

THE
NORTH
BROAD
RENAISSANCE



THE STATE
OF **NORTH**
BROAD 2017

#THINKBROAD

PERSEVERANCE CONQUERS.

Temple congratulates
our first Rhodes Scholar,
Hazim Hardeman '17!



TEMPLE
UNIVERSITY

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LETTER FROM EXECUTIVE DIRECTOR



The energy on North Broad is incredible. With projects like the Divine Lorraine, the Metropolitan Opera House and the Beury Building, the community has a nervous excitement about this revitalization and the type of opportunities it could mean for their business, homes and families all along North Broad.

The 2017 State of North Broad report provides an in-depth look at the changing landscape of North Broad Street and adjacent areas. From new to proposed development to quality of life, this reports aims to keep stakeholders connected and informed about this corridor, and what its revitalization means to them.

Overall, you will see that North Broad is experiencing various highs and lows. You'll see slight increases in statistics like population growth and income, yet the area still struggles with high unemployment and low educational attainment. Overall, our job at the North Broad Renaissance (NBR) is to take this information and data, determine how we can support the positive and mitigate the negative, and work towards inclusive growth that could positively impact the entire North Broad community – including our most vulnerable population.

One way to accomplish this is the proposed idea of creating hubs on North Broad Street. Each hub – a tech hub, an arts and culture hub, a professional service hub and a health hub – will be strategically positioned along the corridor to build on its strengths and provide economic development and sustainable employment opportunities for the communities east and west.

And NBR is poised to take on this challenge.

The corridor is still at the early stages of development and revitalization and with average income of North Broad's resident at \$15,000 a year; NBR has to be a part of the conversations around inclusive growth. Collectively, we can create positive development opportunities that can be duplicated across the region – we just need to Think Broad.

Thank you,
Shalimar Thomas,
Executive Director
North Broad Renaissance
northbroad.org | [#ThinkBroad](https://twitter.com/ThinkBroad)

NORTH BROAD BY THE NUMBERS

(Census Tracts)

49,695

Residents in North Broad

Source: ESRI Business Analyst



5%

Population Growth
from 2000 to 2011

Source: ESRI Business Analyst



46%

Residents 18-34
years of age

\$15,065

Per Capita Income of
North Broad Residents



18.0%

Residents Who
Have a Bachelor's
Degree or Higher



29,107

Jobs in North Broad



More than
1,300
Businesses



\$2.1 Billion

Assessed Value of
Real Estate on the
North Broad
Corridor

19,900 Housing Units



\$91,527

Median Home Value
in 2017

27,000
Students along
the Corridor

57%

Residents Who
Walk, Bike, or Take
Transit to Work



89

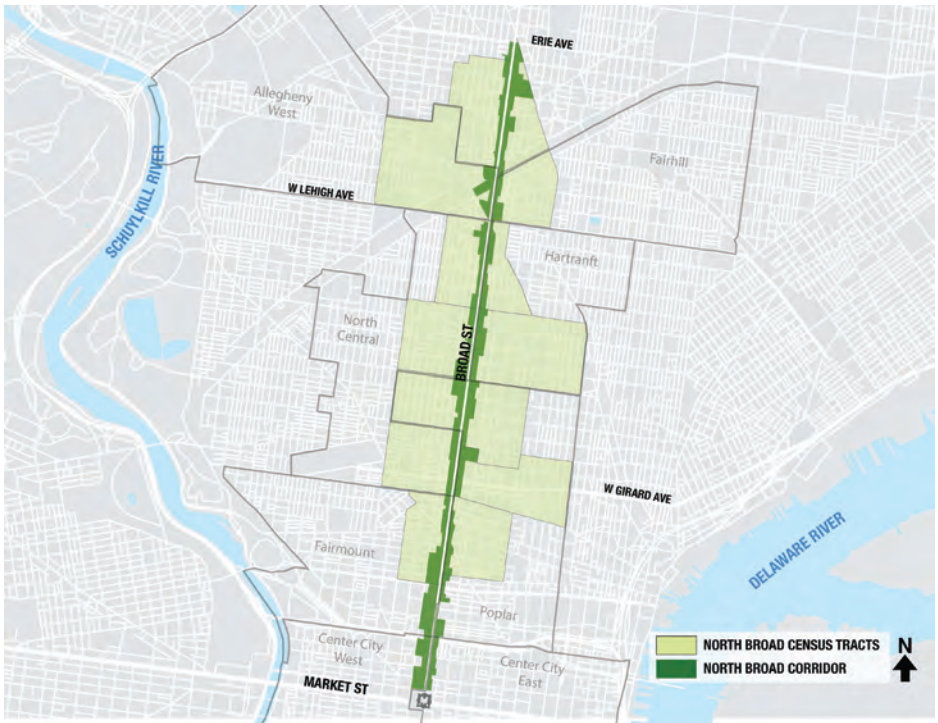
Average Walk Score in
North Broad Neighborhoods



8% and 64% Eds and Meds Jobs

MAP OF NORTH BROAD

North Broad Census Tracts (Light Green) 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 and touches eight neighborhoods including Center City East, Center City West, Poplar, Fairmount, North Central, Hartranft, Fairhill, and Allegheny West.

NORTH BROAD STREET AS A NEIGHBORHOOD CONNECTOR

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

North Broad Residents

The corridor and its adjacent census tracts are home to nearly 50,000 residents. The current population throughout North Broad census tracts is young, with nearly 40 percent of residents between the ages of 20 and 39. The school age population, consisting of residents ages 10 to 19, is the second largest group and represents nearly 20 percent of the population. North Broad residents are also diverse; 64.8 percent are black, 24.8 percent of residents are white, 8.8 percent are of Hispanic origin, and nearly 10 percent identify as multi-lingual.

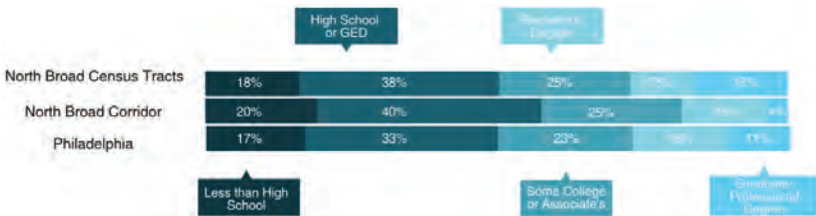
Population growth estimates in the North Broad Census Tracts have increased since last year. By 2022 the area's population is expected to grow by 5.4 percent compared to 2.3 percent citywide. **Overall, while residents age 20 to 34 will remain the most populous group, the corridor, much like the region as a whole, will also experience the effects of a rapidly expanding senior citizen population.**

Age Distribution of North Broad Residents



Student Population and Education of North Broad versus Philadelphia

The large population of young residents along the corridor can largely be attributed to the presence of strong educational and academic medical institutions such as Temple University, Temple University Hospital, and Hahnemann University Hospital. Over a quarter of the population in the North Broad census tracts is 20 to 29 years old, and, of the total population, 27,000 residents are enrolled in college or graduate school.¹ Along North Broad Street, more than 50 percent of all corridor residents are students as compared to 12 percent throughout the city overall. Over 12,600 Temple University students live in the neighborhoods surrounding the university, with the largest concentration residing in the 19121 and 19122 zip codes. In addition to a large presence of students, over half of North Broad census tract and corridor residents hold a bachelor's, graduate, or professional degree.

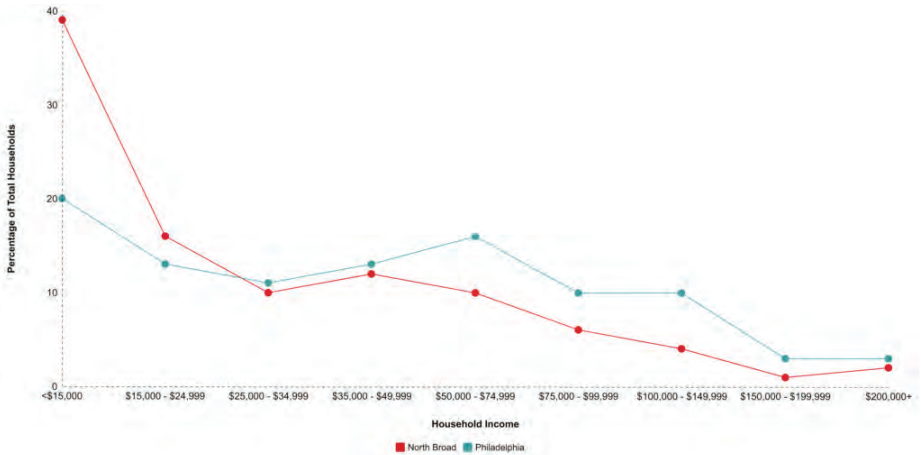


In addition to a large higher education student population, 20 percent of North Broad census tract residents are ages 10 to 19, supporting the need for strong K-12 educational institutions and youth-oriented services. The corridor is home to the Philadelphia School District building at 440 North Broad Street and North Broad residents have access to a diverse group of public, private, and faith-based K-12 educational institutions.

¹ U.S. Census American Community Survey 2015 data was used to determine the student population. In general, the Census follows the usual residence requirement of counting people where they live and sleep most often. For students, this requirement is often not definitive; thus, the Census Bureau student category may include both college students living at their parental home while attending college, and college students living away from their parental home while attending college but staying at their parental home while on break.

Income of North Broad Residents

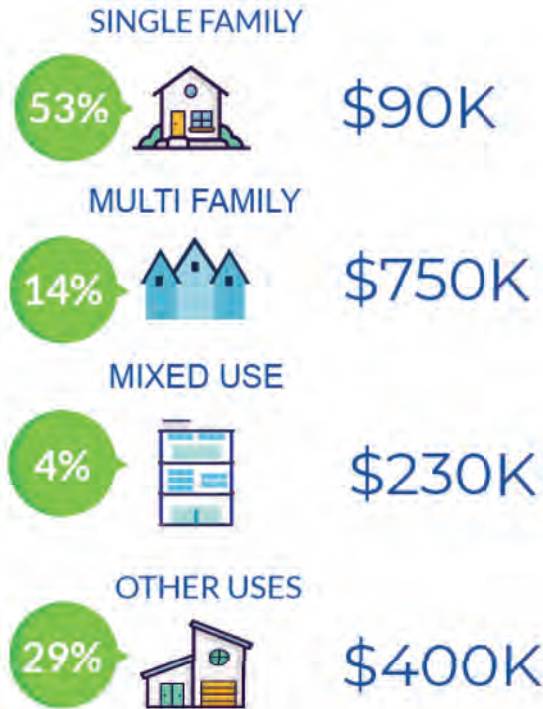
Nearly 40 percent of North Broad Street households have an income level below \$15,000 annually compared to 20 percent citywide. The 2017 household median income in North Broad Census Tracts is \$20,846 compared to \$40,314 in the city overall. By 2022, North Broad household income is expected to grow 3.9 percent, failing to outpace inflation, while citywide income is anticipated to grow by 13 percent.



HOUSING

The North Broad census tracts have a diverse housing stock to accommodate the needs of residents. The housing market is on the rise as indicated by a steady increase in home values and home sales volume.

Overall, there are approximately 16,600 properties in the North Broad census tracts, with 53 percent of all properties being used as single-family housing. Fourteen percent of all the properties are multi-family housing, three percent are mixed-use housing, and 29 percent are categorized for other uses including commercial, industrial, and vacant land. According to 2017 city property assessment data, the average assessed market value for single-family housing is around \$92,000 and the average assessed market value for multi-family housing is around \$757,000.



Roughly 70 percent of all single-family housing is categorized as having average or above average exterior condition. Twelve percent of total single family housing is newly constructed or rehabbed, while 17 percent is below average, sealed or structurally compromised, or vacant.



Among approximately 20,000 housing units in the North Broad census tracts, 25 percent are occupied by owners and 62 percent are occupied by renters. According to ESRI Business Analyst, the vacancy rate declined by 3.3 percent from 2010 to 2017 and is expected to continue decreasing through 2022 due to increasing population and housing demand in the area.

The number of housing transactions in North Broad census tracts increased by 28 percent from 2014 to 2016, and is expected to continue to rise according to Philadelphia Housing Index (PHI)³. The average sales price increased by 17 percent from approximately \$127,000 in 2015 to roughly \$148,000 in October 2017.

Rent along North Broad Street in the target area spanning from City Hall to Germantown Avenue varies significantly. The areas along the corridor in close proximity to Center City are addressing increasing demand with the introduction of new, luxury apartments offering a variety of amenities with rent often ranging from \$1,500 for a one bedroom unit to over \$3,500 for a 3 bedroom unit.⁴ Rent ranges fall considerably while traveling North on Broad Street, as the type, quality, and age of housing changes. In the Hartranft, Fairhill, and Allegheny West neighborhoods, where housing tends to be older with fewer amenities, rent ranges from below \$1,000 for one bedroom units to below \$1,500 for a three bedroom units.

³ <http://www.econsultsolutions.com/philadelphia-housing-index/>

⁴ Source: Hotpads.com, rentjungle.com

JOBS AND BUSINESSES

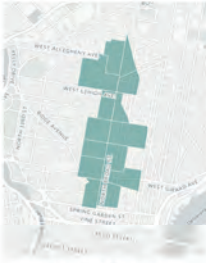
There are more than 17,000 resident workers in the North Broad area and seven percent of them are employed locally⁵. Per capita income of resident workers is around \$15,000 and the unemployment rate is 14 percent⁶.

There are approximately 1,300 businesses providing more than 29,000 jobs in the North Broad area⁷. The majority (more than 70 percent) of the jobs offered are in the Health Care and Social Assistance and Education Services sectors, generally characterized as high-skill, high-wage jobs. The largest employers on North Broad Street are Shriners Hospital for Children – Philadelphia, Temple University Hospital, Temple University, and Hahnemann University Hospital. Overall, North Broad area residents and commuters have great access to the city's major job centers, such as center city, university city, and the Navy Yard. In addition, North Broad Renaissance is focused on expanding existing access to additional employment opportunities in the professional services, health related, and tech sectors along and adjacent to North Broad Street.

⁵ Inflow/Outflow analysis, OntheMap, 2015

⁶ ESRI Business Analyst, 2017

⁷ ESRI Business Analyst, 2017



North Broad



South Broad



University City

Total Number of Businesses



Healthcare Services (12.47%)
Educational Services (5.80%)
Other Categories (81.63%)



Healthcare Services (11.29%)
Educational Services (3.18%)
Other Categories (85.52%)



Healthcare Services (12.27%)
Educational Services (8.90%)
Other Categories (78.83%)

Total Number of Employees



29,107

64%

8%

14,509

33%

9%

69,931

54%

26%

Total Number of Resident Workers



17,068

\$15,065

7%

14%

34,018

Per Capita Income

\$33,011

5%

Unemployment Rate in the Area

6%

25,786

\$19,057

17%

8%

Spotlight: North Broad Business Hubs

Through research and strategic planning, NBR has started placemaking efforts to incorporate hubs along the corridor that build on current community assets and provide real economic opportunities for the entire North Broad community.

- Establishing a **tech hub**, where tech businesses can grow and also train students at nearby high schools (including Ben Franklin, Tech Freire, and Franklin Learning Center) for careers at these establishments.
- Establishing an **arts and culture hub**, that brings together the arts and the community in a way that preserves that history and culture of North Broad Street.
- Establishing a **professional service hub** that adds diversity to hiring institutions and who are committed to hiring from the community they serve.
- Establishing a **health hub** that fights the growing health crisis in the 19140 zip code, and works to create a healthy environment thereby supporting residents' efforts to become healthy employees and find sustainable employment.

According to PA Department of Health, the North Broad area is within two of the unhealthiest areas in Philadelphia – North and Lower North City Planning Districts. Life expectancy in North and Lower North is both lower than the city average, and the percent of population with poor or fair health in North and Lower North is higher than Philadelphia average. In addition, North Broad residents fair worse than their citywide counterparts on a number of key health statistics such as HIV diagnosis, birth weight, prenatal care, adult smoking prevalence, adult hypertension prevalence, and adult diabetes prevalence.

Indicator	North	Lower	North Philadelphia
Life Expectancy in Years, Male	68.6	68.4	73.2
Life Expectancy in Years, Female	76.2	73.6	79.3
Poor or Fair Health	32.5%	32.4%	22.9%
New HIV Diagnoses per 100,000 People	45	58	35
Low Birth Weight Births	12.9%	11.8%	10.7%
Late or No prenatal Care	17.8%	15.4%	13.9%
Adult Smoking Prevalence	28.3%	25.3%	22.4%
Adult Hypertension Prevalence	41.7%	41.4%	38.2%
Adult Diabetes Prevalence	18.6%	15.0%	15.4%

Source: Vital Statistics for Philadelphia, Pennsylvania Department of Health (2013), Public Health Management Corporation Household Health Survey (2012-2015), Philadelphia Department of Health, HIV Surveillance Data (2015)

The health hub will be created to facilitate the attraction and growth of health related businesses in the area, while also working to improve positive health habits of residents and the overall environment that supports healthy living and sustainable employment.



WHY THIS MATTERS

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

GROWTH AND DEVELOPMENT

There is approximately \$2.1 billion in assessed property value along North Broad Street between City Hall and Germantown Avenue. Commercial properties which include office space, restaurants, and retail locations represent the majority of assessed value along the corridor. Educational and religious institutions also have a considerable impact in the area. Temple University and Drexel University's Tenet Health Systems Hahnemann, two of the corridor's largest employers, own 64 parcels on North Broad Street, while religious institutions own 19 parcels.

Commercial & Hotels



\$1.1 Billion

Residential



\$894.6 Million

Industrial



\$20.1 Million

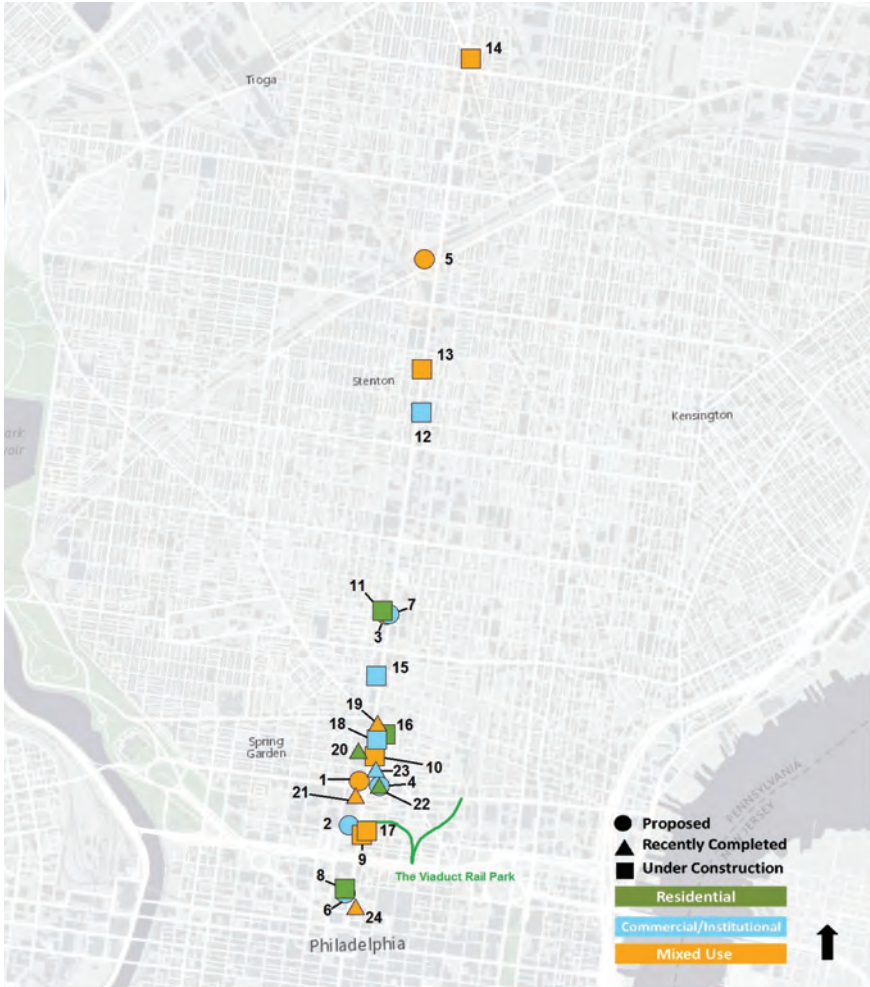
North Broad Street is experiencing transformational growth and revitalization. Commercial, residential, and institutional development along the corridor has escalated in the past year, as modern businesses and institutions have seized even more opportunities to adapt historic properties to modern uses. The redevelopment of the Divine Lorraine and transformation of the Philadelphia Metropolitan Opera house are examples of this innovative re-purposing. Growth through reinvention and adaptive reuse often positively affects neighborhoods by decreasing the number of vacant and abandoned buildings, while conserving resources and preserving the history and diversity that differentiates the corridor. Multiple projects are proposed, a number of projects are under construction, and several projects are recently completed.

WHY THIS MATTERS

Strong growth and development activity signifies a thriving corridor and community. As new commercial, retail, entertainment, and residential space is introduced to the existing landscape, residents, visitors, and employees benefit from expanded housing choice and proximity to an increasing plurality of stores, employers, and entertainment options. Development along North Broad is adding both luxury residential units as well as some affordable housing options. In addition, property owners benefit from the growing desirability of the area and subsequently rising property values.

Businesses also benefit from enhanced access to updated space and increased visitor spending driven by the attraction of new businesses and employers along the corridor. 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 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 the economic revitalization of urban neighborhoods, resulting in significant increases in property values and quality of life.

Development on North Broad Corridor



List of Developments Along North Broad Corridor

ID	Name	Address	Situation	Type of Use
1	Parkway Corporation	510 N. Broad St	Proposed	Mixed
2	The Inquirer Building	400 N Broad St	Proposed	Institutional
3	Blue Horizon	1314 N Broad St	Proposed	Mixed
4	Commercial Space next to Mural Lofts	523 N Broad St	Proposed	Commercial
5	North Station District	2900 N Broad St	Proposed	Mixed
6	PAFA	118 N Broad St	Proposed	Institutional
7	Edwin Forrest House (Next to Blue Horizon)	1326-46 N. Broad St.	Proposed	Institutional
8	Parking Lot next to Philadelphia Academy of Arts	142 N Broad St	Under Construction	Residential
9	Parkway Corporation/ Hanover Company	339 N Broad St; 322 N Broad St	Under Construction	Mixed
10	E. Hart Stable	631 N Broad St	Under Construction	Mixed
11	Next to Blue Horizon	1324 N Broad St	Under Construction	Residential
12	The Uptown Theatre	2227 N Broad St	Under Construction	Institutional
13	Project Home	2415 N Broad St	Under Construction	Mixed
14	Beury Building	3701 N Broad St	Under Construction	Mixed
15	Philadelphia Metropolitan Opera House	858 N Broad St	Under Construction	Institutional
16	RAL	1300 Fairmount	Under Construction	Residential
17	Telecom Hotel	401 N Broad St	Under Construction	Mixed
18	Studebaker Manufacturing Building	667 N Broad St	Under Construction	Commercial
19	Divine Lorraine	699 N Broad Street	Recently completed	Mixed
20	Mulford Building	640 N Broad St	Recently completed	Residential
21	Tower Place	1400 Spring Garden St	Recently completed	Mixed
22	Mural Arts Lofts	523 N Broad St	Recently completed	Residential
23	Congregation Rodeph Shalom	615 N Broad St	Recently completed	Institutional
24	Liberty Title and Trust	101 N Broad St	Recently completed	Mixed

Proposed Development Projects

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



Wikimedia Commons

Plans to transform **2900 North Broad Street**, an area of North Philadelphia suffering from disinvestment, into **North Station District**, a transit-oriented, mixed-use development with residential units, offices, and retail have been announced by North Philadelphia District LLC. The development will feature two buildings; one will be a six-story 105 unit apartment building while the other will be a 21-story structure with 128 apartments and 214,000 square feet of office space.



Spagnolo Group Architecture

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. The structure is the former home of actor Edwin Forrest and the later became the home of the Philadelphia School of Design for Women.



Curbed Philly

Pennsylvania Academy of Fine Arts at **118 North Broad Street** has raised \$16 million toward the \$25 million capital campaign launched in 2016 for the expansion of curriculum and the addition of 40,000 square feet of updated space. PAFA has declared a commitment to “enliven the campus’ presence and dramatically contribute to the public-private investment in redevelopment of Philadelphia’s burgeoning North Broad Street corridor.”⁹



Curbed Philly

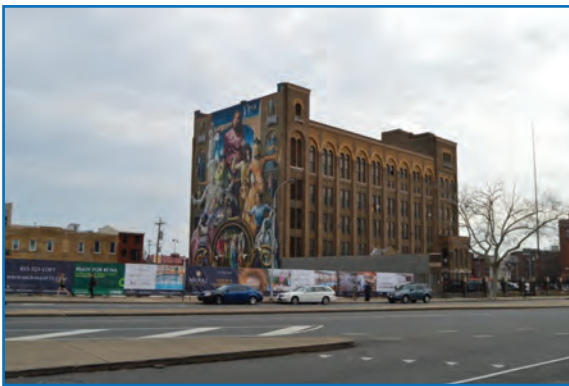
⁹ PAFA Launches \$25 Million Capital Campaign. Pennsylvania Academy of the Fine Arts.
<https://www.pafa.org/press-room/press-release/pafa-launches-25-million-capital-campaign>

The Parkway Corporation purchased a large parking lot on the northwest corner of Broad and Spring Garden Streets at **510 North Broad Street** in August 2016. The redeveloped structure will include apartments, retail, and office space.



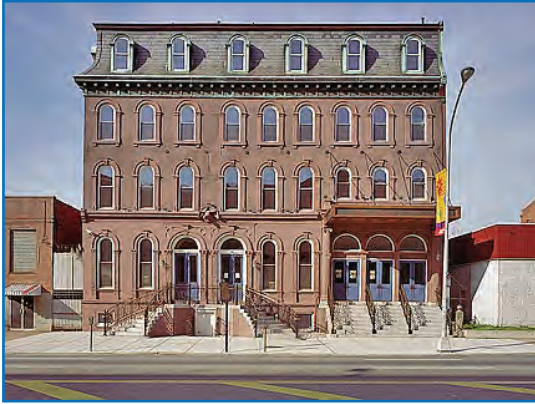
BLT Architects

The intersection of Broad and Spring Garden is in the midst of a transformation. Plans to add three rooftop apartments at the **Mural Lofts** at **523 North Broad Street** across the street from the Parkway Corporation project have been announced. EB Realty has also announced plans to add commercial space at the Spring Garden Street and North Broad Street intersection.



PhillyMag.com

A proposal 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 by Mosaic Development Partners. In 2015, the Philadelphia Historical Commission voted to include the Broad Street facade of the Blue Horizon on the Philadelphia Register of Historic Places.



Preservation Alliance

Development Projects under Construction

Plans to add residential units, retail, and a public plaza to the area next to the Divine Lorraine at 1300 Fairmount by RAL Development Services are underway. In 2016, the developed was awarded \$3 million in state grant funding.



Cope Linder Architects

The historic **E. Hart Stable building** at **631 North Broad Street** is being transformed into a mixed-use apartment building with 41 units and 5,000 square feet of ground retail by North Broad Living Management. The project is expected to be completed in the spring of 2018.



Canno Design

Construction has started next to the historic **Blue Horizon** at **1324 North Broad Street** on a 17 story mixed-use structure designed by Cecil Baker + Partners. The tower will introduce 80 new units to North Broad Street.



Cecil Baker + Partners

Project Home began construction at **2415 North Broad Street** on a transit-oriented, mixed-use property offering 88 affordable housing units and ground level retail in 2016.



Project Home

The Beury Building formerly occupied by the National Bank of North Philadelphia has been re-purposed into more than 11,000 square feet of currently available commercial space by Shift Capital. There are currently several spaces available for lease on the first, second, and 11th floors. The second phase will include the construction of an annex, adding 10,000 additional square feet of retail, 100,000 square feet of commercial space, and roughly 80 residential units, some of which will meet the requirements of affordable housing. The building, located at **3701 North Broad Street**, has been identified as the northern bookmark revitalization on North Broad Street.



WRT LLC

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 by Myron J. Berman and BLT Architects. An additional four stories will be added to bring the structure level with the neighboring Pennsylvania Academy of Fine Arts Building and Parkway Corporation parking garage.



BLT Architects

A plan to transform **The Uptown Theatre** located at **2227 North Broad Street** and listed on the National Register of Historic Places, into a 2,040 seat theatre with additional space for student events is underway. After being purchased by the Uptown Entertainment and Development Corporation in 2001, remediation began in 2017 and, with help from the Mural Arts Program, work has been done to restore graffiti covered windows.



Hidden City Philadelphia

Roughly \$45 million has been invested in transforming the **Philadelphia Metropolitan Opera House** at **858 North Broad Street** into a Live Nation managed concert venue. The historic structure was built in 1908 and was initially used by various opera houses including New York's Metropolitan Opera House before serving as a movie theatre, ballroom, sports venue, and church over the years. In 2017, the Philadelphia Historical Commission approved a request to install LED signs modeled after 1930's illuminated signs. The restoration effort is being led by developer EB Realty.



AOS Architects

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 at **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. Units are currently available for pre-leasing.



Curbed Philly

Amerimar Enterprises and Abrams Capital are managing the estimated \$70M transformation of the 1.3 million square foot former **Telecom Hotel at 401 North Broad Street** into upgraded commercial space. A 23,000 square foot facility called the “Meet Me Room” will include facilitating network connections for tenants. In the past, the building had occupancy levels hovering around 70 percent; the upgrades are expected to attract new tenants.



Curbed Philly

The historic **Studebaker Manufacturing Building at 667 North Broad Street** is being transformed into a mix of restaurants, retail, office space, and apartments by EB Realty. Units are currently available for lease and Benjamin’s Desk has signed a lease to create 17,000 square feet of co-working space for the local community.



Hidden City Philadelphia

The Viaduct Rail Park will transform former rail lines into usable green space designed to “provide visitors with experiences that invoke community, history, horticulture, visual and performing arts, health and wellness architecture, the natural and built environments, and a sense of pride of place.”¹⁰ Phase one of the park will span from the east side North Broad Street along Noble Street south to Callowhill Street and is expected to be completed in January 2018. The full park will measure 3 miles and connect 31st and Girard, over the Community College of Philadelphia, and connect to phase one.



Curbed Philly

Recently Completed Development Projects

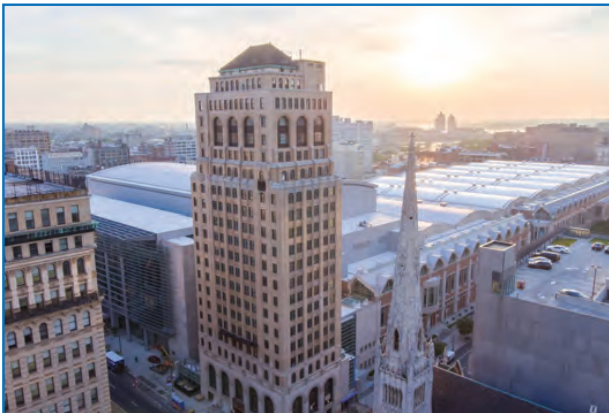
The Divine Lorraine at 699 North Broad Street opened doors to residents in January 2017, offering 101 apartment units and the intricate lobby restoration was completed in September 2017 by EB Realty. The building was originally constructed in 1884, housing lavish apartments for beneficiaries of the thriving manufacturing industry. From 1990 through the Depression era, the imposing structure operated as a hotel before being converted by Father Major Jealous Divine into Philadelphia’s first racially integrated hotel in 1948. 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. In September 2017, 49 of the total 101 apartments were leased; these numbers are expected to increase due to the completion of the lobby.

¹⁰ <http://viaductrailpark.com/learn/the-future>



Curbed Philly

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 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. Hospitality and leisure is booming in Philadelphia. The City has recently hosted several major events, including the Democratic National Convention, which supported hotel occupancy rates as high as 97.6 percent¹¹.



Phillybydrone.com

¹¹ Center City District, Conventions, Tourism & Hotels.

<https://www.centercityphila.org/uploads/attachments/cj1hzewwj090h0uqpb3rkv4re-17-socc-conventions.pdf>

EB Realty's conversion of the **Mulford Building** into 265 apartments at **640 North Broad Street** called 640 Lofts, maintains the integrity of the original building by pairing the old and the new.



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 by Tower Investments, Inc.



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 by EB Realty. The Mural Arts Lofts maintained the history of the building by incorporating the original chalkboards, cabinets, and hardwood floors of the school. The building is currently close to full occupancy.



MultifamilyBiz.com

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



Kieran Timberlake

Institutional Development

Institutional development and growth is thriving along North Broad Street. Temple University is currently managing roughly 160 active capital improvement projects. The headlining project is the construction of a new, four-story, 225,000 square foot **library** located at Polette and Liacouras walks that has been described as “one of the most important projects the university has undertaken in decades.” **The Student Training and Recreation (STAR) Complex** was completed prior to the 2017 fall semester introducing updated facilities for the College of Public Health and state of the art student recreational space at 15th and Montgomery Avenue.



Temple University

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.

High walk scores and bike scores indicate a more vibrant, healthy, accessible and environmentally friendly neighborhood. The improvement of walkability and bikeability increases the quality of life, as well as property values. According to one national survey, one point of walk score adds \$3,000 in value to a house on average and a 10-point increase in walk score increases commercial property value by five to eight percent¹².

Walk, Bike, Transit Scores



89



79



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 York Streets and Broad and Tioga Streets near Shriner’s Hospital are particularly high traffic areas, averaging close to 50,000 cars daily¹³.

¹² <https://www.redfin.com/blog/2016/08/how-much-is-a-point-of-walk-score-worth.html> and <https://www.walkscore.com/professional/why-walkscore.php>

¹³ ESRI Business Analyst and http://www.dot7.state.pa.us/BPR_pdf_files/MAPS/Traffic/Traffic_Volume/County_Maps/Philadelphia_TV.pdf



Transit Options

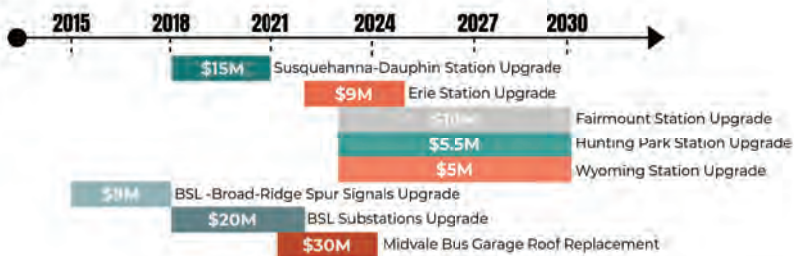
Residents, commuters, and visitors benefit from a variety of public transportation options along the North Broad Street corridor. There are eight SEPTA subway stations located in the North Broad Renaissance target area including: Race-Vine, Spring Garden, Fairmount, Girard, Cecil B. Moore, Susquehanna-Dauphin, 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 customers¹⁴.

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

¹⁴ <http://www.septa.org/strategic-plan/reports/route-statistics.pdf>

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 equipment¹⁵. Many of these projects include improvements on North Broad Street including planned renovations at Susquehanna-Dauphin, Fairmount, Erie, Hunting Park, and Wyoming stations, modernization of the signal system on the Broad Street Line’s Broad-Ridge Spur, and replacement and upgrade of major components of substations serving the Broad Street Line including Park, Broad, Loudon, Castor stations¹⁶. In addition, SEPTA has proposed \$30 million roof replacement to the Midvale Bus Garage located less than a mile west from Broad Station. Another potential project that is currently under study is the 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 center¹⁷. The project is estimated to cost \$500 million, and the feasibility study results are expected to be released in 2017.



¹⁵ <http://septa.org/strategic-plan/reports/2017-capital-budget-proposal.pdf>

¹⁶ <https://septa.org/strategic-plan/reports/FY-2018-Capital-Budget-Proposal-and%20FY-2018-2029%20Capital-Program.pdf>

¹⁷ <http://septa.org/strategic-plan/reports/2017-capital-budget-proposal.pdf>

Spotlight: Transit Facilitating Tourism



Source: North Broad Renaissance

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

Blue Cross Broad Street Run is the largest 10-mile road race in Philadelphia, running from Central High School Field on Broad Street to the Philadelphia Navy Yard on Delaware Waterfront. The 37th Blue Cross Broad Street Run in 2017 attracted nearly 40,000 runners. Registered competitors received free rides on the Broad Street Line before and after the race by displaying race bibs. Twelve Express Broad Street Line Trains were added to the service prior to the race with a stop added at Olney Transportation Center, which is the closest subway station from the start area. In 2015, the Broad Street Line experienced 88,510 trips on the race day, setting a race day record¹⁸. For comparison, the Broad Street Line serves about 40,000 riders on a typical Sunday.

¹⁸ http://www.philly.com/philly/business/transportation/20150605_Record_riders_on_Broad_Street_Line_for_Broad_Street_Run.html

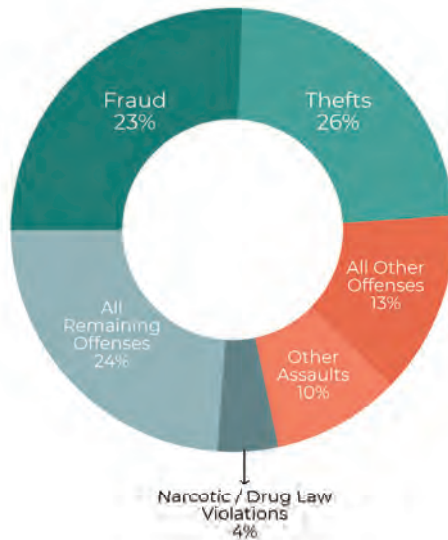
WHY THIS MATTERS

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, and commuters to access school and job centers. Nearly 37 percent of workers living along North Broad use public transit to get to work. Of those that use public transportation, 25 percent travel by bus, nine percent travel by subway, and three percent use other means of transportation including trolley and regional rail. Nineteen percent of workers walk or bike to work and 32 percent drive. Improving public transit services plays an important role in providing access to job opportunities, reducing pollution, reducing congestion, conserving energy, increasing quality of life, encouraging job growth, and, overall, creating positive neighborhood economic impacts.

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, North Broad Street was cited as one of the quieter corridors by local police officials. In 2016, seven percent of all crimes committed along North Broad Street were violent offenses, compared to nine percent of all crimes committed in the City of Philadelphia.**

Of all crimes with a North Broad Street address committed in 2016, the most common crime incidents are categorized as thefts, fraud, other offenses, other assaults, and narcotic and drug law violations¹⁹. The three most common offenses, representing around 60 percent of all crimes occurring along North Broad Street, are considered non-violent offenses²⁰. In addition, from 2010-2016, narcotic and drug law violations have declined by over 18 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.



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¹⁹ Philadelphia Police Department, <https://www.phillypolice.com/crime-maps-stats/>

²⁰ 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.

²¹ Philadelphia Police Department, <https://www.phillypolice.com/crime-maps-stats/>

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 owners²². High crime levels lead to low house prices, low neighborhood satisfaction, less local involvement, and increasing desire to leave the neighborhood. It is crucial to provide a safe living environment to the residents in the areas, including the large student population.

NBR 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. NBR 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. In addition, NBR is working to add more live stream cameras along North Broad, and safety ambassadors to patrol areas along North Broad Street.

²² http://www.pewtrusts.org/-/media/assets/2015/11/2015-state-of-the-city-report_web_v2.pdf?la=en

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 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 NBR, the area along North Broad has an average litter index of 4, 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 4.


As a result, NBR has increased its outreach efforts to create a cleaner corridor. This includes holding businesses accountable, and providing tips on the impact a cleaner corridor will have on their business. NBR’s goal for the coming year is to improve the litter index from a 4 to a 3 by October of 2018.

LITTER PREVENTION FOR NORTH BROAD STREET

NOTICE TO BUSINESS AND PROPERTY OWNERS



YOU'VE BEEN REPORTED:
 Read the back of this card for instructions to help keep North Broad litter free!


 #THINKNORTH

HELPFUL REMINDERS:

(Courtesy of the Philadelphia Streets Department)

- Trash must not be put out more than two hours prior to collection. For collection schedule after business hours, trash must be put out no more than 30 minutes prior the close of business. Dumpsters not licensed for public right-of-way placement must be kept inside the business premises until the proper set time.
- Regulations require rigid containers equipped with lids for all trash and garbage put out for private collection.
- Each lid must be securely closed when waste is in the receptacle and garbage containers must be fully leak-proof.
- Wood scraps and other loose items do not require containment provided they are bundled securely enough to withstand wind and rain and do not violate the fire code (see the Philadelphia Code, Title 5).
- Newspapers and flattened cardboard boxes along with steel and aluminum cans, glass jars and bottles, paper and #1 - #7 plastics should be placed with your recyclables.
- City litter baskets are for pedestrian use only. Do not use them to dispose of your trash.

Note: Cardboard boxes may never be used as containers for trash or recycling, regardless of who collects it!

REMEMBER:
 With the opening of the National Business BR, multiple events could impact your business operation that could lead to fines and business closure. Help us create a clean North Broad – for your business, and all businesses that operate on this corridor.

LANDSCAPING AND BEAUTIFICATION

In 2016, the 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. In an effort to highlight the masts, NBR has branded the structures the "North Poles" and has identified ways to use the poles to attract tourism and support development in the area. I



In addition, NBR actively supports greening efforts along North Broad Street. The organization is responsible for maintaining 61 planters along North Broad Street. In 2018, NBR plans to add landscaping around the North Poles. NBR is also hoping to partner with various stakeholders to turn vacant spots to active green spaces that can become a welcoming space for residents, and support economic development for businesses.



Volunteers help kick off NBR Maintenance and Landscaping efforts.

WHY THIS MATTERS

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

HISTORY OF NORTH BROAD RENAISSANCE

The North Broad Renaissance is a Pennsylvania non-profit voluntary Special Service District (SSD) between City Hall and Germantown Avenue – along North Broad Street. Its vision is to revitalize commerce, communities and cultures along North Broad Street by focusing on a Clean and Safe North Broad, Maintenance and Landscaping, Marketing and Communications and Economic Development. 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 in 2015 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.

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

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



- Working with the City to add seven cameras along North Broad Street

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



- Hosted more than a half dozen community outreach events.



- Awarded 90 percent of contracts to minority or disadvantaged businesses.



- Executed a marketing strategy that helped community stakeholders stay connected and engaged in the work of NBR and North Broad development.

- Executed back to back landscaping community events that helped beautify 12 planters and support efforts to make North Broad greener and prettier.



- Secured more than \$500,000, which lends to our overall fundraising goal of \$1.75M by the year 2020.

NORTH BROAD RENAISSANCE STAFF

The staff of the organization including Executive Director Shalimar Thomas and Executive Assistant Chantale Belefanti 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:

Ken Scott

Chair

Lowell Thomas

General Counsel

Steven S. Bradley

Secretary

Randy Brock

Treasurer

North Broad Renaissance Advisory Board:

Anne Bovaird Nevins

Senior Vice President of Marketing & Business Development for PIDC

William T. Bergman

Temple University of Public Affairs

Brittany Forman

Director at Econsult Solutions Inc.

Charlene Lewis

Constituent and Community Relations Coordinator for SEPTA

Harry Hayman

Manager for South and Bynum Hospitality

Karen A. Lewis

AVP, External Affairs, Government & Community Relations for Drexel University

Laurie Actman

Chief Marketing, Communications, and Programs Officer for Penn Center for Innovation

Lorina Marshall-Blake

President for the Independence Blue Cross Foundation

Rhona Austin

District Director for the Office of Senator Street

Sydney Diavua

Community Development Studies & Education for the Federal Reserve Bank of Philadelphia

Willie DeShields

Senior Construction Project Manager for New Jersey Transit
(serving on behalf of Representative Curtis Thomas)

NORTH BROAD RENAISSANCE SPONSORS





North Broad Renaissance Contact Information:

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

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

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

northbroad.org