in front of the mural, called Common Ground, will be accessible to the public. Upon completion, Mural West will have 290 residential units, ground floor retail, and a one-story restaurant. The development will be 30 stories high, making it the tallest building in Philadelphia outside of Center City and University City.



Source: EBRM



21. Alterra Property Group recently purchased a large parking lot on the northwest corner of Broad and Spring Garden Streets at **510 North Broad Street.** Initially, the Parkway Corporation planned to build a mixed-use residential building with retail and office space; however, as of November 2019 Alterra has changed the development plan to include 498 units, with ground floor retail anchored by a supermarket. Similar to Alterra's West Philadelphia project, LVL 4125, parts of 510 North Broad will be modular, meaning that most of the building will be prefabricated in a factory and then assembled on site.

Source: JKRP Architects



22. A proposal to develop the lot at **545 North Broad Street** into 108 residential apartments was announced by Elk Street Management LLC in late 2019. The site is currently a shuttered Goodyear auto-repair shop adjacent to the Rodeph Shalom synagogue and EBRM's proposed Mural West development site. Along with the residential units, the development will include ground floor and an underground parking garage with 31 parking spaces. The project will seek LEED certification.

Source: Elk Street Management

23. The $18 million expansion and renovation of the **Congregation Rodeph Shalom** building at **615 North Broad Street**, included improvements for accessibility for the original synagogue built in 1928 and a renewal to the Byzantine revival architectural features. The expansion added a four-story addition for the Philadelphia Museum of Jewish Art.



Source: Kieran Timberlake

24. 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 towards the end of 2018.



Source: Canno Design



25. At **655 North Broad Street**, the owners of Santucci's Original Square Pizza recently completed an overbuild project, restoring the building's façade and increasing the number of floors to five. The building now contains 18 rental units with the restaurant occupying the first floor. The designs include enlarged window openings to pay tribute to the building's industrial history.

Source: OFC Realty



26. The historic **Studebaker Building** at **667 North Broad Street** has recently been transformed into a mix of restaurants, retail, office space, and apartments by EBRM. The transformation is highlighted by a historically inspired façade renovation and the restoration of the neon Studebaker marquee. The upstairs space is currently occupied by several office tenants including Starr Restaurants and 17,000 square feet of co-working space operated by Benjamin's Desk.

Source: Philadelphia Inquirer



27. TierView Capital Development is nearly complete with their Venture Commons project at **1357 Ridge Avenue**. **Venture Commons** will add 50 residential units, ground floor retail, and additional parking. Venture Commons will be centrally located on North Broad Street, located on the same block as the Divine Lorraine and RAL's upcoming 1300 Fairmount project.

Source: Venture Commons



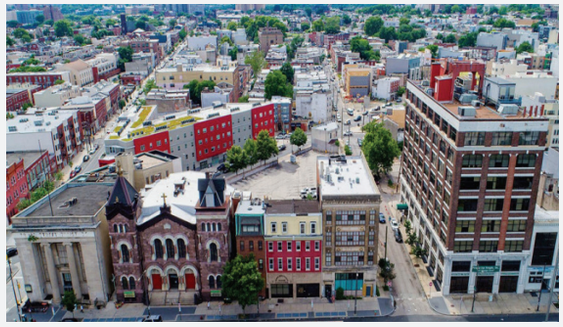
28. **1300 Fairmount** is undergoing construction which will add up to 478 residential units and 60,000 square feet of retail to the area next to the Divine Lorraine. The project is being led by RAL Development Services and leases have already been signed by Nobel Learning Communities and national discount grocer Aldi. The project was supported by $3 million in state grant funding and is on track to open in 2020.

Source: Cope Linder Architects



29. **The Divine Lorraine** at **699 North Broad Street** was redeveloped by EBRM 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 1890 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. On November 15th Angela and Joe Cicala opened Cicala, a Southern Italian cuisine restaurant. The kitchen and dining rooms are now adorned with lavish chandeliers and vintage portraits, paying homage to the Divine Lorraine's early 20th century design.

Source: Hidden City Philadelphia



30. The religious non-profit, **People for People Inc.**, is currently looking for developers to partner with to assist in developing several parcels of land owned by People for People near **800 North Broad Street.**

Source: People for People



31. 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 theater, ballroom, sports venue, and church over the years. Bob Dylan was the Met Philadelphia's opening performer in December 2018. In 2020, the Met Philadelphia will host the Academy of Vocal Arts' BrAVA Philadelphia!, marking the first time in nearly 80 years that the venue will hosted an opera.

Source: Visit Philly



32. The former single story building at **915-923 North Broad** is getting a six-story addition with a complete façade restoration. Once complete, the development will include 70 residential units 6,000 square feet of retail space, and 15,000 square feet of office space. The development is also adding a parking garage with 21 parking spaces and 24 bicycle spaces to North Watts Street.

Source: Sky Design Studios



33. **906 North Broad Street** is currently occupied by Family Dollar, Cameron's Seafood Restaurant, and Get It mini market. Plans to add an additional five floors to transform the property into 94 apartments were approved by ZBA earlier in 2019.

Source: YCH Architects



34. The former Saint Joseph's Hospital was recently converted to an apartment complex called **The Civic** targeted at younger renters whose work requires them to spend more time away from home. The development has several community entertainment facilities throughout the building, encouraging residents to socialize and interact with their neighbors. The Civic was able to repurpose many of the hospital's original design features, including leaving some of the rough concrete used for the ceiling of the old hospital rooms, giving many of the 88 residential units an industrial aesthetic.

Source: MM Partners



35. A $6-million state grant has been awarded to redevelop the former Blue Horizon boxing venue into a 140-room Marriott brand **Hotel Moxy**. The Moxy brand is aimed at Millennials looking for a limited service hotel. The $25 million renovation will be led Mosaic Development Partners and Orens Brothers Real Estate. The developers recently secured the final zoning permits and are expected to break ground in the coming months.

Source: Wulff Architects



36. 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.

Source: Curbed Philadelphia



37-39. Three large residential developments targeted at Temple students, **The Nest** on 1324 North Broad Street, **The View** at Montgomery on 1717 North 12th Street, and **Vantage** on 1102 Cecil B. Moore Ave. are all recently completed and can house more than 2,300 students combined.

Source: The Goldenberg Group



40-42. 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 **Polett and Liacouras** scheduled for completion in 2019.

Source: Temple University



In addition to the Charles Library, the addition of a glass walkway connecting **1810 Liacouras Walk** and **Speakman Hall** and the **Aramark Student Training and Recreation (STAR)** was also completed.

Source: Temple University

43. The new owners of **2008 North Broad Street,** previously a funeral home, recently received approval from the Zoning Board of Adjustment (ZBA) to build a six-story building with ground floor retail and 40 apartment units. The project site is located across the street from several of Temple University's academic and residential buildings and will likely cater to the surrounding student population.



Source: OCF Realty



44. In 2018, Habitat for Humanity completed their **Diamond Park** development at **2000 North 16th Street,** adding a total of 21 affordable housing units to the area. 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. The remaining nine homes were completed towards the end of 2018.

Source: The Goldenberg Group

45. 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. As part of Philly Free Streets in 2018 and 2019, the theater was partially opened to public for tours and for a dance contest hosted by CHARGE Performance and Wellness. The Uptown President and CEO is targeting a full opening in 2020.



Source: Philly Voice

46. **The Yorker** is a proposed nine-story building at **2321 North Broad Street.** The project will add 120 1-bedroom units to North Broad specifically for local disadvantaged youth brought to the site through a program funded by the Pennsylvania Department of Human Services.



Source: Ambit Architects

47. **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. The development also allowed Project Home to expand their Youth Adult Program, adding 20 units for young adults who have aged out of foster care but still experience homelessness.



Source: Project Home



48. 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 plans for the first phase of the development at 10 North Station were released earlier this year. This phase will include a six-story building with 105 units and a renovation of an abandon industrial building. The second phase includes 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."[10]

Source: Spagnolo Group Architecture



49. The first phase of the **North Station District**, a new seven-story building at **10 North Station** just south of Indiana Avenue, was announced earlier this year. The building will replace a parking lot with 135 market rate units, ground floor retail, and public green space. This phase of the project will include a repurposing of the abandoned Ink Building into co-working and office space.

Source: Stantec/KMA



50-51. **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 transforming the original 14-story art deco building into a Marriott hotel. The developers are currently working with the community to draft a community benefits agreement that would include a triangular public plaza and a commitment from the hotel to hire at least half of its staff from the Nicetown-Tioga area. The second phase will consist of approximately 20,000 square feet of retail, public space, and up to 90 residential units. The building, located at **3701 North Broad Street**, has been identified as the northern bookmark revitalization on North Broad Street.

Source: Beaurybuilding.com

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 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 from the rest of the city. Overall, development along North Broad is adding innovative and inclusive amenities such as the Reading 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.

Creative Spaces along North Broad

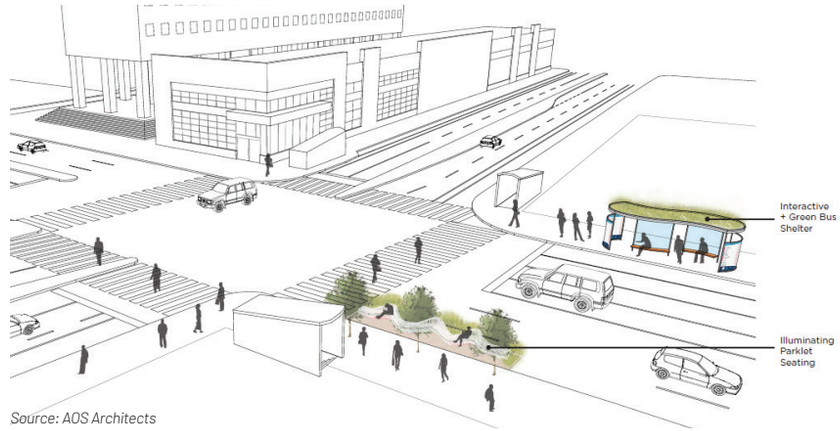
North Broad Street and its adjacent neighborhoods are rapidly growing and evolving. The NBR is actively working to support growth that is beneficial to current residents and stakeholders and is enticing to all. NBR was recently awarded a grant by the William Penn Foundation to explore the idea of activating creative spaces along North Broad, with a focus on vacant green space. NBR has engaged the community, Econsult Solutions Inc., and AOS Architects to produce a plan aiming to inspire outdoor activation that allows public space to be used in an innovative way, enabling residents and visitors to benefit physically, culturally, and economically.

NBR Districts

Technology & Innovation District

(Zone 1 – N. Broad & Spring Garden)

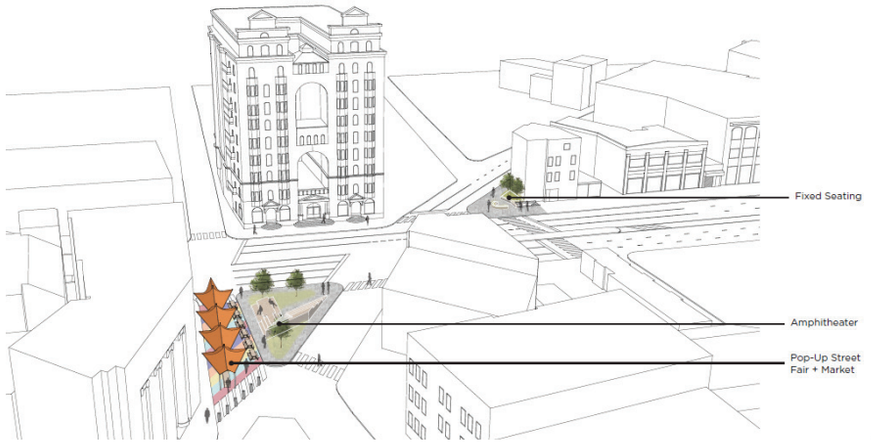
The Technology and Innovation District located at the intersection of N. Broad Street and Spring Garden Street will help develop this area as a technology hub, attracting related businesses which will enrichen the development already scheduled for this area, while engaging the public to take interest in possible careers in technology. To activate the streetscape of this major intersection, AOS proposes to introduce an interactive bus shelter on the north-west corner of N. Broad and illuminating seating on the north-east corner. In addition to a green roof to promote biodiversity in the city, the bus shelter includes interactive touch screens which commuters can use to gain information about their commute and the city, or play select games. The illuminating seating will act as a parklet projecting out into the parking lane of N. Broad Street. Trees lining the sidewalk will give the seating shade and greenery behind the seating will act as a barrier between pedestrians and the street.



Source: AOS Architects

Arts & Culture District
(Zone 2 – N. Broad & Fairmount / Ridge)

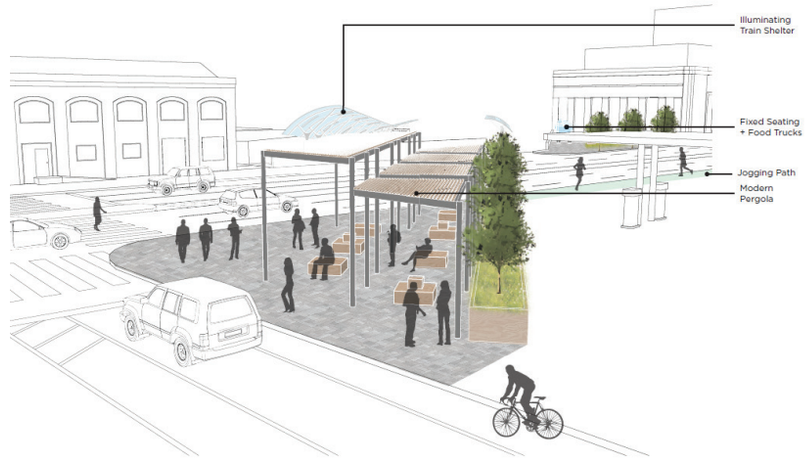
The intersection of N. Broad and Fairmount/Ridge Avenues is rich in cultural history with its many historic and cultural sites, including the Divine Lorraine and the MET Philadelphia. The interventions for this area will help bring communities together and take advantage of the $4.1 billion economic impact arts and culture has on the region. The interventions include a pop-up street fair / market with a painted streetscape on the small portion of Fairmount Ave. between N. Broad and Ridge Ave., an amphitheater on the triangular island between all three avenues, and fixed seating with greenscape on the south-east corner of the intersection. These three interventions will act as gathering mechanisms for the residents of N. Broad's diverse neighborhoods while promoting the arts in Philadelphia.



Source: AOS Architects

Professional Services District (Zone 3 – N. Broad & Lehigh)

To promote business development along N. Broad Street, the intersection of N. Broad and Lehigh Avenue will host urban place-making interventions that will encourage people to gather and stay rather than go elsewhere. Small scale, green, and pedestrian-friendly interventions will humanize the vast amount of paving that now characterize this intersection, eventually spurring small businesses to set up in the area. These interventions include a modern-style pergola on the south-west corner of the intersection with large planters growing trees to create a green separation between the gas-station and pedestrian seating, an illuminating train station to create a safer and brighter train stop, a green space with fixed seating and food trucks on the north side of the historic North Broad Street Station building, and a jogging path to promote more pedestrian activity.



Source: AOS Architects

Health District (Zone 4 – N. Broad & Germantown)

The health district at the corner of N. Broad and Germantown Avenue will bring health and health education outdoors in order to fight the health crisis in the 19140 ZIP code and create a healthy environment for residents. The interventions include a tranquil park with rotating health services and farmers' markets in pop-up tents and a neighborhood history mural, a jogging path, and a redesign of the triangular island at the intersection of Germantown Ave and N. Broad which includes seating with greenscape and an interactive green bus shelter. These interventions will encourage residents and other users of this intersection to spend more time outside, supporting their efforts to become healthy employees and find sustainable employment.



Source: AOS Architects

Why This Matters

The NBR Creative Activation Plan will help support inclusive growth. There is an opportunity to utilize the vacant spaces along the corridor in temporary or permanent ways that benefit the community. These spaces will not only create aesthetic and cultural values to the local community, but also a significant volume of economic activity, which enhances the local tourism and recreation industries. In addition, the local real estate market will likely benefit from these creative spaces, which help to increase nearby property values. The presence of creative public spaces attracts and increases visitor spending from outside of the area, which accrues across a number of sectors and then circulates throughout the local economy.

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.

Walk , Bike, Transit Scores[11]



92



83



88

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 30,000 vehicles per day. Intersections at Broad and W Glenwood Ave is particularly high traffic areas, averaging close to 38,000 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.
[12] ESRI Business Analyst, 2019

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.[13]

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



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

Transit Facilitating Tourism



Source: Philly Free Streets Event

Source: Philly Free Streets Event

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 Center with the corridor, promoting visitation and tourism on North Broad.

On August 3, 2019, the 2019 Philly Free Streets event proved to attract Philadelphians from neighborhoods across the city, and beyond. The City partnered with community groups and stakeholders to open an 8-mile car-free stretch between City Hall and Butler Street, just north of Erie Avenue, and invited people to walk, bike, and play. At the event, Philly Free Streets volunteers conducted 561 participant surveys. Fifty-eight percent (58%) of people surveyed reported that they had participated in Philly Free Streets in one or more of the three prior year's programs. 42 out of 48 Philadelphia zip codes were reported as home zip codes of people surveyed.

Not only did the successful event encourage thousands of residents and visitors to discover the great history, institutions, and businesses along N. Broad Street, it also created a number of temporary jobs during the event. Philly Free Streets, in partnership with SERVE, the City of Philadelphia's Office of Civic Engagement & Volunteer Service, welcomed a record 140 volunteers who, together, volunteered 490 total service hours. In partnership with North Broad Renaissance, the City connected seven North Philadelphians to part-time summer employment at $15/hour.

Why This Matters

The demand for improving and expanding transit services in 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 creating positive neighborhood economic impacts.

Public Safety along North Broad

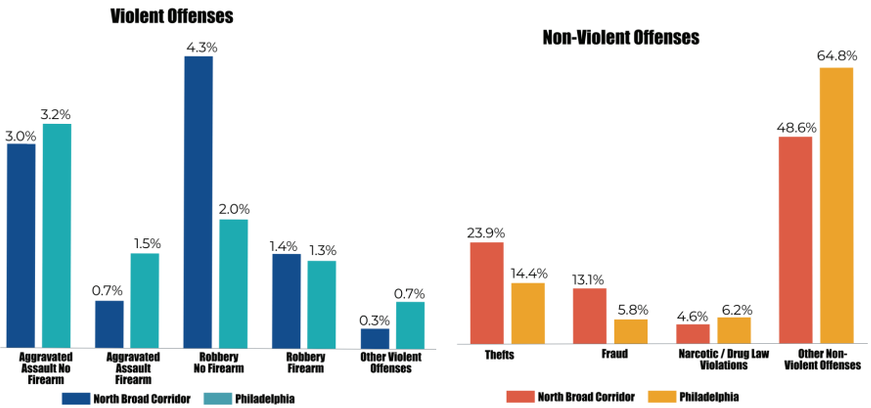


Although North Broad Street is recognized as a "walker's paradise" and overall transportation hub, public safety is often cited as a significant concern in the North Philadelphia region. **However, North Broad Street was cited as one of the quieter corridors by local police officials. The number of crimes along North Broad Street declined by 12.0 percent from 2015 to 2018, indicating a larger decrease comparing to the city's decline of 11.6 percent.**

Of all crimes with a North Broad Street address committed in 2019[14], the most common crime incidents are categorized as thefts, other offenses, other assaults, fraud, and narcotic and drug law violations.[15] The three most common offenses, representing around 50 percent of all crimes occurring along North Broad Street, are considered non-violent offenses.[16]

[14] 2019 crime data is not recorded for full year; only partially through November 2019 when the analysis was completed.
[15] Philadelphia Police Department, https://www.phillypolice.com/crime-maps-stats/, November 2019.
[16] 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[17]



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.[18] High crime levels lead to low housing 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
- 28 percent of the respondents feel safe walking down North Broad during the nighttime
- More than 60 percent of respondents indicated that adding more security cameras and street lights would help improve the atmosphere of safety
- Other trending ideas included adding more police patrol by bike and foot, supporting activity that creates more foot traffic, hosting more community events and programs to bring the neighborhood together, and supporting non-profit community organizations and small businesses to improve their sidewalks and facades to create a safer environment.

[17] Philadelphia Police Department, https://www.phillypolice.com/crime-maps-stats/
[18] 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 is 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 the "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. This has improved over the last two years, with a particular decrease in paper, cans and plastic bottles.

Because of their successful litter efforts, the NBR has received multiple awards and recognitions. In 2019, NBR was recognized as a Civic Superhero earning a grant from Keep Philadelphia Beautiful and it was also featured in the City's "Don't Waste This Idea" newsletter as a best practice to emulate. Furthermore, the owner of NBR's cleaning vendor has helped to inspire Councilwoman Cherelle Parker's $10 million PHL Taking Care of Business initiative which is focused on reducing blight and litter on 10 commercial corridors through the city.

Vision Zero Safety Improvements

The North Broad corridor is considered a Vision Zero High Injury Network street, meaning that it has a high number of driver and pedestrian accidents and more serious crashes than other Philadelphia streets. PennDOT in partnership with the City of Philadelphia is focused on traffic safety and is working towards the City's Vision Zero goal of zero traffic deaths by 2030. In September of 2019, hardened centerlines were installed in the center of North Broad Street to help slow driver's turning speeds, prevent illegal U-turns, and improve safety for pedestrians and cars alike.



Landscaping and Beautification

In addition, NBR continues to support 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 Initiative 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. The program has provided eight to ten seasonal jobs over the last two years.

Along the North Broad corridor there is one unmistakable icon that helps to identify the place – the North Poles. In 2016, the Philadelphia's Departments of Streets and Commerce invested $12 million to install 41 steel street light masts along the N. Broad corridor. The "North Poles" now serve as a public art that light up the Broad Street median 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.

Why This Matters

Clean and beautiful streets are key building blocks to making a great place. Efforts to keep streets safe, clean, and attractive add to the quality of life for residents and visitors alike. Specifically, they help to create interaction and activity on the streets, support healthy lifestyles, and encourage customers to frequent local businesses. In addition, cleaning and beautification efforts that encourage local employment further add to the civic engagement and economic vitality of an area.



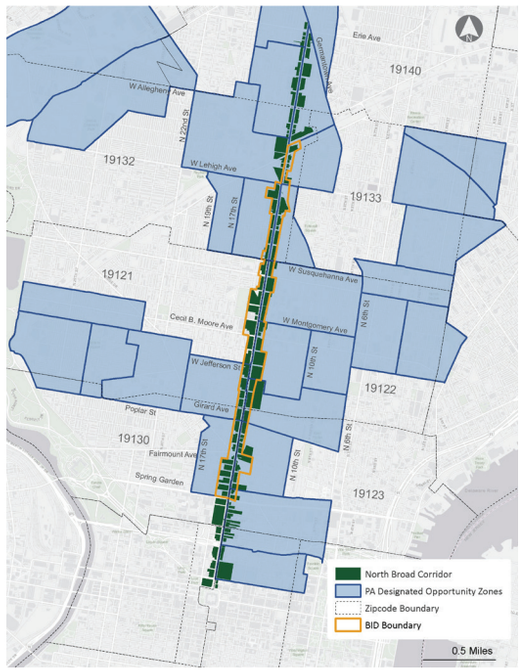


2020 Forecast

Take Advantage of Opportunity Zones Along North Broad Street

In 2017, the federal government created Opportunity Zones- a tax incentive designed to encourage investment in economically distressed communities. There are several tax benefits for investors who invest their unrealized capital gains in Qualified Opportunity Funds, which may result in significant interest and investment in the North Broad community.

There are 14 Opportunity Zones situated along North Broad on valuable real estate in the heart of Philadelphia. Several private entities are seeking partners to complete Opportunity Zone projects along North Broad. In addition the City of Philadelphia has designated two areas along North Broad as priorities for Opportunity Zone development



1) North Philadelphia Station: City goals for the area include bringing investment and jobs centered around transit amenities of the station, adaptive reuse that focuses on living-wage jobs, and preventing displacement of longtime residents.

2) Broad, Germantown, and Erie: City goals include supporting the commercial corridor, creating jobs for existing residents, increasing pedestrian safety, creating public spaces, and maintaining affordable housing units.

With recent development, strong anchors, renewed energy, and Opportunity Zone tax benefits, we look forward to seeing the realization of transformative redevelopment along North Broad Street.

A Proposed Business Improvement District

In May 2019, the North Broad Renaissance formed a Steering Committee to develop plans for a proposed Business Improvement District (BID) to support commercial properties along North Broad. Four steering committee meetings between May and September 2019 have been held to gather input from stakeholders about the types of services that would be most helpful within the service area, which is proposed to include commercial properties extending from Lehigh Avenue to the south to Sedgley Avenue to the north.

Business Improvement Districts, which are funded through a special assessment paid by commercial property owners, typically offer services like street cleaning, branding, and increased lighting within their boundaries. These services, which are provided in addition to, not in the place of, city services, support existing businesses, encourage new businesses to establish themselves in the area, and improve the visitor and resident experience through improved cleanliness and safety.

A community needs survey has offered insight on participants' favorite aspects of North Broad Street, opinions on existing conditions, and priorities for future investment, including potential beautification efforts, cleaning services, capital improvements, and quality of life services.

Positioned for Growth

North Broad Street is at the convergence of opportunity and positive economic forces. The corridor continues to experience transformational growth and revitalization with residential, institutional, and commercial development occurring in all directions. As a result, 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**
- ✓ **Plans for adding creative spaces along the corridor**
- ✓ **Strong transportation network**
- ✓ **Decreasing crime occurrence and perception**
- ✓ **Engaged community working to improve cleanliness, maintenance, and landscaping**
- ✓ **Desire to explore a Business Improvement District**

About the North Broad Renaissance

The North Broad Renaissance is a non-profit that serves as a Special Service District (SSD) whose primary role is to provide communication and information to City administrators and Council, neighborhood and community groups and others who are (or may) do business, development or other activities on North Broad, from City Hall to Germantown Avenue. In partnership with community stakeholders, we are revitalizing the community, creating opportunities, and improving the economic power and overall quality of life along North Broad by doing the following:

- 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 Objectives

Our Objectives

In 2016, North Broad Renaissance, with the help of consultants and the community, developed a strategic plan entitled "The 2020 Vision." Engagement with the stakeholders and community partners identified the following strategic priorities to address the needs of the North Broad Street corridor:



Cleanliness & Safety

Objective:
To make North Broad Street a clean and safe community.

Maintenance & Landscaping

Objective:
To develop and maintain green spaces along North Broad Street.

Marketing & Communications

Objective:
To serve as a connector and information resource for the North Broad community.

Economic Development

Objective:
To oversee and promote smart development and employment opportunities.

2019 Accomplishments

Clean and Safe

- A visibly cleaner and safer North Broad Street.
- A litter index that has improved by one point on several litter items, including paper, cans and plastic bottles.
- Because of successful litter efforts, the NBR was 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.

Maintenance and Landscaping

- A new program that will help create employment opportunities for one of Philadelphia's most impoverished communities.

Marketing and Communications

- An increase in engagement from local stakeholders.
- Increased partnership projects.
- Increased visibility across media platforms.
- North Broad sought as a location for key events, including Philly Free Streets.

Economic Development

- 8 new sponsorship including a new grant from the William Penn Foundation, as well as interest from the Knights Foundation and the Comcast Foundation.
- Jobs along the corridor increased from 29,107 in 2016 to 29,946 in 2018.
- More than 20 development projects being proposed, recently completed or currently under construction.
- Real estate value along the corridor increased and is now at more than $2.1Billion
- Strategic placemaking efforts to attract the right businesses to the corridor, create sustainable employment, and fight poverty.

Best Practice and Leadership

- Invited to share practices at the Federal Reserve Bank of Richmond, which resulted in an invite to visit Baltimore and share more.
- Invited by Impact PHL to help lead a tour of impact investors to encourage investments along and around North Broad that's inclusive and supports the needs of the community.
- Chosen to represent Philadelphia during an Augmented Reality conference in Oakland, CA (presented by the Knights Foundation) because of the work the NBR is doing around using AR in community development.
- Recognized as a "civic superhero" by Keep Philadelphia Beautiful, resulting in a grant.
- Identified as a key partner for Philly Free Streets, which resulted in a partnership with the Streets Department to help identify and pay residents to help with outreach and volunteer efforts.
- The NBR was recently awarded a grant by the William Penn Foundation to explore the idea of activating creative spaces along North Broad, with a focus on vacant green space.

The North Broad Renaissance Team

North Broad Renaissance Staff:

Shalimar Thomas, *Executive Director*

North Broad Renaissance Board 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*

Contact:

North Broad Renaissance
440 North Broad Street
3rd. Floor Portal C
Philadelphia, PA 19130
(267) 318-7772
Northbroad.org

Follow the North Broad Renaissance on Instagram, Twitter and Facebook or just Google #ThinkBroad

THE NORTH BROAD RENAISSANCE

440 North Broad Street
Philadelphia, PA 19130
northbroad.org

#THINKBROAD