

A photograph of a city street with a large clock tower in the background. Overlaid on the image is the text 'THE STATE OF NORTH BROAD 2016' in large, bold, block letters. 'THE STATE' is orange, 'OF' is in a black circle, 'NORTH' is blue, and 'BROAD 2016' is green.

THE STATE OF NORTH BROAD 2016

#THINKBROAD

TABLE OF CONTENTS

Letter from Executive Director	3
North Broad by the Numbers	4
Map of North Broad	5
North Broad Residents	6
Jobs and Businesses	7
Growth and Development	9
Development on The North Broad Corridor	10
Transportation	17
Crime and Public Safety	21
Quality of Life	23
History of North Broad Renaissance	25
The 2020 Vision	25
North Broad Renaissance Objectives	26
North Broad Renaissance Accomplishments	26
North Broad Renaissance Staff	27

LETTER FROM EXECUTIVE DIRECTOR



As we prepare to produce the first North Broad Renaissance (NBR) State of North Broad report, I'm reminded of the great opportunity we have. Working together, we can create cleaner and safer streets, improve greenspace, and connect communities to resources and each other. These efforts can serve as the foundation for successful economic development and generate sustainable employment opportunities for families in North Philadelphia and beyond. The opportunity is right along one of Philadelphia's most prominent corridors – North Broad Street!

You've heard it before: North Broad Street was once considered the "Workshop of the World," with amazing infrastructures, businesses, arts and culture and a thriving community. Today, the corridor has its share of challenges, including more than 4,800 crimes that took place along North Broad Street in 2015, a 14.3% vacancy rate, and a large population living in poverty.

However, with the completion our 2020 Vision – the community-driven strategic plan for the NBR – we are on the road to re-establish North Broad Street as the huge economic driver it can become, and revitalize communities, culture and commerce. We have developed a plan, and now we are eager to begin the work alongside our partners and supporters who will help us reach our shared goals for the community.

Please continue reading to learn more about the state of the North Broad Street, how NBR is working to improve the corridor, and the impact you can have as a supporter.

Thank you,
Shalimar Thomas

Executive Director

North Broad Renaissance

northbroad.org | [#ThinkBroad](https://twitter.com/ThinkBroad)

NORTH BROAD BY THE NUMBERS

(Census Tracts)

48,384

Residents in North Broad



4.8%

Population Growth
from 2000 to 2021



48.6%

Residents 18-34
years of age

\$14,366

Per Capita Income of
North Broad Residents



17.0%

Residents Who
Have a Bachelor's
Degree or Higher



24,903

Jobs in North Broad



1,471

Businesses



\$1.7 Billion

Assessed Value of
Real Estate on the
North Broad
Corridor

19,465 Housing Units



\$88,733

Median Home Value
in 2016

\$590

Median Rent
in 2014

58.8%

Residents Who
Walk, Bike, or Take
Transit to Work

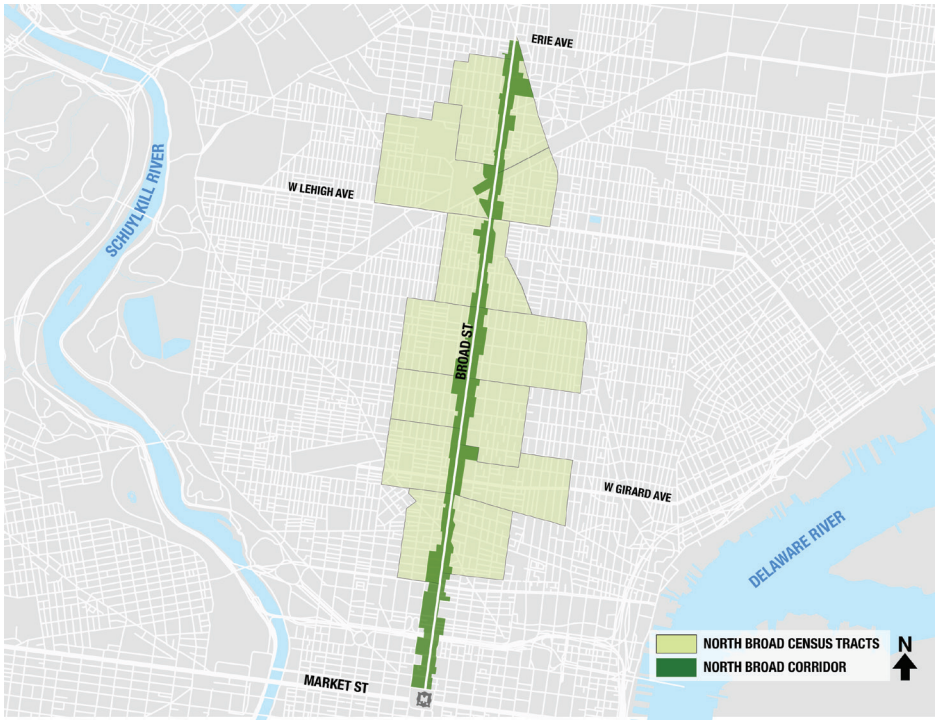
91

Average Walk Score in
North Broad Neighborhoods



MAP OF NORTH BROAD

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



Source: ESI (2016)

NORTH BROAD RESIDENTS

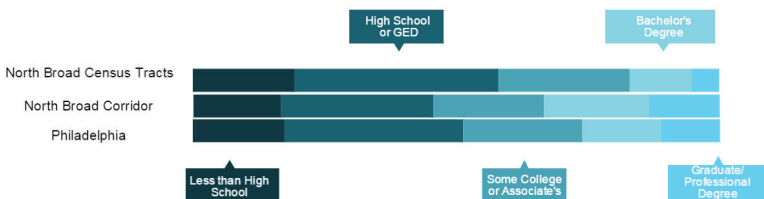
North Broad Street has historically been one of Philadelphia's most prominent corridors. The corridor and its adjacent census tracts are home to nearly 50,000 residents. The corridor touches eight neighborhoods: Center City East, Center City West, Poplar, Fairmount, North Central, Hartranft, Fairhill, and Allegheny West. The residents of in North Broad census tracts are young and diverse. Nearly half of residents are between 18 and 34 years of age; 24.3 percent of residents are white alone, 64.6 percent black alone, and 8.5 percent of Hispanic origin. According to ESRI Business Analyst, by 2021 the area's population is expected to grow by 4.8 percent and be slightly more diverse.

Age Distribution of North Broad Residents



Source: Census Bureau (2015)

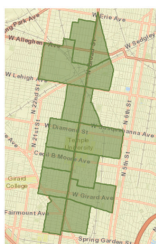
Education of North Broad versus Philadelphia Residents



Source: Census Bureau (2015)

JOBS AND BUSINESSES

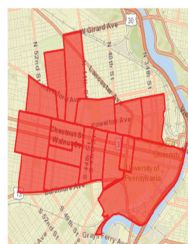
There are a nearly 1,500 businesses in the North Broad area, providing 24,903 jobs. The majority of these jobs are in Health Care and Social Assistance and Education Services, both highly-skilled and high-wage sectors. The largest employers on North Broad Street are Shriners Hospital for Children – Philadelphia, Temple University Hospital, Temple University, and Hahnemann University Hospital.



North Broad



South Broad



University City

Total Number of Businesses



■ Healthcare Services (11.90%)
■ Educational Services (5.44%)
■ Other Categories (82.66%)



■ Healthcare Services (10.41%)
■ Educational Services (3.37%)
■ Other Categories (86.22%)



■ Healthcare Services (12.43%)
■ Educational Services (8.79%)
■ Other Categories (78.79%)

Total Number of Employees



24,903

15,408

49,866



54%

32%

12%



9%

8%

36%

Spotlight: Health Enterprise Zones

In October 2016, the North Philadelphia Health Enterprise Zone was launched in the North Broad corridor. The Zone spans Spring Garden Street to Olney and from Frankford to Germantown, incorporating the North Broad corridor. The Zone is intended to engage the community in determinants of health, unmet health-related social needs, and preventative treatments. The collaborative effort includes three hospitals – Hahnemann University Hospital, Temple University Hospital, and Einstein Medical Center Philadelphia – as well as the Pennsylvania Department of Education and the Chamber of Commerce for Greater Philadelphia.



Source: Temple University

The focus on health careers positions the North Broad corridor for an increase in employment in the area. It is estimated that health services employment in Philadelphia will rise by 25 percent over the next decade.

GROWTH AND DEVELOPMENT

There is approximately \$1.7 billion in assessed property value on 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.

Commercial & Hotels



\$1.3 Billion

Residential



\$343.2 Million

Industrial



\$26.8 Million

North Broad Street is in the midst of significant growth and redevelopment. Substantial commercial, residential, and institutional development has occurred along the corridor in recent years, as modern businesses and institutions have seized opportunities to adapt historic properties to modern uses. Growth through reinvention and adaptive reuse often positively affects neighborhoods by decreasing the number of vacant and abandoned buildings while conserving resources, allowing residents, visitors, and business owners to interact with and preserve the history and diversity that makes this corridor unique. Several projects have been recently completed, a number are currently under construction and multiple developments are proposed for future completion.

DEVELOPMENT ON THE NORTH BROAD CORRIDOR



Source: ESI (2016)

Recently Completed Projects

Located at **699 North Broad Street** in the Fairmount neighborhood, the Divine Lorraine is being redeveloped into 101 apartment units, a 25 unit boutique hotel, and retail space. The building was 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. After the hotel closed in 1999, the iconic building descended into disrepair before being redeveloped into a project that aims to preserve the history and prominence of the building.



Source: EB Realty Management

The Mulford Building was converted into 256 apartments at **640 North Broad Street** that maintain the integrity of the original building by pairing the old and the new.



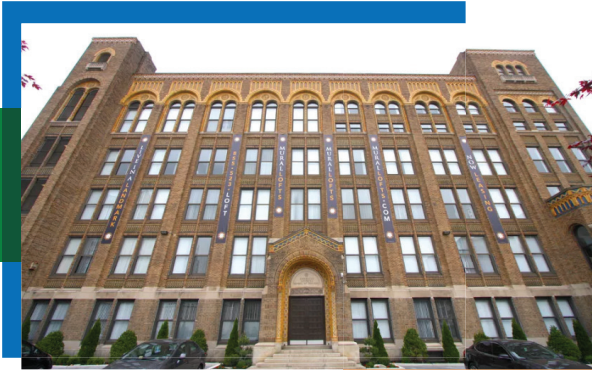
Source: Philly Skyline

The \$70 million conversion of a former state office building to the 204 unit **Tower Place** Luxury Apartments at **1400 Spring Garden Street** was completed in 2013.



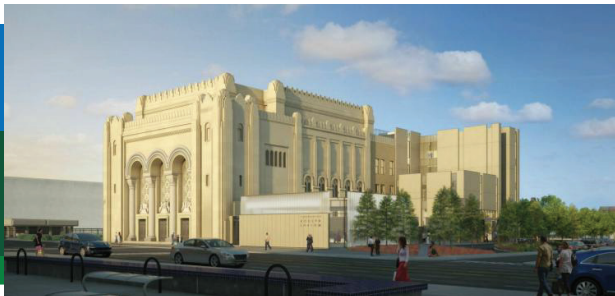
Source: Philadelphia Heights

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



Source: Curbed Philadelphia

In 2015, the \$18 million expansion of the **Congregation Rodeph Shalom** building at **615 North Broad Street** adding the “Common Ground Marketplace” was completed.



Source: PlanPhilly.com

PROJECTS UNDER CONSTRUCTION

An estimated \$70M will be invested into redeveloping the 20,000 square foot former **Telecom Hotel** for commercial use at **401 North Broad Street**.



Source: *The Philadelphia Inquirer*

The Parkway Corporation has partnered with The Hanover Company to develop 110 residential units at **339 North Broad Street**, across from its 229 unit project **322 North Broad**. This mixed use project will also include 11,000 square feet of retail space, a two level public parking garage, and bike storage. Completion is expected in mid-2017.



Source: *Philadelphia Magazine*

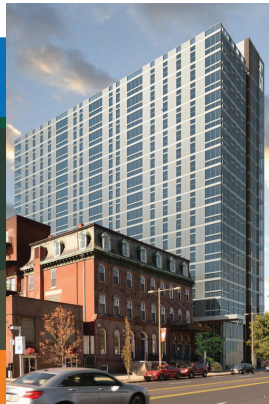
In 2016, after investing an estimated \$35 million, owners of the **Philadelphia Metropolitan Opera House** at **858 North Broad Street** are currently soliciting potential tenants for the 32,200 square foot space. The historic structure was built in 1908 and was initially used by various opera houses including New York's Metropolitan Opera House before serving as a movie theatre, ballroom, sports venue, and church over the years.



Source: EB Realty Management

PROPOSED PROJECTS

In the area near the **Freedom Theatre** at **1324 North Broad Street**, a former storage building will be converted into a 17-story building with 180 apartments.



Source: The Philadelphia Inquirer

The historic **Studebaker Manufacturing Building** at **667 North Broad Street** will be transformed into a mix of restaurants, retail, office space, and apartments.

The Parkway Corporation purchased a large parking lot on the northwest corner of Broad and Spring Garden Streets at **1407 Spring Garden Street** in August 2016 for a mixed-use residential, office space, and retail building.

The proposed redevelopment of the **Beury Building** would include seven floors of senior housing and four floors of non-profit office space. The building, located at **3701 North Broad Street**, has been identified as the northern bookmark revitalization on North Broad Street.

A parking garage next to the **Philadelphia Academy of Fine Arts** at **142 North Broad Street** will be converted into a mixed-use building, housing a floor of commercial space and 101 residential units.

The building at **2415 North Broad Street** will be redeveloped into a mixed-use property offering 88 affordable housing units and ground level retail.

The Liberty Title and Trust building at **101 North Broad Street** was preserved when the Philadelphia Convention Center was expanded and will be converted into a 178 room Aloft Hotel by Sharwood. The hotel is expected to open in 2017.

Plans to transform the historic **Blue Horizon** building at **1314 North Broad Street** to a hotel potentially housing a restaurant and jazz club have been presented to the Philadelphia City Planning Commission.

A proposal to renovate **The Uptown Theatre** located at **2227 North Broad Street** into a 2,040 seat performance area open with additional space for student events has been announced.

TRANSPORTATION

The North Broad Street corridor 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” and the 18th most walkable neighborhood in the nation’s 4th most walkable large city.

Walk, Bike, Transit Scores



91



82



83

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 York Streets and Broad and Tioga Streets near Shriner’s Hospital are particularly high traffic areas, averaging close to 50,000 cars daily.

TRANSIT OPTIONS

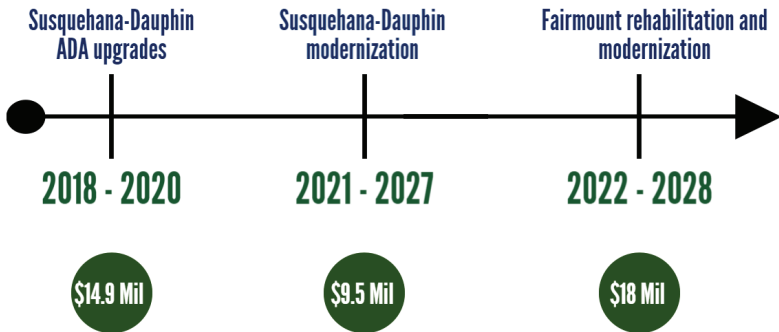
Residents, commuters, and visitors benefit from a variety of public transportation options along the North Broad Street corridor. There are eight SEPTA subway stations located in the North Broad Renaissance target area including: Race-Vine, Spring Garden, Fairmount, Girard, Cecil B. Moore, Susquehanna-Dauphin, North Philadelphia, Allegheny, and Erie. The SEPTA Broad Street Subway Line has the second highest daily average ridership at 124,000 passengers and offers 24 hour weekend service to its customers.

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



TRANSIT IMPROVEMENTS AND DEVELOPMENTS

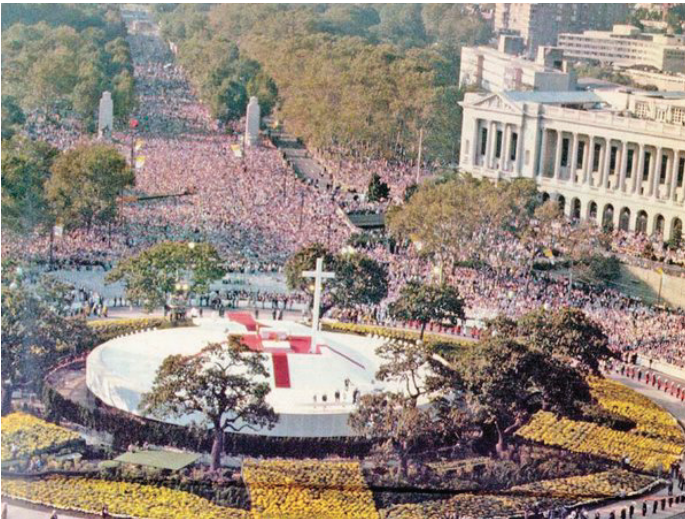
As part of the “Rebuilding the System” program, SEPTA is rehabilitating and replacing essential infrastructure and systems, while also focusing on safety and security improvements and the modernization of communication and signal equipment. Many of these projects include improvements on North Broad Street such as planned renovations at Susquehana-Dauphin and Fairmount stations. SEPTA has also announced several projects aimed at improving and expanding service along the North Broad Corridor. The largest of which is the potential future extension of the Broad Street Line from its current terminal at AT&T station to the Philadelphia Navy Yard, enhancing the public transportation connection between North Broad and South Philadelphia, particularly with the thriving Navy Yard employment center.



Spotlight: 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 Pennsylvania Convention Center with the corridor, promoting visitation and tourism on North Broad.

During the 2015 Papal Visit, the Broad Street Line accommodated roughly 55,000 riders on the second day of the Festival of Families ceremony alone, 15,000 of which utilized Spring Garden station, leading Philadelphia Magazine to declare the Broad Street Subway as "the true star performer" during the event. During the 2015 Broad Street run, approximately 72,700 passengers depended on the Broad Street Subway Line, reaching a 12 year ridership peak.

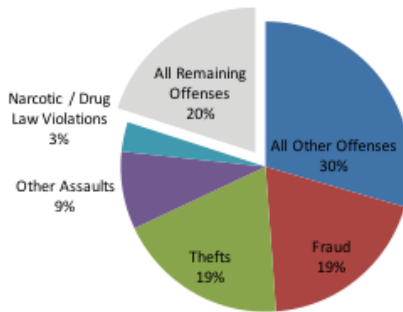


Source: Philly.com

CRIME AND PUBLIC SAFETY

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, in 2015, five percent of all crimes committed along North Broad Street were violent offenses, while nine percent of all crimes committed in Philadelphia were violent offenses.**

Of all crimes with a North Broad Street address committed in 2015, the most common crime incidents are categorized as other offenses, fraud, theft, other assaults, and narcotic and drug law violations. The three most common offenses, representing nearly 70 percent of all crimes occurring along North Broad Street, are considered non-violent offenses. In addition, from 2010-2015, narcotic and drug law violations have declined by over 20 percent along North Broad. This area is characterized as having a rate of personal crime considered average in comparison to the city and a rate of property crime deemed slightly higher than the city overall.



Spotlight: SafeCam Program

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. The NBR is focusing on public safety along North Broad through a partnership of institutions and providers including the Philadelphia Police Department,

Temple Department of Campus Safety, and the SEPTA Transit Police Department. The Philadelphia PD SafeCam program encourages individuals and businesses to register their cameras to assist in deterrence and overall crime prevention strategy, demonstrating the department's commitment to establishing strong community partnerships. The North Broad Renaissance plans to play an important role in the existing public safety network by partnering with local police districts and increasing the number of North Broad businesses participating in the SafeCam program.

QUALITY OF LIFE

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

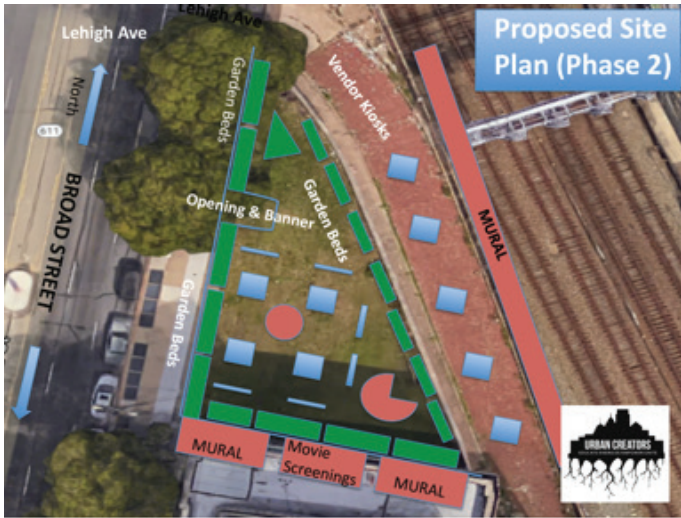
The Philadelphia Litter Index was designed as a metric to compare the relative cleanliness of different areas and neighborhoods throughout the city. The litter index scale ranges from 1-4, with 1 being the “minimal litter” and 4 representing an area that is “extremely littered.” The area along North Broad has an average litter index of 1.9, slightly above the city average of 1.7. Areas closer to center city are relatively cleaner, while the region spanning from Girard Avenue to Lehigh Avenue has an average litter index of 2.3.



LANDSCAPING AND BEAUTIFICATION

In an effort to make North Broad Street a more inviting, safe, and attractive corridor, Philadelphia’s Departments of Streets and Commerce invested \$12 million to install 42 steel street light masts from Hamilton Street to Glenwood Avenue. This project was intended to signify cooperation and spur private investment and development along the corridor. However, in an effort to highlight the masts, NBR has branded the structures the “North Poles” and is currently researching ways to use them as local attractions that will benefit the community.

In partnership with Urban Creators, the NBR is hoping to begin a project at Broad Street and Lehigh Avenue in 2017. This initiative will transform the intersection by adding a community garden, murals, and green space to attract vendors and visitors to the area.



Phase 2 of Proposed NBR Greening Project at Broad and Lehigh

Spotlight: Cleaning North Broad

After gathering data from a needs assessment survey completed by local residents, employees, business owners, and other stakeholders, NBR incorporated this feedback into its strategic plan and established cleanliness as an area of focus. A NBR sponsored cleaning company began work in October of 2016 and is tasked with cleaning and maintaining sidewalks and public space, including planters and tree pits. In the coming years, NBR plans to deploy an expansive anti-litter initiative aimed at improving the City of Philadelphia Litter Index Score along North Broad.



HISTORY OF NORTH BROAD RENAISSANCE

The North Broad Renaissance (NBR) is a non-profit organization which is dedicated to revitalizing one of Philadelphia's most prominent corridors – North Broad Street. NBR was born out of a concern and desire of Council President Darrell Clarke to give more attention and support to North Broad Street. Specifically, there was a great need to support and oversee the community revitalization along the North Broad corridor. As a result, the organization was created and is now organized as a voluntary special service district for this particular section of the city.

Through partnerships with community stakeholders, NBR hopes to create opportunities, and improve the economic power and overall quality of life along North Broad. NBR's primary role is to provide communication and information to City administrators and Council, neighborhood and community groups and others who may do business or development or other activities on North Broad, from City Hall to Germantown Avenue. Its top priorities include creating clean and safe corridors, maintenance and landscaping, marketing and communications and economic development.

THE 2020 VISION

Mission

The North Broad Renaissance is a Pennsylvania non-profit incorporated exclusively for the charitable and educational purposes within the meaning of Section 501(c)(3) to promote community economic development, historic preservation, and arts and culture along the North Broad corridor of Philadelphia, and its surrounding community. In partnership with community stakeholders, the organization is working to revitalize, create opportunities, and improve the economic power and overall quality of life along North Broad Street from City Hall to Germantown Avenue.

Vision

The 2020 Vision of North Broad Renaissance is to revitalize commerce, culture and communities on North Broad Street.

Philosophy

By serving as a connector, a communicator, and an advocate, the NBR strategic plan will help the organization accomplish this vision.

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.

North Broad Renaissance Accomplishments

Conducted a needs assessment survey to gather input from local residents, employees, business owners, and other stakeholders



Acting as a connector for stakeholders and partners



Hired a cleaning company to clean and maintain sidewalks and public space along North Broad



Started the early stages of planning to implement the NBR Health Zone



Organized multiple community volunteer cleaning events



Connected with the Philadelphia Police Department, SEPTA Police, and Temple Police to implement a safety plan along North Broad Street



Created a website to promote communication and monitor engagement



Launched the 2020 Plan for Growth and Capital Campaign to start fundraising efforts to accomplish the goals established in the 2020 Vision

NORTH BROAD RENAISSANCE STAFF

The staff of the organization including Executive Director Shalimar Thomas and Executive Assistant Imani Glenn are responsible for the day to day operations as well as oversight of all programs, communication and NBR initiatives. NBR is dedicated to revitalizing the corridor through the implementation of the 2020 Vision Strategic Plan.

North Broad Renaissance Board Members:

- Kenneth Scott, Chair
- Lowell Thomas, General Counsel
- Steven S. Bradley, Secretary
- Randolph Brock, Treasurer



North Broad Renaissance Contact Information:

 [@ThinkBroad](https://twitter.com/ThinkBroad)

 [@ThinkBroad_](https://www.facebook.com/ThinkBroad)

 [northbroad_](https://www.instagram.com/northbroad_)

northbroad.org