



THE STATE OF NORTH BROAD / 2021

DECEMBER 14, 2020







Table Of Contents

Letter from the Executive Director		4
About the North Broad Renaissance		5
North Broad by the Numbers		11
North Broad is Connecting Neighborhoods and People		13
Living along North Broad		18
Jobs and Business along North Broad		21
Development along North Broad		23
Transportation along North Broad		49
Public Safety along North Broad		54
Quality of Life along North Broad		56
2021 Forecast		59
The North Broad Renaissance Team		62

1. Letter from the Executive Director

The COVID-19 outbreak was a huge shock to our systems. Across the board, the impacts of the virus and the policies in place to contain it was felt by everyone. As time progressed, more and more business became concerned about operations and their employees and adjusting to a challenging new normal.

For the North Broad Renaissance that meant our corridor, with an African American majority, 1300 business, and more than 50,000 residents, faced an unprecedented challenge, fighting multiple battles at once: a virus, the economic fallout of the outbreak and civil unrest. The impact of abrupt business closures and stay-at-home orders disrupted our businesses. Policies, information and contingency plans flooded our communities at a pace that we never seen before. In addition, long-standing systemic health and social inequities have put Black and Brown communities at increased risk of getting sick and dying from COVID-19. However, COVID-19 only heightened awareness on existing needs and inequities caused by racism, and inequitable policies.

If there is one thing that we have learned from this is that, our lack of attention to Black and brown communities played an integral role in the effects it felt during 2020, and what we do today will either continue to support a narrative of inequity, or work to change it.

Since 2015, as a part of the Economic Development program, the North Broad Renaissance (NBR) has been working to create job equity by way of business attraction. The organization began working on creating employment districts, which include a Health District along North Broad Street around the Temple Health campus and believes that business attraction is directly related to health and job equity. Now more than ever, we have seen the impact unhealthy environments can play on a person's overall health and employability, and the need to leverage development and policy to create a healthier environment which can ultimately lead to increased employment opportunities. While our focus is along the North Broad Street corridor, we believe that these efforts can be implemented in similar communities to help change the overall health and quality of life narrative in Black and Brown communities.

Business development is the economic veins of our City, as they can provide jobs and offer residents local access to needed goods and services, and I believe that supporting Black and brown business development is the heartbeat, and it is vital that they are supported and a part of our business attraction, retention and recovery efforts.

2020 has put our society to the test, and it can be hard to see when the end of this crisis will come. As we gradually work towards recovery, the conversations around equity should continue to be at the forefront, and changing the narrative around equity has to be a part of our new culture.

*Thank you,
Shalimar Thomas, Executive Director
North Broad Renaissance*

2. 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, the NBR is 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



2.1 North Broad Renaissance 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 Corridor.

1. Cleanliness and Safety

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

2. Maintenance and Landscaping

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

3. Marketing and Communications

Objectives: To serve as connector and information resource for the North Broad Community.

4. Economic Development

Objectives: To oversee and promote smart development and employment opportunities

2.2 North Broad Renaissance: COVID-19 Support Efforts *Reopened With Care Campaign*



North Broad Renaissance launched the Reopened With Care Campaign in May 2020. This program is a marketing campaign that supports businesses that are following guidance and making safety a priority. So far, NBR has raised more than \$40,000 for the campaign, which has had the following impacts:



- Participating businesses follow an 8-point safety checklist issued by the City, placing hand sanitizer at entrances and exits, using social distancing markets, enforcing mask wearing, and more.
- By agreeing to the Reopened with Care Standard, businesses receive visibility and exposure through complimentary marketing provided by the NBR.
- NBR is working to get Reopened with Care kits to 300 North Broad businesses. These kits provide resources needed to reopen safely and keep businesses, their customers, and their employees healthy
- In a press conference announcing Philadelphia's move to the "Green" phase of reopening, Mayor Kenney cited NBR's Reopened With Care® campaign as an inspiration in developing the City's plan for the "Green" phase. The Commerce Department is now working with

other commercial corridors across the city to encourage businesses to make similar commitments to protect the safety of employees and customers.

- Through a collaboration with NBR, the City has created a pledge that businesses can complete online and a Reopened with Care digital toolkit with resources like informational posters that businesses can print and hang in their establishments.
- More than 10,000 PPE kits are being distributed across the city through the partnership with the Philadelphia Department of Commerce, the members of the Philadelphia City Council, and the tireless work of volunteers.

Connecting Businesses with Grants and Loans

Since March, NBR has connected small business owners with loan and grant programs, including:

- Pennsylvania Department of Community and Economic Development (DCED) working capital loans
- CARES Act grant and loan assistance
- Pennsylvania DCED COVID-19 Relief Statewide Small Business Assistance Program
- Philadelphia Foundation PHL COVID-19 Fund
- Philadelphia COVID-19 Small Business Relief Fund
- LISC Small Business Relief Grant
- Grants and loans offered by Beech Companies
- The Merchant Relief Fund
- Bread & Roses Community Fund – COVID 19 Solidarity Fund
- Women's Way Immediate Response Action Fund

Supporting Local Residents

- Connects area residents with meal services, mental health supports, and other social services to meet increased needs related to the COVID-19 pandemic.
- Helps individuals access Unemployment Compensation and Pandemic Unemployment Assistance through guides that walk them through the processes.
- Encourages residents to wear masks and maintain social distancing as part of efforts to slow the spread of COVID-19.

Supporting Businesses Damaged in Civic Unrest

- Leveraged marketing program and utilized platforms to get information and resources out to businesses in a quick manner. Sent e-blasts to alert businesses about planned protests before they happened, so that businesses could proactively secure their storefronts from potential property damage.
- Helped businesses secure their storefronts during periods of civil unrest and deployed the cleaning team to manage the cleanup process.
- Chicago-based Cresco Labs awarded a grant to the North Broad Renaissance to support rebuilding efforts along North Broad Street. NBR donated this grant to The Philadelphia OIC, an organization dedicated to eliminating unemployment, poverty and illiteracy, which was damaged from looting over the summer. The funding from Cresco Labs with help The Philadelphia OIC continue its work serving the North Philadelphia community.



Gift Card Match Program

- In March 2020, established a gift card match program to support local restaurants during the stay-at home order. This program worked to support businesses as they pivoted to new models of operation.
- Individuals can purchase gift cards of up to \$100 from restaurants located along North Broad Street between City Hall and Germantown Avenue and receive a full match from NBR.
- In July, a \$15,000 grant from the Fulton Forward® Foundation enabled NBR to expand this program.
- More than \$8,000 in matching funds have been deployed as of November 2020.

Marketing and Communications

- Offering virtual workshops on developing digital marketing strategies, to support businesses in strengthening their online presence.
- Launched a Facebook Live Series to showcase businesses along the Corridor.
- 415 new subscribers to the newsletter.
- More than 1,250 people found NBR on Google.

Partnerships

In addition to the partnership with the City on the citywide version of NBR's Reopened With Care program, NBR has:

- Served as a partner with The Merchants Fund (TMF) and other funding sources to help connect North Broad businesses to funds that helped them sustain through the crisis. Nine grants were awarded to North Broad businesses this year (100 percent to BIPOC-owned businesses), and the relationship between TMF and NBR is continuing. TMF is also developing a pilot program that will offer continued support to grantees.
- Established partnerships with professional service businesses that are offering their services pro-bono to support North Broad business owners.

The architecture firm Atkin Olshin Schade Architects (AOS) supported NBR's Creative Space Activation Study in 2019 and is now working with three businesses along the corridor to plan and design COVID-19 modifications and/or repairs to the damage caused by the civic unrest in June.

- A \$25,000 grant from the Truist Foundation will support marketing and economic support for the corridor. NBR will use these funds to support existing businesses and attract new businesses to the corridor.

Best Practices and Leadership

- Shalimar Thomas spoke on the Power of Impact Investment on North Broad at the Union League Real Estate and Landbank club.
- Shalimar Thomas served on a Bisnow panel with Paul Levy and Councilmember Allan Domb about the future of Philadelphia's economic recovery.
- Shalimar Thomas was also recently nominated to serve as the Chair of the Philadelphia Commission on Human Relations
- The NBR is a part of the newly forming Philadelphia BID Alliance.
- The NBR was invited to participate in the Philadelphia Federal Reserve Bank's Reinventing Our Communities Conference, focusing on job equity.
- Shalimar Thomas spoke about inclusive development with the Design Advocacy Group.
- Shalimar Thomas served as a moderator for a Net Impact PHL event with Brian Murray of Shift Capital and Councilmember Allan Domb



3. North Broad by the Numbers¹



50,000+ 
Residents in North Broad
Source: ESRI Business Analyst

6% 
Projected Population
Growth from 2020 to 2025
Source: ESRI Business Analyst

41% 
Residents 18-34 Years of Age
Source: U.S. Census ACS 2012-2016

\$24,722 
Median Household Income
of North Broad Residents
Source: ESRI Business Analyst

24% 
Residents Who Have a
Bachelor's Degree or Higher
Source: ESRI Business Analyst

More than 5,000
K-12 Students
Source: ESRI Business Analyst

More than 29,000
Jobs in North Broad Census Tracts
Source: ESRI Business Analyst

70% 
Eds and Meds Jobs
Source: ESRI Business Analyst

1,325 
Businesses
Source: ESRI Business Analyst

\$2.25 Billion
Assessed Value of Real Estate
on the North Broad Corridor
Source: OPA 2020

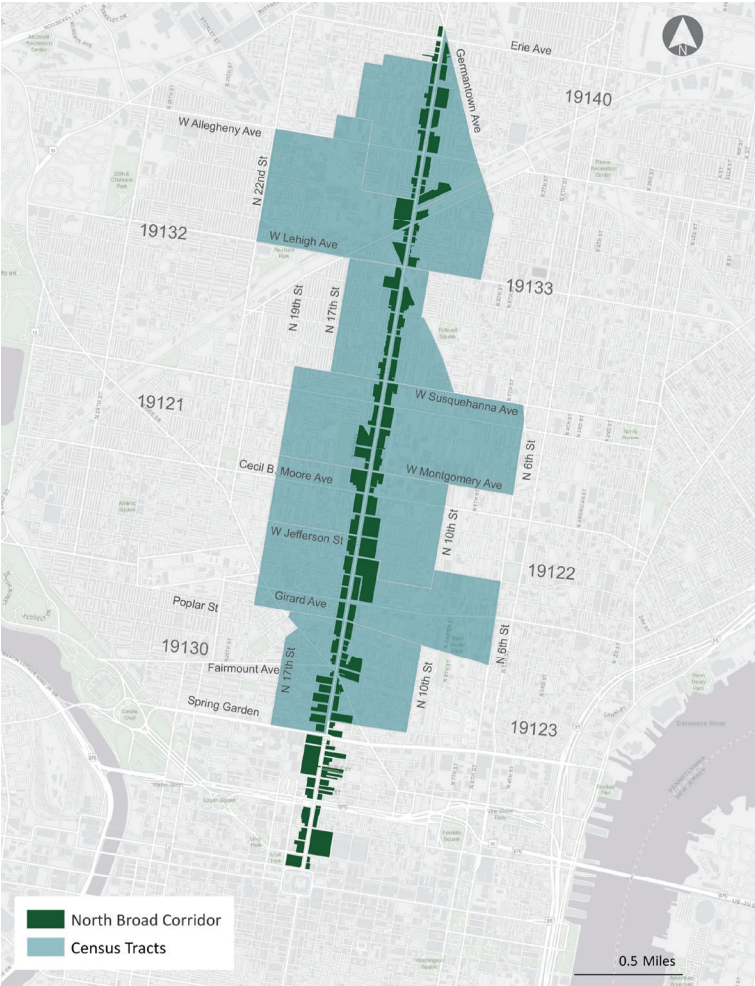
Nearly 21,000
Housing Units 
Source: ESRI Business Analyst

\$116,550
Median Home Value in 2019
Source: ESRI Business Analyst

90 
Average Walk Score in North
Broad Neighborhoods
Source: <https://www.walkscore.com/>

¹ The full economic effects of the COVID-19 pandemic cannot be quantified in 2020 economic data because the impacts are generally embedded in source data and cannot be separately identified, and because conditions are continuing to evolve. While portions of these impacts are captured in the data presented on this page and throughout The State of North Broad 2021, they may continue to change.

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



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



4. North Broad is Connecting Neighborhoods and People



North Broad Street performs the core roles of anchoring adjacent neighborhoods throughout North Central Philadelphia, 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.

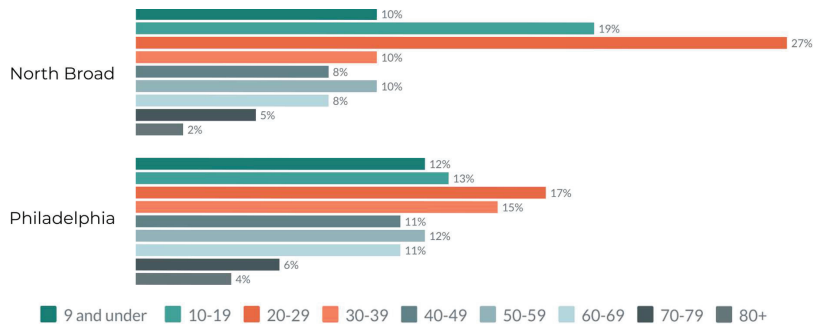
COVID-19 has deeply impacted North Broad, as it has impacted Philadelphia, the country, and the world. These impacts are described throughout this report, even where lags in data reporting mean that the numbers might not tell the full story of the impacts that this pandemic has had on the community.

4.1. The People

More than 50,000 residents live along the corridor and in its adjacent census tracts. The area's population is racially and ethnically diverse, with 65 percent of its residents Black, 23 percent white, and nearly 10 percent of Hispanic or Latinx origin (of any race). It is also a young community, with 37 percent of residents between the ages of 20 and 39, in part reflecting a strong student presence (in more typical times).

The school age population, consisting of residents ages 10 to 19, comprises an additional 19 percent of the area population. Population is essentially stable from last year but is expected to grow by six percent from 2020 to 2025, which represents faster growth than that city as a whole.

Age Distribution of North Broad Residents

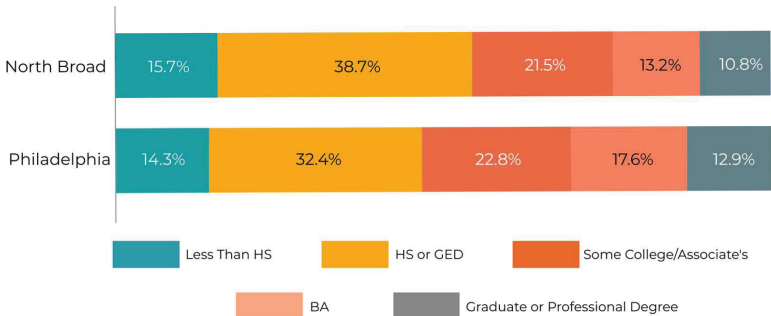


Source: ESRI Business Analyst (2020)

4.2. Educational Attainment

Compared to Philadelphia as a whole, the area around North Broad Street has a lower rate of college completion, at 24 percent (for a BA or higher) compared to 31 percent citywide. However, it is important to note that this gap is closing: as recently as 2017, 18 percent of residents have a BA degree or more, and this number has been consistently increasing since then.

Educational Attainment of North Broad Residents²



Source: ESRI Business Analyst (2020)

4.3. Student Presence

Strong educational and academic medical institutions along the corridor attract a large population of young adults. Due to the COVID-19 pandemic throughout 2020, area universities closed for in-person learning, resulting in significant decreases in the student populations.

In addition to a large student resident population, the corridor has historically also had a strong presence of students commuting from other areas to North Broad Street to learn or work at the area institutions, including Temple University, Temple University Hospital, and Hahnemann University Hospital. The lack of students in the area have hurt the strength of area businesses that depend on students and these institutions to survive and thrive.

There are also more than 5,000 youth living in the North Broad area who 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. With online learning for much of this year, many families have faced challenges in obtaining access to the internet and computers that they need to learn. Childcare is also a particular challenge here and throughout the city.

4.4. Employment and Income

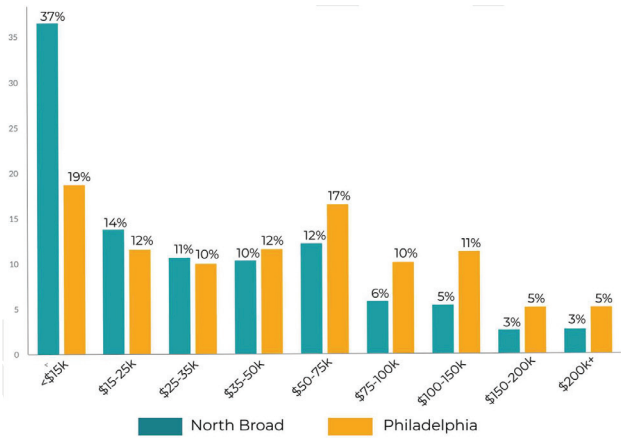
The 2020 median household income in North Broad Census Tracts is \$24,722 compared to \$46,991 in the city overall. Approximately 37 percent of all North Broad Street households have an income level below \$15,000 annually, compared to 19 percent citywide. While it is not known exactly how many people in the area lost their jobs this year in connection with COVID-19 and the recession thereafter, job losses disproportionately affect lower income households that are less likely to have savings to carry them through tough times.

Looking forward, North Broad median household incomes are expected to grow by 7 percent over the next five years, to \$26,442, nearly matching anticipated growth in median household incomes citywide of 9 percent.³

² Educational attainment of residents of North Broad Census Tracts and residents of the City of Philadelphia are calculated for residents age 25 and above.

³ ESRI Business Analyst, 2020

Household Incomes Along North Broad and Citywide



Source: ESRI Business Analyst (2020)

4.5. Why This Matters

North Broad's demographic makeup reflects, in part, historic patterns related to why people live where they do. Government actions as well as private sector influences (such as bank lending practices), have contributed to residential segregation in Philadelphia, and throughout the United States.

Today, North Broad is a diverse area that maintains a strong Black community, with many residents having deep ties to the area. However, decades of disinvestment have meant that some parts of the surrounding neighborhoods have not seen the same levels of resources that more historically white parts of Philadelphia experience. While

the City is working to address some of this imbalance (through investments like the Broad, Germantown, and Erie project highlighted in Section 8.2), it is important to be aware of these disparities in order to address them (see Section 10.2, “Tackling Inequities in Parks and Green Spaces,” for some of the work that the NBR is doing in this area).

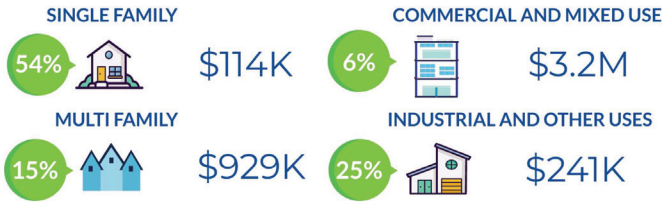
In addition to these issues, COVID-19 is disproportionately impacting Black and Brown communities, with Black and Latinx individuals being diagnosed with COVID-19 at higher rates than other racial ethnic groups, while being less likely to receive quality treatment due to longstanding systemic issues of discrimination and lack of access to healthcare.⁴ Additionally, Black- and Latinx-owned businesses have been hit particularly hard, with an estimated 40 to 60 percent of Black-owned businesses closing due to the pandemic and associated recession nationwide.⁵ These disparities make the North Broad Renaissance's work even more crucial to both individuals and businesses in its service area.

⁴ Centers for Disease Control and Prevention. “Health Equity Considerations and Racial and Ethnic Minority Groups.” Updated July 24, 2020.
<https://www.cdc.gov/coronavirus/2019-ncov/community/health-equity/race-ethnicity.html>.

⁵ The Economy League. “The Impact of COVID-19 on Greater Philadelphia’s Black-Owned Businesses” (July 29, 2020), <http://economyleague.org/providing-insight/leadingindicators/2020/07/29/COVID19blackbusinesses>.

5. 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. Of the more than 16,000 properties within the North Broad census tracts, nearly 70 percent are single family or multifamily housing. While commercial and mixed-use properties represent only 6 percent of the total number of properties in the area, their property values are much higher than any other use type, and they have a strong presence in the area, housing both large anchor institutions and local small businesses.



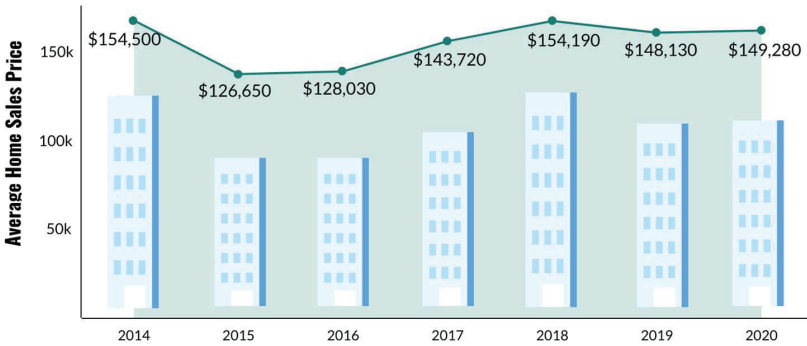
Source: ESRI Business Analyst (2020)

Nearly one in three occupied housing units in the North Broad census tracts are owner occupied, representing an increase in owner occupancy in recent years. At the same time, housing vacancy is slightly up from last year, with nearly 16 percent of the area’s nearly 21,000 housing units identified as vacant.⁶ This is connected both with the impact of the COVID-19 pandemic as well as a growth in the total number of housing units available in the area, as recent developments have come onto the market.

Residential sales prices and rental rates have both remained generally stable over the past several years, including in 2020. The number of residential transactions in North Broad census tracts increased by more than 40 percent between 2018 and 2019. Although the number of transactions is currently down for 2020 compared to 2019’s final tally, the end of year total may still approach recent years.⁷ Sales prices appear to be stable overall, a promising sign for residents for whom their home is their primary asset.

⁶ ESRI Business Analyst

⁷ The Philadelphia Housing Index was updated to include a more complete dataset in 2019. Because the 2019 State of North Broad only reflected transactions through April of that year, the average sales price reported this year differs from that amount.



Source: ESRI Business Analyst (2020)

After five years of continuous growth, the number of building permits for new construction and major alterations along the corridor has declined this year, as might be expected given the COVID-19 pandemic.⁸ Construction was completely halted in the city for much of spring 2020, and while the year is not yet over (meaning that the total number of permits will still increase by the end of the year), activity is down from this time last year.

Year Issued	Number of Permits
2007	457
2008	472
2009	426
2010	426
2011	524
2012	427
2013	385
2014	372
2015	380
2016	458
2017	472
2018	514
2019	555
2020 ⁹	255
Total	6,123




Source: Philadelphia Department of Licenses and Inspections (2020)

⁸In previous years, this report has counted building permits classified as "Alteration" and "New Construction" toward this count. Because of changes in how the City classifies new construction and major alterations, we now also include the classifications "Commercial Construction Permit" and "Residential Construction Permit," which have only come into more active use in 2019.

⁹ This data source includes permits through partway through November 2020, although additional permits may still be added to previous months' totals when the dataset is next updated.

Rents along North Broad Street tend to be higher closer to Center City and lower further to the north, around Germantown Avenue. Of course, there is variation both between and within neighborhoods, with newly renovated buildings generally commanding higher rents. In neighborhoods to the north, where housing tends to be older with fewer amenities, rent ranges from as low as \$650 a month for one bedrooms in smaller buildings to up to around \$1,500 for three bedrooms in larger, renovated ones.

An increasingly wide range of rental rates for available units reflects a bifurcation in the rental market, with the addition of new luxury housing alongside continued relative affordability in older or smaller buildings. This year, rates have declined slightly, in response to lowered demand during the COVID-19 pandemic (including because many students from outside of Philadelphia are not currently on campus).

<u>North Towards Germantown Ave</u>		<u>South Towards City Hall</u>
	One Bedroom	
\$650-\$800		\$1,200-\$1,600
	Two Bedroom	
\$850-\$1,200		\$1,800-\$2,400
	Three Bedroom	
\$1,000-\$1,500		\$1,800+

Source: Zillow (2020)

6. Jobs & 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.¹⁰ Per capita income of resident workers is around \$16,673, and the unemployment rate is 28.4 percent, up from 10.8 percent last year.¹¹ Of course, unemployment numbers are changing rapidly from one month to the next, based on local COVID-19 rates and the resulting restrictions on businesses. Citywide, the unemployment rate jumped from under 6 percent at the beginning of 2020 to over 17.5 percent in the spring and summer, while the COVID-19 stay-at-home order was in place. The unemployment rate improved toward the end of the summer, falling to 15.1 percent in August and decreasing yet again to 11.8 percent in September 2020.¹² However, with the tightening of restrictions in November, which are aimed at curbing rising COVID-19 rates in Philadelphia, it is likely that unemployment will rise once again, both citywide and in the North Broad area.

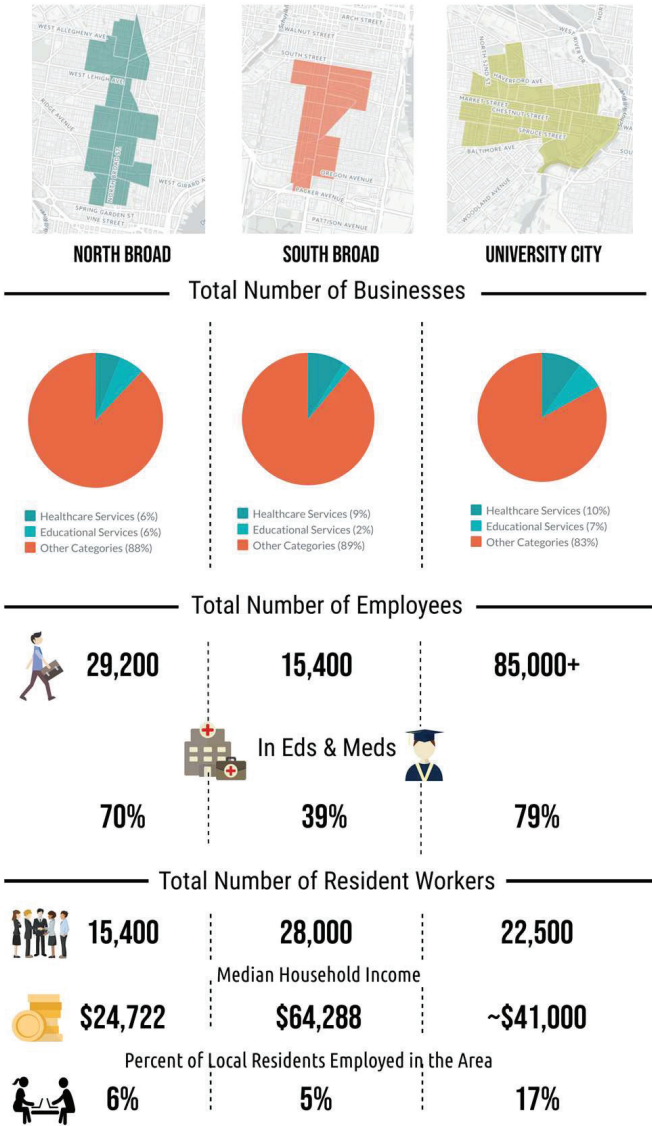
Approximately 1,325 businesses provide nearly 30,000 jobs in the North Broad area.¹³ Approximately 70% of these are in the Health Care and Education Services sectors, generally characterized as high-skill, highwage jobs - jobs that may be less susceptible to COVID-19 related job losses. The largest employers 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.

¹⁰ Inflow/Outflow analysis, OnTheMap, 2017. Here, "employed locally" refers to individuals both living and working within one of the North Broad census tracts. 2017 is the most recent year reported through OnTheMap.

¹¹ ESRI Business Analyst, 2020. As described elsewhere, the full economic effects of the COVID-19 pandemic cannot be quantified in 2020 economic data because the impacts are generally embedded in source data and cannot be separately identified, and because conditions are continuing to evolve.

¹² Pennsylvania Department of Labor and Industry

¹³ ESRI Business Analyst, 2020 still to be added to previous months' totals when the dataset is next updated.



6.1. 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.

7. Development along North Broad

There is approximately \$2.25 billion in assessed property value along North Broad Street between City Hall and Germantown Avenue. Commercial and mixed-use properties, which include office space, restaurants, and retail locations, represent slightly more than half of the total assessed property value in the area, at \$1.14 billion.

Residential properties, which include both single family and multifamily buildings, represent an additional \$1.04 billion in assessed value. Industrial properties and vacant land contribute relatively small amounts to the overall property values along the corridor, as they represent a smaller number of properties and have lower values than other uses, on average.

Commercial & Mixed Use



\$1.14 Billion

Residential



\$1.04 Billion

Industrial

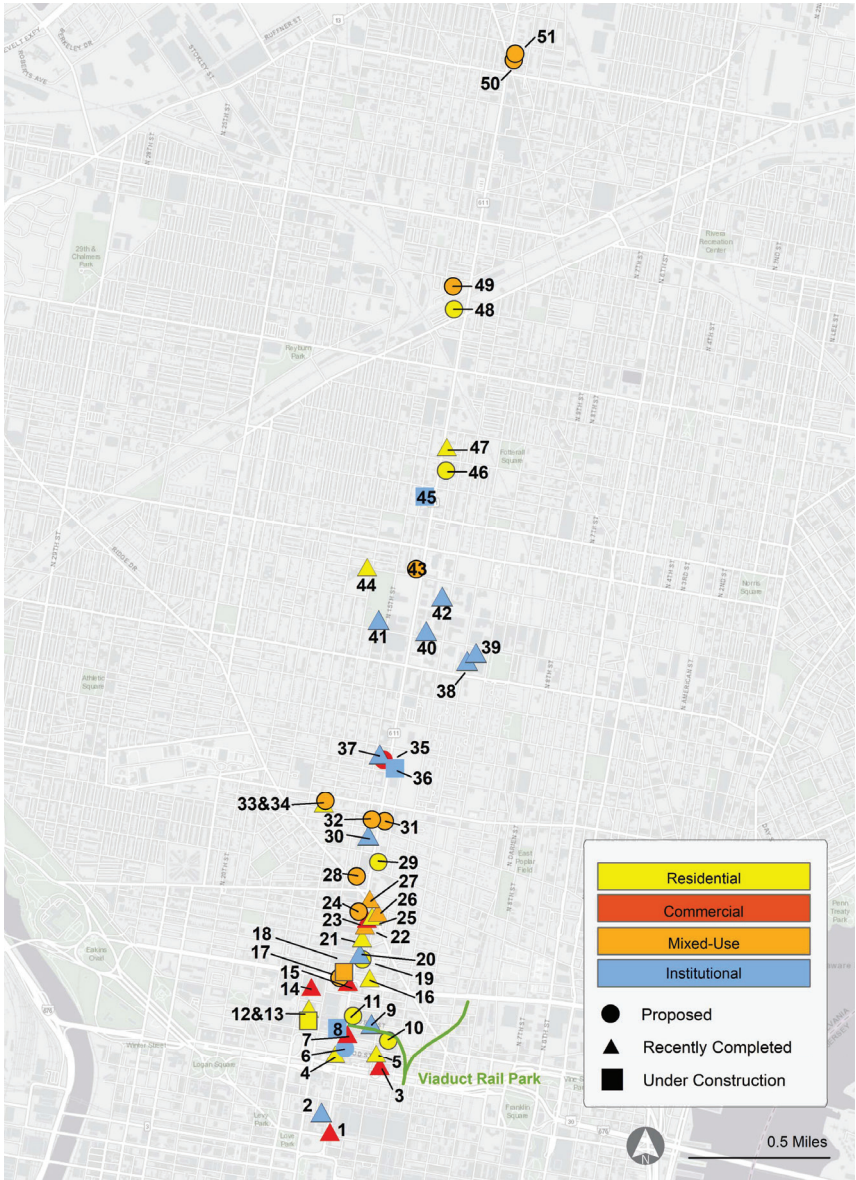


\$18 Million

Source: Office of Property Assessment (2020)

Although the COVID-19 pandemic has and will continue to impact the real estate market and property development, the North Broad Street corridor continues to experience growth and development. Following a halt to construction in spring 2020, activity has picked up once more. While some proposed developments have been delayed or altered, new proposals have continued to enter the pipeline this year.

ID	Name	Address	Current Status	Type of Use
1	Aloft Hotel	101 N Broad St	Recently Completed	Commercial
2	PAFA Campus Expansion & Modernization Western Plus	118 N Broad St	Recently Completed	Institutional
3	Best Philadelphia Convention Center	1225 Vine St	Recently Completed	Commercial
4	Hanover North Broad	322, 339 N Broad St	Recently Completed	Residential
5	Heid Building	325 N 13th St	Under Construction	Residential
6	PA Ballet	329-331 N Broad St	Proposed	Institutional
7	Netrality Data Centers Philadelphia	401 N Broad St	Recently Completed	Commercial
8	The Inquirer Building	400 N Broad St	Under Construction	Institutional
9	Reading Viaduct Rail Park Phase I	1300 Noble St	Recently Completed	Institutional
10	Quarters	1201 Callowhill St	Proposed	Residential
11	Broad and Noble	427 N Broad St	Proposed	Residential
12	The Hamilton	1520 Hamilton St	Recently Completed	Residential
13	The Hamilton II	1520 Hamilton St	Under Construction	Residential
14	1500 Spring Garden St	1500 Spring Garden St	Recently Completed	Commercial
15	Broad Street CVS	Spring Garden St & N Broad St	Recently Completed	Commercial
16	Mural Lofts	523 N Broad St	Recently Completed	Residential
17	Mural West	523 N Broad St	Proposed	Mixed-Use
18	510 N Broad St	510 N Broad	Under Construction	Mixed-Use
19	545 N Broad St	545 N Broad St	Proposed	Residential
20	Congregation Rodeph Shalom	615 N Broad St	Recently Completed	Institutional
21	Stable Lofts	631 N Broad St	Recently Completed	Residential
22	655 Lofts	655 N Broad St	Recently Completed	Mixed-Use
23	The Studebaker Building	667 N Broad St	Recently Completed	Commercial
24	676-680 N Broad St	676-680 N Broad St	Proposed	Mixed-Use
25	Venture Commons	1357 Ridge Ave	Recently Completed	Residential
26	1300 Fairmount	1300 Fairmount Ave	Recently Completed	Mixed-Use
27	Divine Lorraine	699 N Broad St	Recently Completed	Mixed-Use
28	People for People North Broad Properties	800 N Broad	Proposed	Mixed-Use
29	813-823 N Broad St	813-823 N Broad St	Proposed	Residential
30	The Met Philadelphia	858 N Broad St	Recently Completed	Commercial
31	915-923 N Broad	915-23 N Broad St	Proposed	Mixed-Use
32	906 N Broad St	906 N Broad St	Proposed	Mixed-Use
33	The Civic	1600 W Girard Ave	Recently Completed	Residential
34	The Civic	1600 W Girard Ave	Proposed	Mixed-Use
35	Hotel Moxxy at the Blue Horizon	1314 N Broad St	Proposed	Commercial
36	Laborers' Training and Learning Center	N Broad & Thompson Sts	Under Construction	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 2	415 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	Mixed-Use
51	Beury Building Phase II	3709-25 N Broad St	Proposed	Mixed-Use





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.

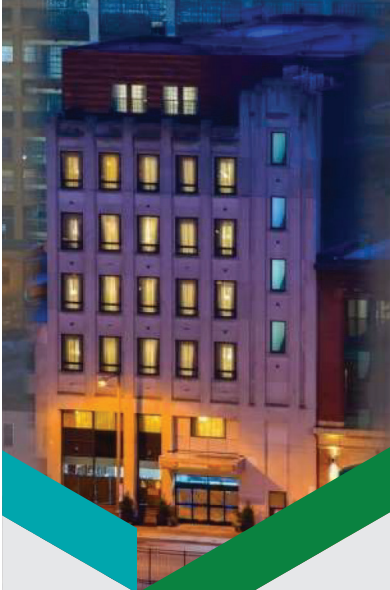
Source: *Phillybydrone.com*



2

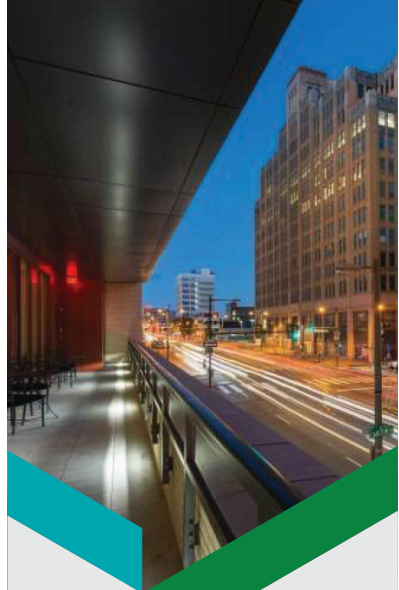
Pennsylvania Academy of Fine Arts (PAFA) at 118 North Broad Street recently completed a multiphased renovation project. This work included renovations to the historic building (designed by Frank Furness and George W. Hewitt and listed as a National Historic Landmark), as well as the construction of a new 15,000 square foot multidisciplinary arts center. In addition, exterior campus improvements were made to enhance PAFA's buildings and contribute to the redevelopment of North Broad Street.

Source: *West Reed Leskosky*



- 3 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



- 4 The Parkway Corporation partnered with The Hanover Company to complete **Hanover North Broad** at **339 North Broad Street and 322 North Broad** in 2019. This development includes 339 residential units, 17,000 square feet of retail space, a cyber lounge, and a fitness center. On the ground floor, Gabi (by the team behind Bistro La Minette and La Peg), has been open for outdoor dining during the COVID-19 pandemic.

Source: Hanover Company



5

The Heid Building at 323 North 13th Street was once home to the largest hat maker in the city. After being vacant for over a decade, PRDC Properties transformed the building into 96 apartments and ground floor retail with the assistance of student interns from Ben Franklin High School's Career & Technical Education Vocational Center.

Source: PRDC



6

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, designed by Philadelphia based architecture firm Varenhorst, will add dance studios, performance spaces, changing rooms, and office space for the Ballet.

Source: OCF

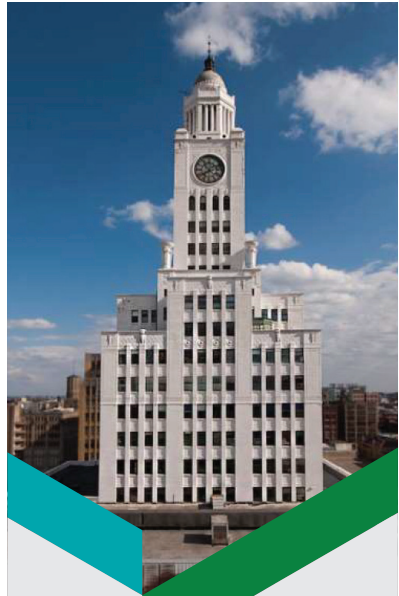


7

401 North Broad Street

recently underwent a \$70 million transformation into an upgraded colocation facility. The 1.4 million square foot building is operated by Neutrality Data Centers, which emphasizes the data center's location within a Qualified Opportunity Zone (QOZ), along with the tax benefits that this designation offers.

Source: Philadelphia Business Journal



8

Progress continues on renovations to the former **Inquirer Building** at **400 North Broad Street**.

Once complete, the building will become the new headquarters for the Philadelphia Police Department. Tower Investments, the owner of the property, will lease the renovated building and adjacent parking garage to the city for 9 years, after which point the property will be purchased by the City.

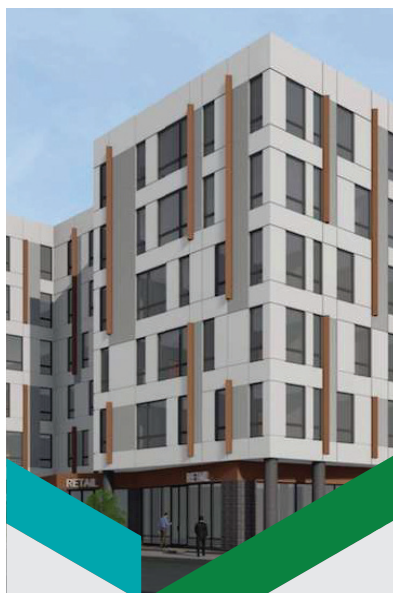
Source: Wikimedia Commons



- 9** Phase I of the **Reading Viaduct Rail Park** opened in June 2018. This portion is a quarter mile stretch of elevated park that stretches from **1300 Noble Street to Callowhill Street between 11th and 12th Streets.**

Future planned phases will extend the park south to Vine Street, northeast to 9th Street and Fairmount Avenue, and northwest to Brewerytown.

Source: Uwishunu



- 10** A six-story apartment building aimed at a young adult audience is being developed at **1201 Callowhill Street.** Designed by JGRP and to be operated by a co-living company Quarters, the site will also include 4,000 square feet of ground floor retail and 42 parking spaces to serve the building's 65 apartments.

Source: OCF Realty



- 11** In 2019, developers Toll Brothers and Sundance Bay announced plans for an 18-story apartment building on **Broad and Noble Streets**, near the entrance to the recently completed first of phase of the Reading Viaduct Rail Park. Toll Brothers purchased the site for \$14.1 million and plans to break ground early next year.

Source: Barton Partners



- 12** The first tower of a two-part, \$160 million development called **The Hamilton** opened at **1520 Hamilton Street** in 2019. This phase included a 10 story, 279-unit building with amenities including an interior courtyard, communal lounge space, and communal study/work rooms. Phase II is currently under construction and is expected to be complete by Summer 2021. The development is being done by Radnor Property Group on the Community College of Philadelphia's campus.

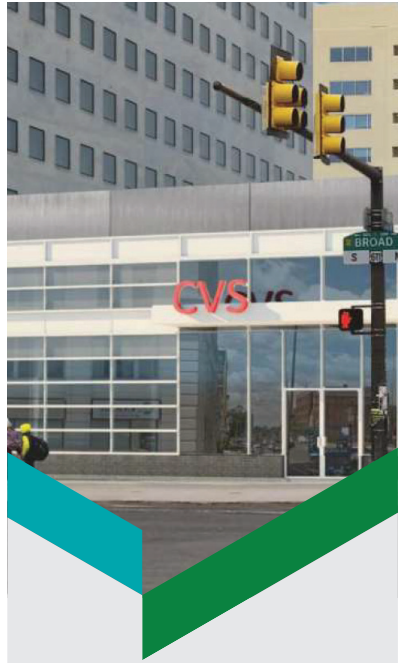
Source: Radnor Property Group



14

The 12 story, 1,000,000+ 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 a location of Vybe Urgent Care, 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.

Source: Vybe Urgent Care



15

In 2019, Tower Investments completed a retail plaza adjacent to its 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.

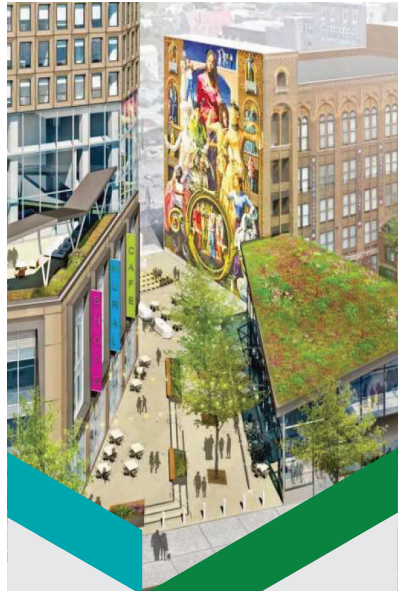
Source: Tower Investments



16

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

Source: EBRM



17

EBRM also has plans for a second residential building next door, at **500 North Broad Street. Mural West**, which has taken inspiration from the iconic “Common Threads” mural by Meg Saligman, will be connected to the mural and the adjacent Mural Lofts through an open space that will run between the two buildings. Mural West will benefit from the Federal Opportunity Zone tax incentive. Upon completion, it 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: City of Philadelphia



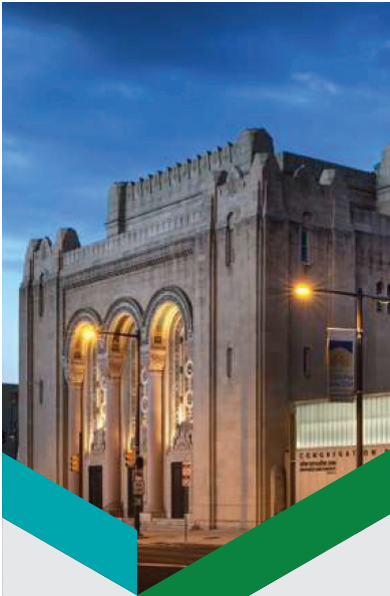
- 18** This year, Alterra Property Group broke ground on a \$180 million project at **510 North Broad Street** on the northwest corner of **Broad and Spring Garden Streets**. The project, called LVL North, will include 410 apartments and 110,000 square feet of retail on the first and second stories (including a 50,000 supermarket). Similar to Alterra's West Philadelphia project, LVL 4125, parts of LVL North will be modular, meaning that most of the building will be prefabricated in a factory and then assembled on site. The project is expected to be completed in 2022.

Source: JKRP Architects



- 19** 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 autorepair 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



20

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



21

Stable Lofts, a mixed-use apartment building in the historic E. Hart Stable building at **631 North Broad Street**, has 41 residential units and 5,000 square feet of ground retail. The project was developed by North Broad Living Management, and apartments were available for leasing towards the end of 2018.

Source: Canno Design



22

At **655 North Broad Street**, the owners of **Santucci's Original Square Pizza** recently completed an overbuild project, restoring the building's façade and adding two stories. 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.

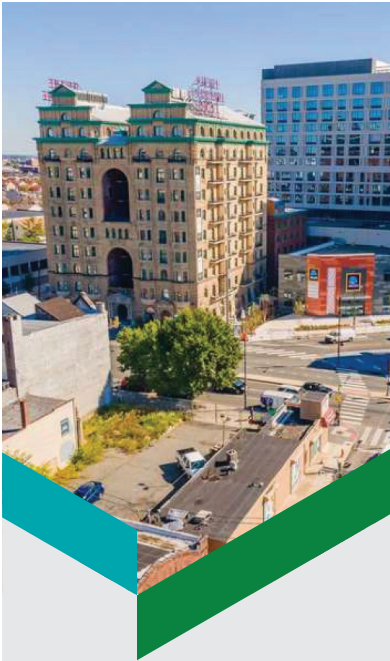
Source: OCF Realty



23

EBRM transformed the historic **Studebaker Building** at **667 North Broad Street** into a mix of restaurants, retail, office space, and apartments. This transformation is highlighted by a historically inspired façade renovation and the restoration of the neon Studebaker marquee.

Source: Philadelphia Inquirer



24

A feasibility study was recently completed for an 8,200 square foot, CMX-4 zoned parcel at **676-680 North Broad Street**.

According to this study, a nearly 58,000 square foot, 11-story building can be constructed by-right on this site (using a FAR bonus). The property is currently for sale.

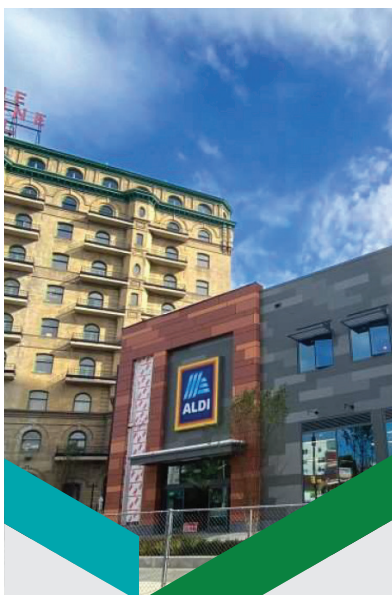
Source: Rising Real Estate



25

TierView Capital Development recently completed **Venture Commons** at **1357 Ridge Avenue**. This development brings 50 residential units, ground floor retail, and additional parking, all centrally located on North Broad Street and steps away from the Divine Lorraine and RAL's 1300 Fairmount project.

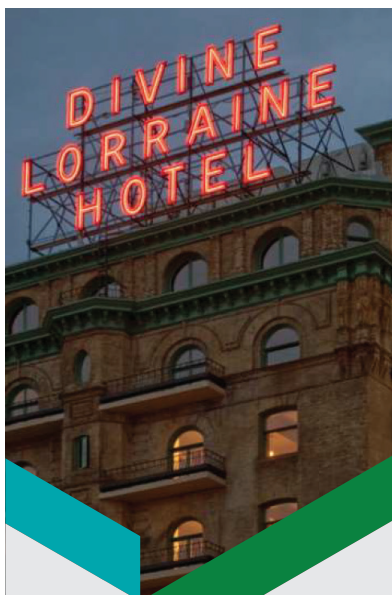
Source: Venture Commons



26

Construction has recently completed at **1300 Fairmount**, with 486 residential units, a 25,000 square foot **ALDI supermarket**, a preschool, and a 287-space parking garage, all next door to the Divine Lorraine. The project was supported by \$3 million in state grant funding, and the Aldi opened at the beginning of December.

Source: Billy Penn

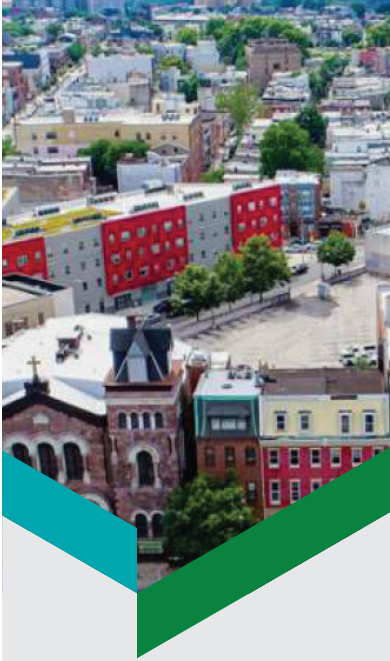


27

The Divine Lorraine at 699 North Broad Street

was redeveloped by EBRM into a 101-unit apartment building in 2017, after standing vacant for many years. In November 2019, Angela and Joe Cicala opened Cicala, a Southern Italian cuisine restaurant on the main floor of the building. Cicala was joined by coffee shop the Daily in 2020, and there are now plans for three additional concepts (under the umbrella brand Underground Concepts) to be added to the site by the end of 2021. These will include Foundation, a cocktail, beer, and wine bar built around a recording studio, Annex, a globally inspired café, and Broad Hall, a pop-up event venue.

Source: Hidden City Philadelphia



28

The religious non-profit, People for People Inc. is currently in a selection process to identify a partner who will assist in developing several parcels of land owned by the organization near **800 North Broad Street.**

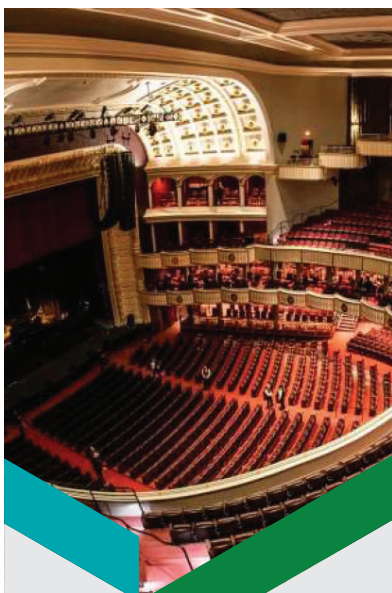
Source: People for People



29

Zoning permits have been issued for the demolition of a gas station building, to be replaced with a 50-unit residential building at **813-823 North Broad Street.**

Source: Rising Real Estate



30

A \$56 million renovation has transformed **The Met Philadelphia** at **858 North Broad Street** into a state of art the entertainment venue (and the site of last year's State of North Broad event). The historic structure was built in 1908 and was 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.

Source: Visit Philly



31

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.

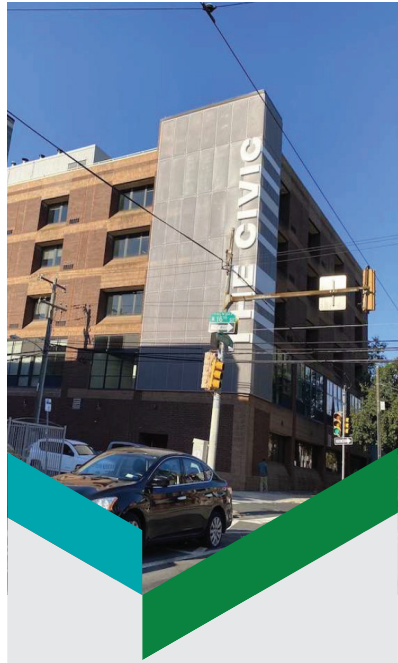
Source: Sky Design Studios



32

906 North Broad Street is currently occupied by Family Dollar and Cameron's Seafood Restaurant. Plans to add an additional five stories to transform the property into 94 apartments were approved by the Zoning Board of Adjustment in 2019.

Source: YCH Architects



33

MM Partners developed the former Saint Joseph's Hospital into an apartment complex called **The Civic** targeted at younger renters whose work requires them to spend more time away from home. 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: OCF Realty



34

The developers of the Civic have recently proposed a second building to replace the parking lot adjacent to the Civic, at **1600 West Girard Avenue. The Civic II** will be seven stories, with 192 apartments and 10,000 square foot of retail. The project is designed by Coscia Moos, and it went through Civic Design Review in October 2020.

Source: OCF Realty



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 66,000 square foot **Laborers' Training and Learning Center** for the Laborers' District Council is nearly complete at **North Broad and Thompson Streets**. Temple University will serve as an educational partner to the center, which will offer technical training for people to seeking to enter the construction trades.

Source: TN Ward Company Builders



- 37** Three large residential developments designed for Temple students, **The Nest** on 1324 North Broad Street, **The View at Montgomery** on 1717 North 12th Street, and **Vantage** on 1101 Cecil B Moore Ave can house more than 2,300 students combined. While students are learning remotely this year, these buildings help support the student experience while also limiting the impacts of large numbers of students on the local residential housing market in surrounding neighborhoods, when students are on campus.

Source: The Goldenberg Group



- 40 Development and growth continues at Temple University, even as most students remain off campus. The Snøhetta-designed **Charles Library** was completed in 2019, following the addition of a glass walkway connecting **1810 Liacouras Walk** and **Speakman Hall**, and the creation of the **Aramark Student Training and Recreation (STAR) Complex** in recent years.

Source: Temple University



- 43 In 2019, the owners of **2008 North Broad Street**, previously a funeral home, 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: Stuart Rosenberg Architects



44

In 2018, Habitat for Humanity completed its **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: Habitat for Humanity

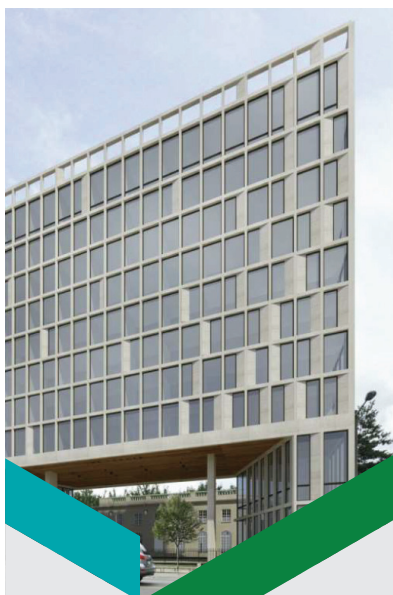


45

Transformation of **The Uptown Theater** located at **2227 North Broad Street** is underway.

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. Linda Richardson, a champion of the site who was president of the Uptown Entertainment & Development Corporation, passed away this earlier year. She played a central role in raising the capital for this project and providing oversight to the construction process, and her involvement in the Uptown Theater is part of her wide-reaching legacy.

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

Prior to its completion in 2017, Project Home received over 1,000 applications for 88 units at the **Ruth Williams House at the Gene & Marlene Epstein Building** at **2415 North Broad Street**.

The Ruth Williams House serves formerly houseless individuals, connecting 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.

Source: Project Home



- 48** Plans to transform **2900 North Broad Street** into **North Station** District, a transit-oriented, mixed-use development with residential units, offices, and retail were announced by North Philadelphia District LLC last year. The first phase of development will include a 105-unit building at **10 North Station**, and a renovation of an abandoned industrial building.

Source: Stantec/KMA



- 50** **The Beury Building at 3701 North Broad Street**, 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 mixed-use building with 80 one-bedroom apartments (including fifty units set aside for PHFA-eligible tenants) and 20,000 square feet of commercial space on the 1st, 2nd, and 11th floors. The second phase will consist of approximately 20,000 square feet of retail and approximately 90 additional residential units.

Source: Beurybuilding.com

7.2. Why This Matters

After construction activity halted citywide in March due to the COVID-19 pandemic, there was widespread concern that developers would pull projects in the pipeline, given high levels of uncertainty in the market. Activity has since picked up again, although many projects are delayed or pivoting to new uses.

But as this section shows, development is continuing along North Broad Street. Many of the planned projects that were highlighted in last year's State of North Broad remain in motion, with a few new projects added to the mix. These projects are located throughout the North Broad area, and they include a range of typologies, from affordable to luxury housing, and many mixed-use projects that will bring vitality to the streetscape.

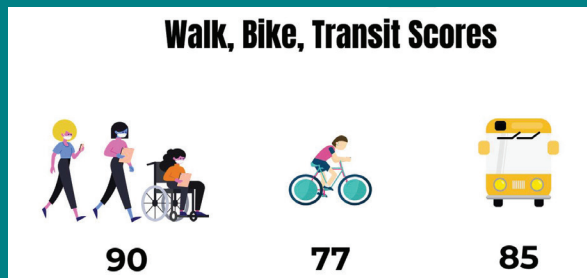
Of course, the uncertainty created by the COVID-19 pandemic has hit businesses hard and changed the calculus around development, as it has in so many areas. Projects in the pipeline may continue to be altered or downsized, and some of their timelines are likely to change, depending on how the pandemic and related shutdowns continue to evolve in the coming months.

8. Transportation along North Broad



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 bikeability increases the quality of life, as well as property values, on the corridor.

Walk, Bike, Transit Scores¹⁴



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 North Broad Street and West Glenwood Ave is particularly high traffic areas, averaging close to 38,000 cars daily.¹⁵

¹⁴Walk, bike and transit scores are averaged over Callowhill, Poplar, Fairmount, Girard Ave, Glenwood, Avenue of the Arts North and Temple University.

¹⁵ ESRI Business Analyst, 2019

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

However, the COVID-19 pandemic has led to a steep drop off in SEPTA ridership, which fell 90% between March and May before improving slightly over the summer and fall but still remaining well below normal levels. SEPTA's "Move Better Together" plan, released in September 2020, recognizes the need to adapt to current conditions, by adjusting schedules to match the needs of essential workers (who are more likely to be using transit right now) and enacting safety measures to protect riders and transit workers.¹⁶

The loss of revenue from decreased ridership has meant that SEPTA is having to delay \$250 million in capital projects. The agency is also considering further cuts.¹⁷



¹⁶ SEPTA, "Move Better Together" (September 2020)

¹⁷ Patricia Madej, "It's all on the line for SEPTA and its riders, from service cuts to layoffs," Philadelphia Inquirer (November 17, 2020), <https://www.inquirer.com/transportation/septa-service-cuts-layoffs-covid-pandemic-philadelphia-20201117.html>.

8.2. Broad, Germantown, and Erie Project

The Broad, Germantown, and Erie Project is an initiative conducted by the Philadelphia City Planning Department (PCPC). The project aims to develop the intersection of Broad Street, Germantown Avenue, and Erie Avenue into a community hub that serves a multitude of purposes.

The PCPC has gauged interest from the community in three different “inspiration topics” all of which are aimed at guiding the development ideas and streetscape interventions by conducting a survey on the project. Though these three designs differ in terms of their thematic context, they all seek to achieve the following:

- Make the intersection safer for pedestrians;
- Create jobs and support businesses;
- Improve and create new public spaces; and
- Honor local history and culture.

Inspiration Topic #1 revolves around the theme of literature and features shaded structures and places where groups can gather. Inspiration Topic #2 is oriented around the theme of motion, featuring elements of the Septa trolley line with an added Septa trolley kiosk. Inspiration Topic #3 centers around the music and has similar structures to that of the previous two designs with an additional area for small musical performances.

The survey was distributed with support from local community groups and City Council, along with postcards and flyers distributed by the PCPC and social media outreach. A total of 767 surveys were completed, with Inspiration Topic #1 (“Literature”) emerging as the most preferred option. The concept draws from the site’s proximity to a branch of the Free Library of Philadelphia and the Black-owned bookstore and cultural center Black and Nobel. Respondents also offered feedback on where to locate a Route 23 bus stop and how to prioritize green spaces and parking in the area.

Rendering of Inspiration Topic #1, Literature, from the PCPC survey



Source: City of Philadelphia Broad, Germantown, and Erie Task Force

¹⁶ SEPTA, "Move Better Together" (September 2020)
¹⁷ Patricia Madej, "It's all on the line for SEPTA and its riders, from service cuts to layoffs," Philadelphia Inquirer (November 17, 2020), <https://www.inquirer.com/transportation/septa-service-cuts-layoffs-COVID-pandemic-philadelphia-20201117.html>.

8.3. Why This Matters

Access to transit is essential in connecting area residents to jobs, schools, services, and amenities throughout the city. Because North Broad benefits from strong transit access, the challenges that SEPTA is facing will impact area residents and businesses more than loss of service in other parts of the city, where there are higher levels of car ownership.

The Broad, Germantown, and Erie project is especially important given the levels of both car traffic and pedestrian activity at that location: the intersection sees upwards of 15,000 automobiles and 2,000 pedestrians daily.¹⁸ In addition, this project will support access to quality outdoor spaces in a predominantly Black area, which has historically not seen this level of public investment.



¹⁸ DVRPC's automobile and pedestrian counts, taken in August 2017.

9. Public Safety along North Broad



While crime overall has declined in Philadelphia during the COVID-19 pandemic, gun violence is up in cities throughout the United States, including in Philadelphia and along North Broad Street.¹⁹ Along North Broad, crime is down 19 percent from this time last year, marking the fifth consecutive year of decreases in crime levels along the corridor.²⁰ However, the area has experienced increases in aggravated assaults with firearms, motor vehicle thefts, and non-residential burglaries this year, in line with citywide trends. The most common crime incidents for 2020 are categorized as thefts, nonresidential burglary, narcotic and drug law violations, “other assaults,” and “all other offenses.” Fraud, which represented 13 percent of all crime in the area in 2019 has declined significantly, now representing only 3 percent of the total.

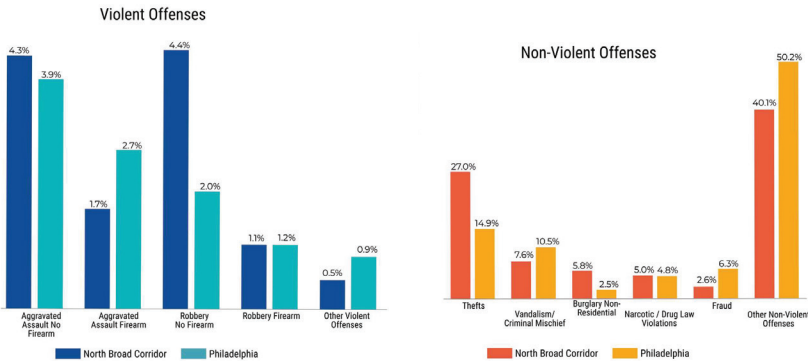
Non-residential burglaries spiked in June and October, first in connection with nationwide protests around the murders of George Floyd, Ahmaud Arbery, and Breonna Taylor, and then for Walter Wallace Jr. in October. Across the full year to date, non-residential burglaries are up more than 600% from 2019, with 70 percent of all incidents occurring in the first week in June or final week of October.

North Broad Renaissance has played a central role in clean-up efforts, supporting businesses in temporarily closing and securing their storefronts during the period of civil unrest, and deploying its permanent cleaning crew for graffiti removal, boarding and window replacement, and general clean up following the damage.

¹⁹ Cheryl Corley, “Crime Has Declined Overall During the Pandemic, But Shootings and Killings Are Up,” NPR All Things Considered (July 20, 2020), <https://www.npr.org/2020/07/20/892418244/crime-has-declined-overall-during-the-pandemic-but-shootings-and-killings-are-up>.

²⁰ 2020 crime data is recorded for through mid-November 2020 when the analysis was completed. Comparisons from 2019 use data through the same interval to allow for direct comparison.

Walk, Bike, Transit Scores¹⁴



Graph Source: Philadelphia Police Department (2020)

9.1. Why This Matters

While the City of Philadelphia has experienced a decline in major crimes in recent years, public safety continues to be a concern for residents, visitors, and business owners.²¹ High crime levels contribute to lower property values and less local engagement, making it more likely that residents and business owners will leave the neighborhood if they are able to afford other options. The ability to feel safe in one's neighborhood is also crucial to wellbeing at all life stages. In light of the recent looting, the NBR has recognized the need for an organized and preventative approach to protecting businesses in times of civil unrest.

As a result, the goal of creating an emergency response plan is a top priority under the Philadelphia BID Alliance. In addition, Shalimar Thomas had the opportunity to testify on Resolution 200665 and recommended that creating a more equitable plan as it relates to emergency response be a priority.

²¹ https://www.pewtrusts.org/-/media/assets/2018/04/philly_sotc_2018.pdf

10. Quality of Life along North Broad



As the North Broad Renaissance as taken on the monumental task of supporting businesses through the COVID-19 pandemic, it has also continued its core activities related to cleanliness and safety, maintenance and landscaping, marketing, and economic development. These activities, which have always been central to NBR's mission, take on new levels of importance as we grapple with the pandemic, racial, environmental, and economic justice, and civic unrest. The following sections highlight a few of the ways that NBR has ensured that its longstanding work continues to meet the most urgent needs of residents, businesses, and visitors to North Broad.

10.1. Clean and Safe

The North Broad Renaissance (NBR) Clean and Safe Program works to create a flawless experience for all who live, work and play along the corridor. NBR's cleaning crews work six days a week to create a visibly cleaner and safer North Broad Street. In good times, the program helps ensure that all visitors are welcomed with clean streets as they commute, work and shop. However, in light of the COVID-19 pandemic and uprisings in June and October, the Clean and Safe Program shifted to much more. It was because the program was in place that the NBR was able to quickly deploy a team to help address the looting and the tragedy it left behind.

In addition, this program continued to provide a presence along the corridor, track and address illegal dumping, and graffiti and keep the corridor clean during increased vacancies caused by the pandemic.

In 2019, City Council approved a bill that includes a \$10 million investment in a citywide business corridor cleaning program. Proposed by Councilmember Cherelle Parker, the program will create up to 300 jobs and help attract new businesses and residents, reduce crime, and decrease poverty along commercial corridors throughout the city. The funding NBR receives through this program has helped the organization keep essential workers, providing essential services, employed.

10.2. Tackling Inequities in Parks and Green Spaces

COVID-19 has revealed the inequalities that exist when it comes to access to green spaces. While proven to have a positive impact on mental and physical health, the availability of greenspace differs depending on where you live. As the NBR looks at its own Maintenance and Landscaping program, it is diving into research and information that will help guide continued efforts to improve greenspace in neglected communities.

The North Broad Renaissance worked with the AARP to debut *Philadelphia: An Age-Friendly, Livable City for All*. According to this report, vibrant outdoor and public spaces are key elements of an age-friendly community. Every neighborhood should have a basic green infrastructure that includes tree planting, public and community gardens, and green storm water management solutions.

Urban green spaces can have both environmental and health benefits for residents in a city. In addition to offsetting greenhouse gas emissions and attenuating storm water, they provide spaces for physical activity, recreation, social interaction, and stress relief. Research suggests that green spaces also decrease feelings of depression and worthlessness (South, 2018) as well as contribute to a reduction in gun violence.

Philadelphia: An Age-Friendly, Livable City for All is an action plan focused on the changing landscape and needs in housing, transportation, and outdoor spaces and buildings throughout the city. In collaboration with residents, community partners, and the City of Philadelphia, the plan includes recommendations that advise local leaders on the tangible, community-wide improvements needed to enhance the well-being of City residents. The goals under the Buildings and Open Spaces focus are to (a) enhance the quality, quantity, and accessibility of green spaces in neighborhoods throughout Philadelphia; and (b) to improve the physical infrastructure and programming at public facilities such as libraries and recreation centers.

Some of the recommendations are as follows:

- Create and preserve green spaces in neighborhoods that currently are underserved.
- Increase number of planters and other beautification efforts along commercial corridors where this is a priority.
- Bring blighted, vacant land properties to “cleaned and greened” status so that they can be converted into productive use as pocket parks, community gardens, farmers markets, parklets, plazas and works of public art. Make these processes more transparent and streamlined.

These efforts have been underway for several years at NBR, with plans to continue. For example, NBR launched the Broader Green Initiative in North Philadelphia in 2018. This program is training and hiring residents from the North Broad community to help maintain more than 50 planters along North Broad Street, with the goal of improving the overall economic vitality in one of Philadelphia’s lowest income communities.

Looking forward to 2021, NBR will focus on:

- Connecting to skilled landscapers who understand and is ready to tackle the environmental challenges along the North Broad corridor to help us grow luscious and vibrant planters in ALL parts of the corridor.
- Updating planter designs and developing processes to manage litter in green space and throughout the corridor.
- Establishing partnerships to track and prevent theft of landscaping material and plants.
- Developing fun outdoor activations that promote social distancing while providing an enjoyable experience for residents and visitors.

10.3. 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, it helps to create interaction and activity on the streets, supports healthy lifestyles, and encourages 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.

Now, during the COVID-19 pandemic, the presence of clean and safe outdoor spaces is needed more than ever. Public health guidance indicates that social interactions are safest when they take place outside, and that spending time outdoors is essential to supporting mental health.

11. Looking Forward to 2021



11.1. Continued Housing and Commercial Development

Despite the major disruptions and uncertainty produced by COVID-19 and the associated economic slowdown, development projects and sales transactions have held strong in the North Broad area.

Twelve of the 14 census tracts used to define the North Broad area are designated Opportunity Zones through the Federal Qualified Opportunity Zone program established in 2017. This tax incentive is designed to encourage investment in economically distressed communities by offering several tax benefits for investors who invest their unrealized capital gains in Qualified Opportunity Funds. This may result in significant interest and increased investment in the North Broad community. Although the program is still fairly new, some of the North Broad development projects (highlighted in Section 7) are taking advantage of this designation to either expand their existing investment, or to locate a new development project on North Broad Street as opposed to another area of the city.

Local policies may also impact development activity over 2021. A legislative package passed by City Council in December 2020 includes a 1 percent construction cost reduction coupled with a 10 percent reduction in Philadelphia's tax abatement for commercial properties. These changes have been framed in the context of delays to a planned residential tax abatement reduction, both of



which had been scheduled to go into effect January 2021. While the impacts of these policy changes have yet to be realized, the continued presence of development activity (including projects supporting community development goals) during 2020 has been promising. Coupled with strong anchors along the corridor, the continued energy in supporting Black-owned businesses and enterprises as well as Opportunity Zone tax benefits has us looking forward to the realization of transformative redevelopment continuing along North Broad Street over 2021 and beyond.

11.2. Update on the Proposed BID

Prior to the pandemic, the NBR worked towards creating a Business Improvement District because it realized that there is a real need for enhancing the municipal services that it receives and create equity along the corridor. That meant more public safety or police services, more street cleaning, more marketing to help the corridor realize its economic potential, and strategic business retention and business attraction to not only bring businesses to the corridor, but help them grow.

However, in light of the pandemic and its devastating impact, the NBR Board of Directors voted to maintain the organization's structure as a Voluntary Special Service District and incorporate the data and research obtained through the BID process into the next five-year strategic plan. Programs and services include:

Cleaning and Safety

Maintenance and Greening

Marketing and Communications

Business Attraction, Retention, and Development

Capital Improvements

In addition, the NBR will raise \$591,000 to execute on these programs and the needs identified under the Needs Assessment Survey.

11.3. Positioned for Growth

The North Broad corridor boasts many positive attributes including: Rising household incomes, a decrease in the overall crime rate, and continued development of residential and commercial real estate – all of which represent positive signals for continued growth for the North Broad area communities. Looking forward into 2021, one of the biggest unanswered questions is how quickly the nation (and Philadelphia) will be able to resolve and recover from the COVID-19 pandemic.

- Strong and varied Black and brown businesses along the North Broad Street Corridor
- Continued plans for real estate development, even in the midst of great uncertainty
- Federal Opportunity Zones
- Plans for enhancing green spaces along the corridor
- Strong transportation network and planned improvements at the Broad, Germantown, and Erie intersection
- Continued decreasing crime occurrence and perception
- Engaged community working to improve cleanliness, maintenance, and landscaping

12. The North Broad Renaissance Team

North Broad Renaissance Staff:

Shalimar Thomas

Executive Director

Rianna Salm

Office Manager

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



Thank You to Our Sponsors and to all our individual contributors and supporters!





Follow the North Broad
Renaissance on Twitter, Facebook
or Instagram - or just Google

#ThinkBroad.

