



2022 STATE OF NORTH BROAD REPORT

DECEMBER 7, 2021

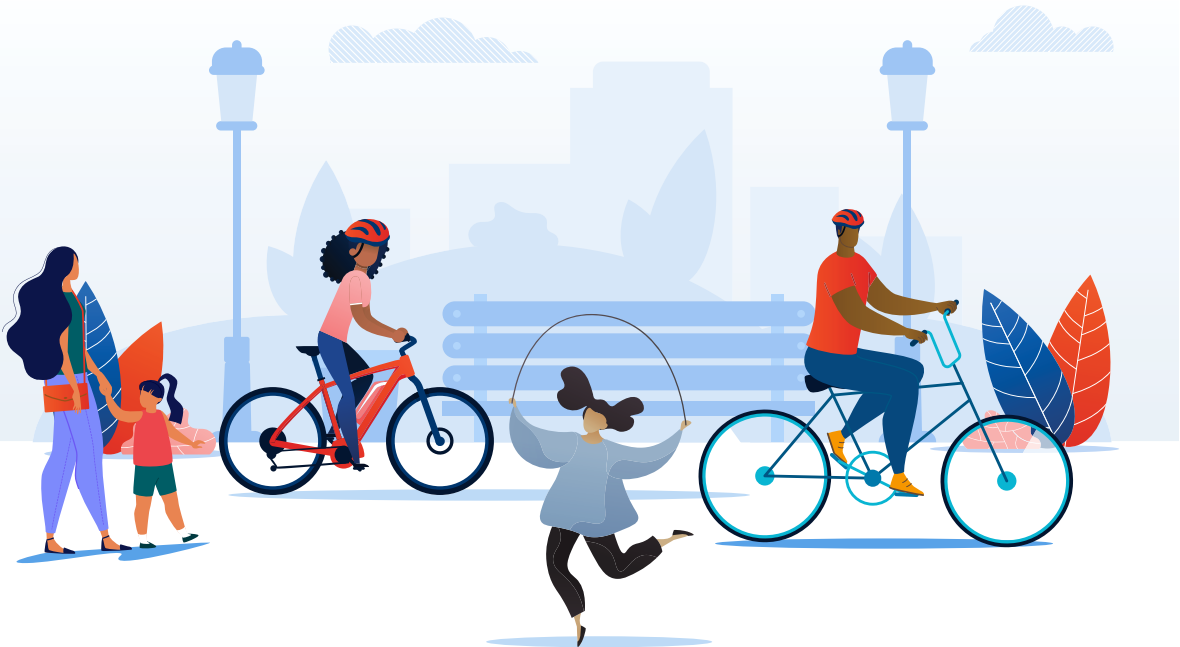


THE
NORTH
BROAD
RENAISSANCE



Table Of Contents

1. Letter from Leadership	4
2. About the North Broad Renaissance	5
North Broad Renaissance Objectives	6
Partnerships and Leadership in Action	6
3. Why North Broad	8
4. North Broad is Connecting Neighborhoods and People	10
The People	10
Educational Attainment	11
Student Presence	12
Righteous Recovery Opportunity	12
5. Living along North Broad	13
6. Jobs and Businesses along North Broad	17
Employment and Income	19
Righteous Recovery Opportunity	20
7. Development along North Broad	21
Righteous Recovery Opportunity	44
8. Transportation along North Broad	45
Transit Options	46
Safe Streets	47
Broad, Germantown, and Erie Project	47
Righteous Recovery Opportunity	48
9. Public Safety along North Broad	49
Righteous Recovery Opportunity	50
10. Quality of Life along North Broad	51
Clean and Safe	51
Broader Green Initiative	52
Philadelphia: An Age-Friendly, Livable City for All	52
The Lights of North Broad	52
11. The North Broad Renaissance Team	53
12. Appendix	54



1. Letter from Leadership

Building back better.

This is not the first time this phrase was presented as a call to action to support at-risk communities in the wake of a disaster. Efforts to address the inequities we see in Philadelphia neighborhoods have been researched and documented for decades, if not centuries. As a matter of fact, in 2018, two years before the pandemic, the Urban Land Institute wrote *Blind Spots: How Unhealthy Corridors Harm Communities and How to Fix Them*. It stated that living and working conditions in communities have a profound impact on public health. It went on to state that health is not just what happens in the doctor's office or the result of personal genetics, it is significantly influenced by the built and social environment – what we all know as social determinants of health. Yet here we are during a health pandemic, where Black Americans are one of the highest groups that have died from the COVID-19 pandemic. In addition, Black and Brown communities are at the forefront of Philadelphia's violence epidemic. Investment in maintenance, infrastructure and equitable development must be at the top of our building back better agenda if we are going to finally shift this long-standing narrative of Black and Brown communities faring worst during these crises.

The North Broad Renaissance understands that human capital is a city's most important asset, and Philadelphia's largest asset – its African American community – is currently operating in a deficit. Beyond the ethical reasons, there are economic costs to not



approaching this narrative with the seriousness it deserves.

That opportunity lies in the development that's taking place, the policies that are being developed and the partnerships to help us create long-term and sustainable impacts.

Moving beyond this pandemic, the North Broad Renaissance will operate under the mindset of Righteous Recovery and challenge our partners to do the same. In this framework, the NBR will execute our five-year strategic plan with a focus on equity and long-term maintenance plans in open and green spaces, and job equity and leveraging new development to create employment opportunities for individuals with various skillsets.

In addition, we're looking forward to shining a light on this corridor and promoting the return of hospitality and tourism along North Broad Street, while spotlighting the beautiful lights of North Broad. No, not those lights. I'm referring to the community, culture and commerce that make North Broad bright each and every day.

As you continue reading this 2022 State of North Broad report, you'll see opportunities for Righteous Recovery, and we challenge you to accept that opportunity and join our efforts to create meaningful and lasting change, and forever changing the narrative of inequity in Black and Brown communities.

Who's up for this challenge?

Shalimar Thomas
Executive Director

2. About the North Broad Renaissance



The North Broad Renaissance is a non-profit organization 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. The only African American woman-led SSD in Philadelphia, North Broad Renaissance has played a key role in helping businesses, institutions, and residents weather the pandemic storm and set the stage for a Righteous Recovery.

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;
- Supporting businesses and institutions in navigating ongoing challenges related to the COVID-19 pandemic.

The North Broad Renaissance boundary, which stretches across 14 neighborhoods, 9 zip codes, and parts of 16 census tracts, is one of Philadelphia's most diverse areas. More than 55,000 residents call the area home, and more than 2,500 businesses are based here.

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.

Partnerships and Leadership in Action

Thanks to funding from Truist Foundation, the NBR executed the final stage of the Reopened with Care campaign, resulting in complimentary marketing and advertising for four businesses located along the North Broad corridor. 100% of the funds supported Black and Women-owned businesses.

In partnership with Shift Capital, the NBR launched the North Broad Real Estate Commission, which is a collective of North Broad developers working together to support

the work of the NBR and North Broad's inclusive vitalization.

The North Broad Renaissance joined the Philadelphia BID Alliance, a coalition between sixteen of Philadelphia's business development associations that serve and support vibrant neighborhoods and dynamic economic corridors within the Greater Philadelphia region.

Shalimar Thomas testified on Resolution 200442 regarding Philadelphia's ATV culture and advocating for a dedicated space for the recreational sport. She also testified in front

of the members of the Committees on Law & Government and Commerce & Economic Development on Resolution 210693 in support of additional and equitable funding for safety towards commercial corridors.

The North Broad Renaissance has also launched the North Broad Business Roundtable, which is a peer-to-peer business membership for North Broad businesses.

Additionally, North Broad Renaissance hosted the Lambda Alpha International – Philadelphia Chapter for the first tour of North Broad Street since the start of the pandemic.

Shalimar Thomas joined the PIDC New Market Tax Credit Advisory Board, where she will help ensure that projects provide real impact on the communities where projects are being proposed. She also joined the Advisory Board of Better Civics, which is a non-partisan nonprofit revolutionizing civic engagement & voter participation.

Shalimar Thomas also served as a panelist for the Villanova University, Trends in Real Estate: Gentrification in Philadelphia forum, and participated in the AARP Livable Communities panel at the 2021 Greater Philadelphia Leadership (GPLEX) and the 2021 B-PHIL Fest. The B-PHIL Fest is an annual three-day innovation celebration started in 2019 to highlight Philadelphia as a fantastic place to live and work; to create

meaningful connections locally and globally between people and organizations doing innovative work; and ignite new ideas and inspire changemakers of the future.

The North Broad Renaissance partnered with RTO+P, and Allotrope Ad Agency to create a marketing campaign that promotes the corridor and supports business attraction and retention efforts. The outcome is the Lights of North Broad Marketing Campaign.

In partnership with the Urban Land Institute (ULI), the NBR was awarded the Curtis Infrastructure - Technical Assistance Grant. Selected along with cities across the country, the NBR and ULI will explore and address different infrastructure challenges along the North Broad Street corridor.

The North Broad Renaissance increased its Board of Directors, adding five new members who will help support the NBR's mission.



3. Why North Broad

55,000+

Residents in the Expanded North Broad District

Source: ESRI Business Analyst



7%

Projected Population Growth from 2021 to 2026

Source: ESRI Business Analyst

43%

Residents 18-34 Years of Age

Source: U.S. Census ACS 2012-2016

\$35,318

Median Household Income of North Broad Residents

Source: ESRI Business Analyst

36%

Residents Who Have a Bachelor's Degree or Higher

Source: ESRI Business Analyst



More than 4,600

K-12 Students

Source: ESRI Business Analyst

More than 71,000

Jobs in North Broad Census Tracts

Source: ESRI Business Analyst

44%

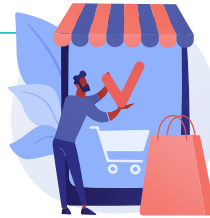
Eds and Meds Jobs

Source: ESRI Business Analyst

2,550+

Businesses

Source: ESRI Business Analyst



\$2.25 Billion

Assessed Value of Real Estate on the North Broad Corridor

Source: OPA 2020

More than 24,000

Housing Units

Source: ESRI Business Analyst

\$181,538

Median Home Value in 2019

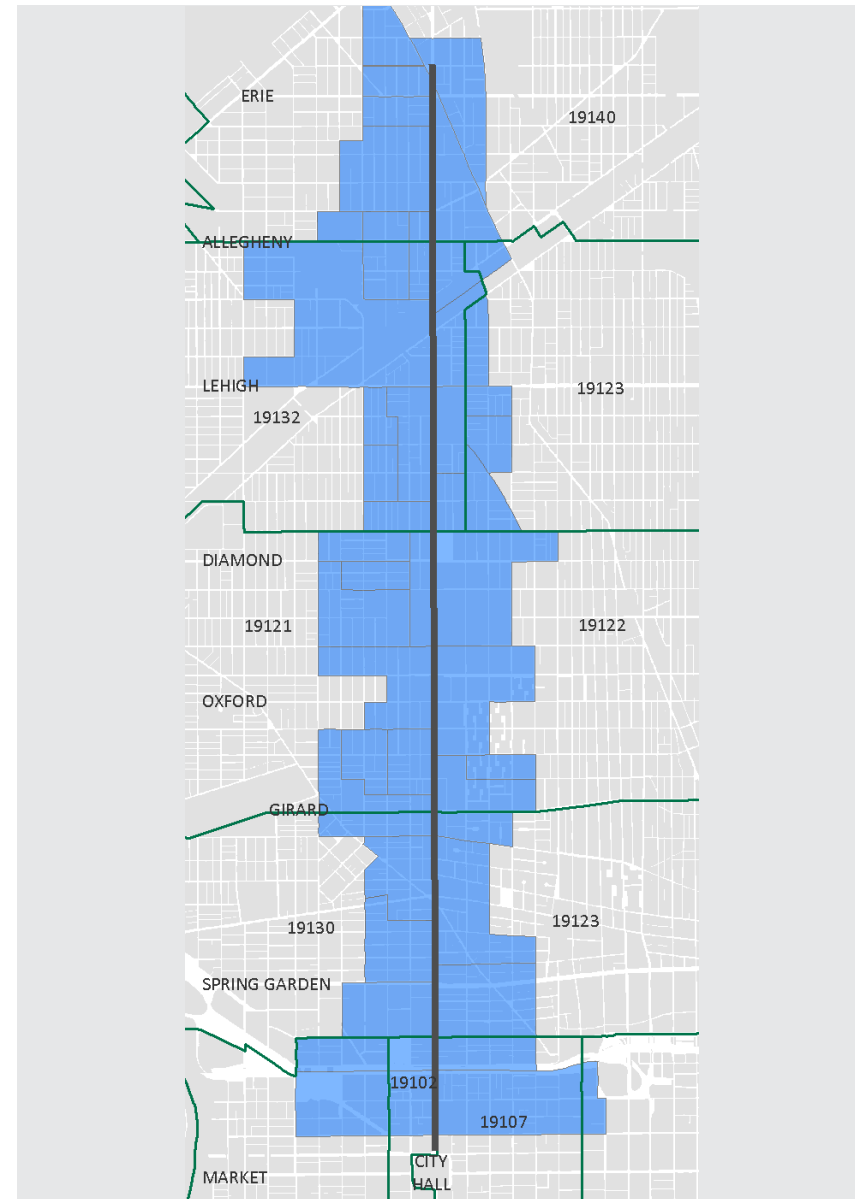
Source: ESRI Business Analyst

89

Average Walk Score in North Broad Neighborhoods

Source: <https://www.walkscore.com/>

Block Groups (blue) and Zip Codes (green) Along North Broad



The North Broad Renaissance (NBR) target area consists of 38 Census block groups (covering parts of 16 census tracts) along North Broad Street from City Hall to Germantown Avenue.

4. North Broad is Connecting Neighborhoods and People



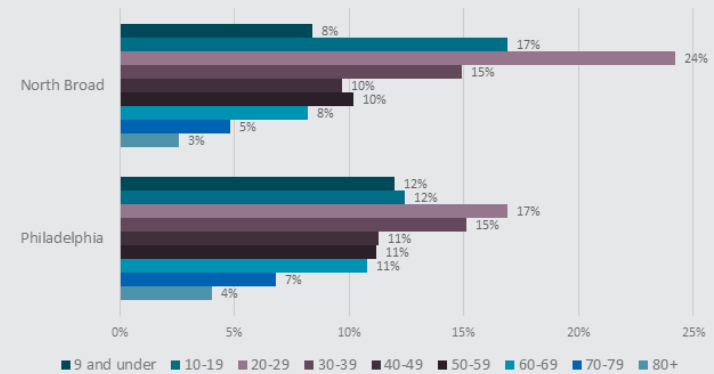
North Broad Street anchors adjacent neighborhoods throughout North Central Philadelphia, supporting businesses and community mainstays, and connecting residents to entertainment, retail, and jobs. The North Broad Renaissance target area spans from City Hall to Germantown Avenue and touches the neighborhoods of Center City East, Center City West/Logan Square, Callowhill, West Poplar, Spring Garden, Francisville/Fairmount, North Central, Yorktown, Hartranft, Stanton, Glenwood, Tioga, Franklinville, and Hunting Park.

The People

More than 55,000 residents live along the corridor and in its adjacent census block groups. The area's population is racially and

ethnically diverse, with 57 percent of its residents Black, 27 percent white, and nearly 7 percent of Hispanic or Latinx origin (of any race). It is also a young community, with a median age of 30.3 years old compared to a citywide median of 35.6 years. Nearly 40 percent of all North Broad residents are between the ages of 20 and 39, in part reflecting a strong student. Residents ages 10 to 19 (school age population) comprise an additional 17 percent of the area population. Gender is evenly distributed between men and women, with slightly more women than men (in line with citywide numbers). The North Broad area's population is expected to grow by seven percent from 2021 to 2026, which represents a faster growth rate than the city's projected two percent.

Age Distribution of North Broad Residents

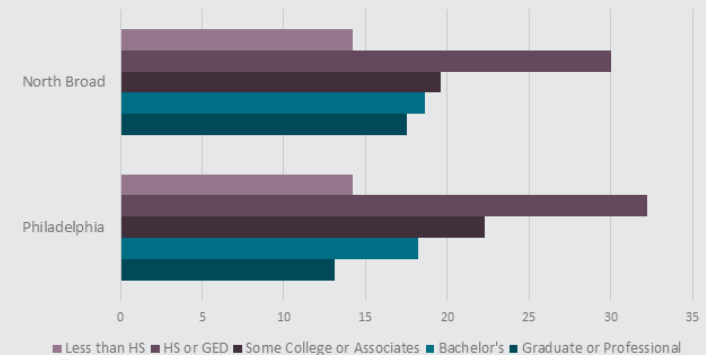


Source: ESRI Business Analyst (2021)

Educational Attainment

Compared to Philadelphia as a whole, the area around North Broad Street has a higher rate of college completion, at 36 percent (for a Bachelor's or higher) compared to 31 percent citywide. However, educational attainment varies widely across the area.

Educational Attainment of North Broad Residents



Source: ESRI Business Analyst (2021)

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 and 2021, area universities have had to adjust their policies as public health guidance and Philadelphia and Pennsylvania regulations have developed. After a year of mostly remote learning, many area universities have returned to in-person or hybrid classes in the fall semester of 2021.



group of public, private, and faith-based K-12 educational institutions.

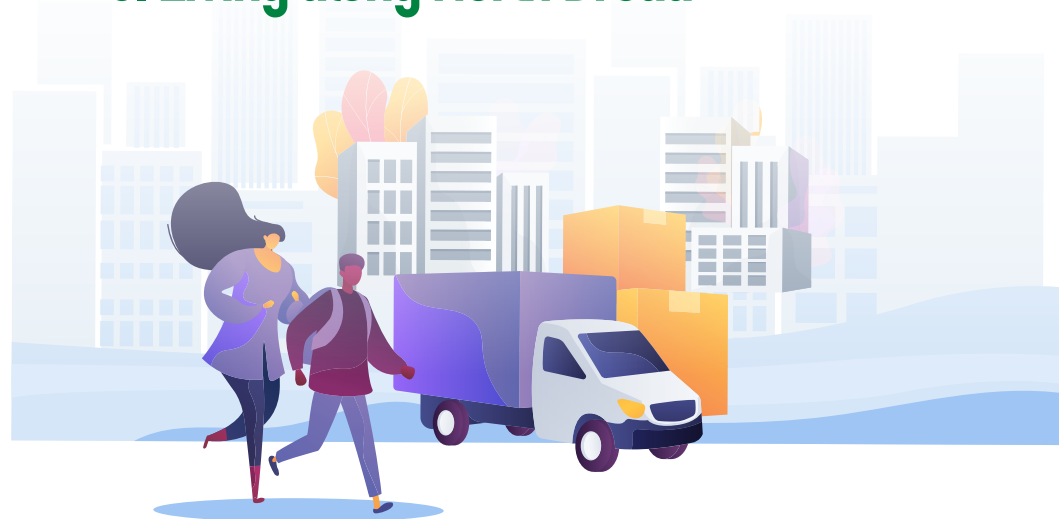
Righteous Recovery Opportunity

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.

North Broad remains 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 this imbalance, it is important to be aware of these disparities in order to address them. The North Broad Renaissance is a leader in these efforts (see "Quality of Life Along North Broad" for some of the work that the NBR is doing in this area).

There are also more than 4,500 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

5. Living along North Broad



The area around North Broad has a diverse and well-maintained housing stock that accommodates a range of residents' needs and preferences. The overall picture has remained the same since 2021: of the more than 3,000 properties within the immediate area (directly along the corridor), more than 60 percent are single family or multifamily

housing. While commercial and mixed-use properties represent only 14 percent of the total number of properties in the area, their property values are much higher than any other use type (almost half of the total property value). These buildings have a strong presence in the area, housing both large anchor institutions and local businesses.

Property Types along North Broad



Source: Office of Property Assessment (2021)

In the full North Broad area, nearly one in three occupied housing units 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 more than 16 percent of the area's 20,500 housing units identified as vacant¹ This is connected both with the impact of the 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.

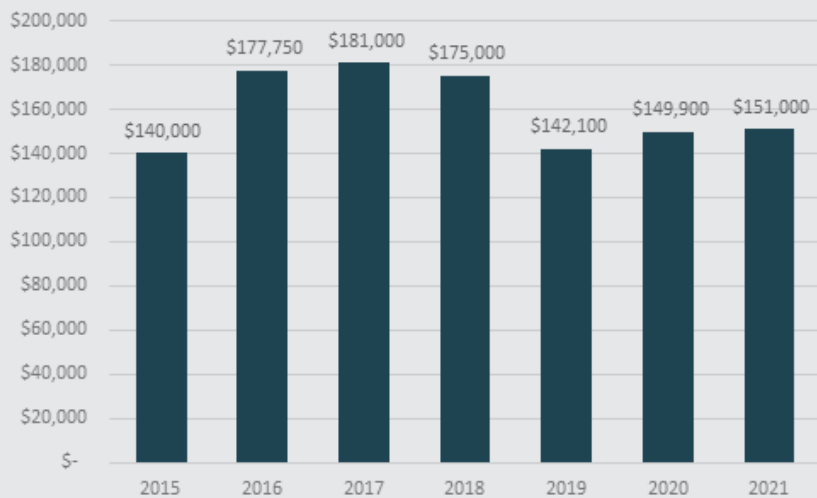
After several years of strong construction activity, the number of building permits for new construction and major alterations along the corridor declined sharply in 2020, with similar levels in 2021.² However, as the "Development along North Broad" section shows, there are still many large projects under construction and in the pipeline.

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 \$600 a month for one-

bedroom units in smaller buildings to up to around \$1,900 for three-bedroom units 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.

Construction and Renovation Permits along North Broad, 2007-2021

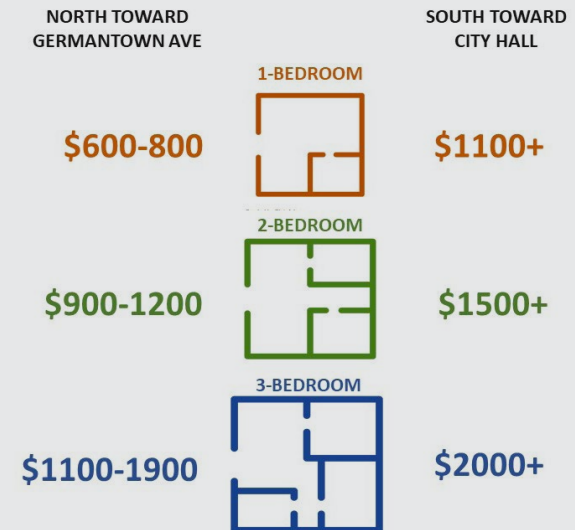


Source: Philadelphia Department of Licenses and Inspections (2021)

¹ ESRI Business Analyst

² This reflects only part of 2021, including permits through partway through November 2021. Some additional permits may also be added to previous months' totals when the dataset is next updated.

Rents along North Broad





6. Jobs and Businesses Along North Broad

Approximately 18,800 residents of North Broad area census tracts work, including three percent of whom are employed within the exact area and many more who work nearby.³ Per capita income of resident workers is approximately \$23,300 (compared to nearly \$29,000 citywide), and the unemployment rate is 12 percent, in line with the city's average for the year.

Of course, unemployment numbers have been in fluctuation from one month to the next, based on local COVID-19 rates and the resulting restrictions on businesses. Citywide, the unemployment rate has been on a relatively steady decline since the beginning of 2021 following society's desire for normalization and economic recovery. During the first quarter, unemployment decreased from 11.2 percent to 9.5 percent. The decline continued into the beginning of the second quarter reaching 8.5 percent, however, began to rise again from June to July. Since then, the city's unemployment has continued to decline reaching a low of 8.1 percent as of September.⁴ Approximately 2,550 businesses provide over 71,000 jobs in the North Broad area.⁵ Approximately

38 percent of these are in the Health Care and Education Services sectors, generally characterized as high-skill, high-wage 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, as well as the City of Philadelphia.⁶ With the completion of the new Philadelphia Police Department headquarters, hundreds of additional jobs will come to North Broad Street. People commute from all over Philadelphia and nearby communities to work along North Broad Street.

- South of Poplar Street, large numbers of residents of South Philadelphia, West Philadelphia (particularly beyond University City), Lower Northwest (including East Falls, Roxborough, and Manayunk), and Central Northeast commute in for work.
- From Poplar Street to Lehigh Avenue, people commute from Lower North Philadelphia (including Strawberry Mansion) and Lower Northeast (East

³ Inflow/Outflow analysis, OntheMap, 2019. Here, "employed locally" refers to individuals both living and working within one of the North Broad block groups. 2019 is the most recent year reported through OnTheMap.

⁴ U.S. Bureau of Labor Statistics: Philadelphia City/County, PA 2021. This level of detail is not available for the North Broad area.

⁵ ESRI Business Analyst (2021) and Bureau of Labor Statistics (2019).

⁶ While not all City of Philadelphia employees work within the North Broad area, they do make up a substantial portion of these jobs. As of 2019, more than 50,000 people worked along North Broad below Poplar Street, many of whom were City employees.

Kensington, Northern Liberties, and Fishtown), as well as from parts of Germantown and West Philadelphia.

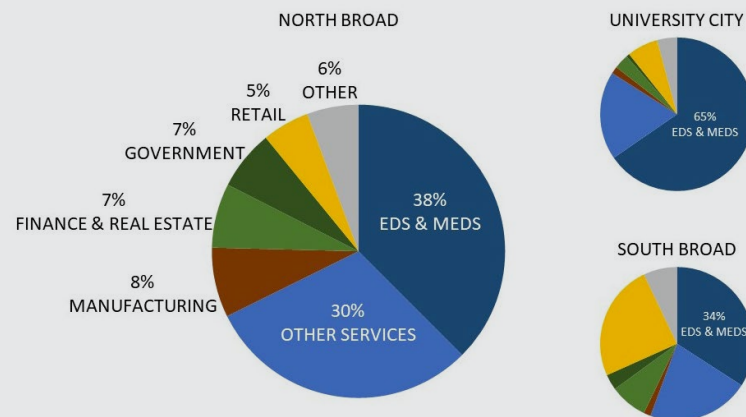
- North of Lehigh, up to Germantown Avenue, people primarily come from Far Northeast (Bustleton) and Lower Northeast (including Fishtown, Kensington, and Northern Liberties). Many people also commute to this section of North Broad from Elkins Park, Abington, and Jenkintown in Montgomery County.⁷

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.

Jobs along North Broad Street cover a wide range of industries, including education, medicine, manufacturing, finance, real estate, government, and retail. Compared to University City and the South Broad Street area, North Broad Street is particularly strong in manufacturing and government. All three areas have a strong presence of educational and medical institutes compared to the city as a whole.

Job Industries along North Broad and in Comparable Neighborhoods



⁷ Bureau of Labor Statistics OnTheMap (2019)

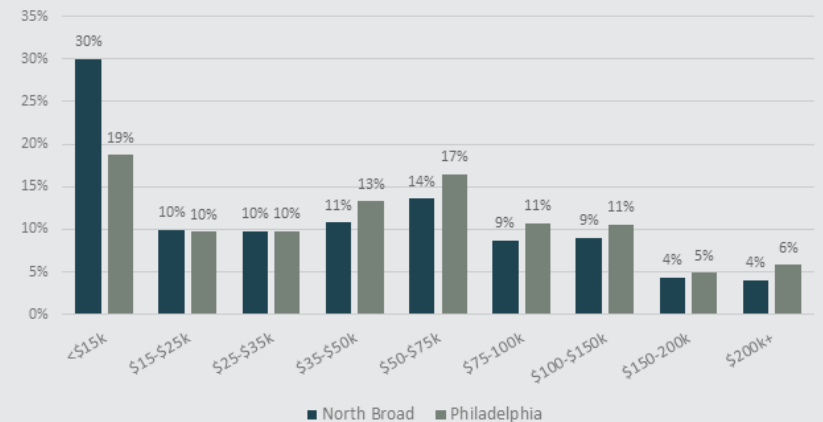
Employment and Income

The 2021 median household income in North Broad Census Tracts is \$35,000 compared to \$47,750 in the city overall. Approximately 30 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 in connection with COVID-19 and the recession thereafter, it is important to note that job losses disproportionately affect lower income households that are less likely to have savings to carry them through tough times. In addition, more than 11,000 of 55,000 people living along North Broad are students. While not all of these students are heads of households, they also represent a portion of the households earning less than \$15,000 annually.



Looking forward, North Broad median household incomes are expected to grow by 18 percent over the next five years, to \$41,775 (surpassing an anticipated growth in median household incomes citywide of 11 percent).⁸

Household Incomes Along North Broad and Citywide



Source: ESRI Business Analyst (2021)

⁸ ESRI Business Analyst (2021)

Righteous Recovery Opportunity

The NBR is actively raising funds to keep small businesses vibrant and decrease vacancy rates along the commercial corridor by providing forgivable loans for interior/exterior improvements and technical, legal, marketing, and accounting support. Thanks to the support from the Fulton Forward Foundation, the Gift Card Match program will become a permanent aspect to the NBR's business attraction and retention efforts.

As part of the Reopened With Care campaign, the NBR provided marketing services to local businesses that made health a priority. Thanks to the support of the Truist Foundation, the NBR was able to cover the costs for advertisements in the Scoop Newspaper, The Philadelphia Sunday Sun, and on WURD

radio, supporting four Black and Brown local businesses.

The NBR is also working with businesses along the corridor to promote employment opportunities and get people back to work. This effort includes RAL Development, who just completed the new Aldi on North Broad Street, Tropical Smoothie, Barbers on Broad, Babes Professional Hair Salon, and more.

Beyond business attraction in general, it will be important to continue to attract and support a diverse group of businesses that can provide sustainable incomes for local residents with a wide range of educational attainment, experience, and interests, helping maintain North Broad's position as key job center in Philadelphia.



7. Development along North Broad

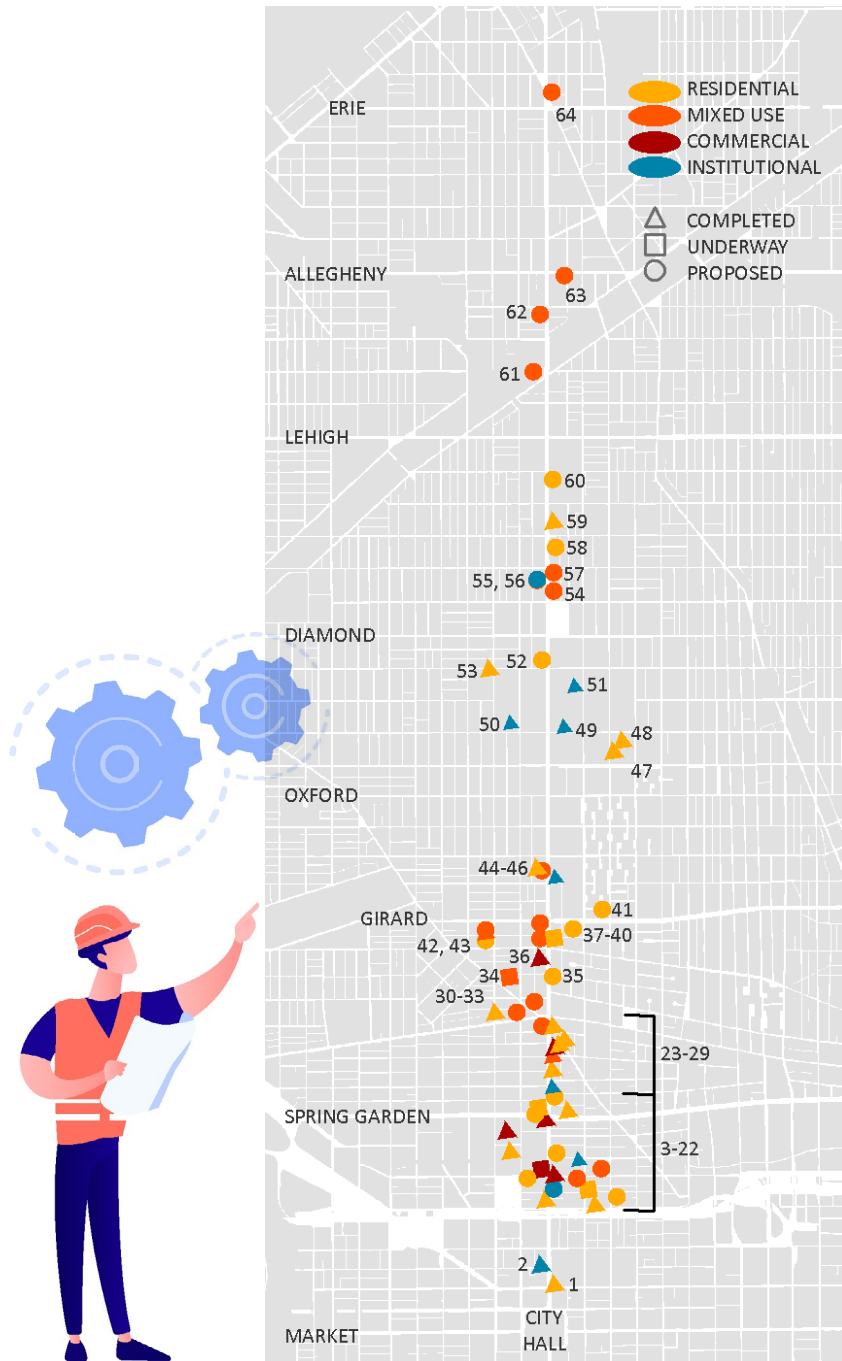
There is \$2.32 billion in assessed property value along North Broad Street between City Hall and Germantown Avenue. Commercial and mixed-use properties, which include office space, restaurants, and retail locations, represent slightly less than half of the total assessed property value in the area, at \$1.14 billion.

Residential properties, which include both single family and multifamily buildings, represent an additional \$1.10 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.



Although the COVID-19 pandemic impacted the real estate market and property development in 2020, activity has rebounded. There are currently more than 3,000

residential units under construction or in the pipeline, in addition to 500,000+ square feet of office space and 250,000+ square feet of retail space.



ID	Name	Address	Current Status	Type of Use
1	Aloft Hotel	101 N Broad St	Recently Completed	Hotel
2	PAFA Campus Expansion and Modernization	118 N Broad St	Recently Completed	Institutional
3	Best Western Plus Philadelphia Convention Center	1225 Vine St	Recently Completed	Hotel
4	Hanover North Broad	322, 339 N Broad St	Recently Completed	Residential
5	Heid Building	325 N 13th St	Under Construction	Residential
6	Philadelphia Ballet	329-331 N Broad St	Proposed	Institutional
7	Netrality Data Centers Philadelphia	401 N Broad St	Recently Completed	Other
8	The Inquirer Building	400 N Broad St	Under Construction	Office
9	Reading Viaduct Rail Park Phase I	1300 Noble St	Recently Completed	Institutional
10	Vine Street Apartments	1201-15 Vine Street	Proposed	Residential
11	1201 Callowhill Street	1201 Callowhill St	Proposed	Mixed-Use
12	1306-14 Callowhill St	1306-14 Callowhill St	Proposed	Mixed-Use
13	1428-38 Callowhill St	1428-38 Callowhill St	Proposed	Residential
14	Broad and Noble	427 N Broad St	Proposed	Residential
15	The Hamilton & The Hamilton Phase II	1520 Hamilton St	Recently Completed	Residential
16	1500 Spring Garden St	1500 Spring Garden St	Recently Completed	Office
17	Broad Street CVS	490 N Broad St	Recently Completed	Retail
18	Mural Lofts	523 N Broad St	Recently Completed	Residential
19	Mural West	523 N Broad St	Proposed	Residential
20	LVL North	510 N Broad	Under Construction	Residential
21	545 N Broad St	545 N Broad St	Proposed	Residential
22	Congregation Rodeph Shalom	615 N Broad St	Recently Completed	Institutional
23	Stable Lofts	631 N Broad St	Recently Completed	Residential
24	655 Lofts	655 N Broad St	Recently Completed	Mixed-Use
25	The Studebaker Building	667 N Broad St	Recently Completed	Office
26	676-680 North Broad Street	676-680 North Broad Street	Proposed	TBD
27	Venture Commons	1357 Ridge Ave	Recently Completed	Residential
28	1300 Fairmount	1300 Fairmount Ave	Recently Completed	Residential
29	Divine Lorraine	699 N Broad St	Recently Completed	Residential
30	1501-05 Fairmount Avenue	1501-05 Fairmount Avenue	Proposed	Mixed-Use
31	The HQ	710 North 16th Street	Recently Completed	Residential
32	The Maven	1533 Ridge Avenue	Under Construction	Mixed-Use
33	People for People North Broad Properties	800 N Broad	Proposed	Mixed-Use
34	1609 Poplar Street	1609 Poplar Street	Proposed	Residential
35	813-823 North Broad Street	813-823 North Broad Street	Proposed	Residential
36	The Met Philadelphia	858 N Broad St	Recently Completed	Retail
37	1309-25 Cambridge Street	1309-25 Cambridge Street	Proposed	Residential
38	906 N Broad St	906 N Broad St	Proposed	Mixed-Use
39	915-923 N Broad	915-23 N Broad St	Under Construction	Residential
40	922 North Broad Street	922 North Broad Street	Proposed	Mixed-Use
41	1201 West Girard Avenue	1201 West Girard Avenue	Proposed	Residential
42	The Civic	1600-50 W Girard Ave	Recently Completed	Mixed-Use
43	The Civic II	1600-50 W Girard Ave	Proposed	Mixed-Use
44	1314 N Broad St	1314 N Broad St	Proposed	Mixed-Use
45	Laborers' Training and Learning Center	N Broad and Thompson Sts	Recently Completed	Institutional
46	The Nest	1324 N Broad St	Recently Completed	Residential
47	Vantage	1101 Cecil B Moore Ave	Recently Completed	Residential
48	The View at Montgomery	1717 N 12th St	Recently Completed	Residential
49	1810 Liacouras Walk and Speakman Hall	1810 Liacouras Walk	Recently Completed	Institutional
50	Aramark Student Training and Recreation (STAR)	1816 N 15th St	Recently Completed	Institutional
51	Charles Library	1900 N 13th St	Recently Completed	Institutional
52	2008 N Broad St	2008 N Broad St	Proposed	Residential
53	Diamond Park	2000 N 16th St	Recently Completed	Residential
54	2209-11 N Broad St	2209-11 N Broad St	Proposed	Mixed-Use
55	2234-38 N Broad St	2234-38 North Broad St	Proposed	Mixed-Use
56	Uptown Theater	2240 N Broad St	Proposed	Institutional
57	2243 North Broad Street	2243 North Broad Street	Proposed	Mixed-Use
58	York Place	2321 N Broad St	Proposed	Residential
59	Ruth Williams House at the Gene & Marlene Epstein Building	2415 N Broad St	Recently Completed	Residential
60	2527 North Broad Street	2527 North Broad Street	Proposed	Residential
61	North Station District	2900 N Broad St	Proposed	Mixed-Use
62	3030 N Broad St	3030 N Broad St	Proposed	Mixed-Use
63	1324 W Allegheny Ave	1324 W Allegheny Ave	Proposed	Mixed-Use
64	Beury Building	3701 N Broad St	Proposed	Mixed-Use

1.

Aloft Hotel at 101 North Broad Street opened in August 2017. The 179 room-hotel is located in the former Liberty Title and Trust building and offers direct access to the convention center and Center City Philadelphia. The building also features street-level retail.



Source: Marriott

2.

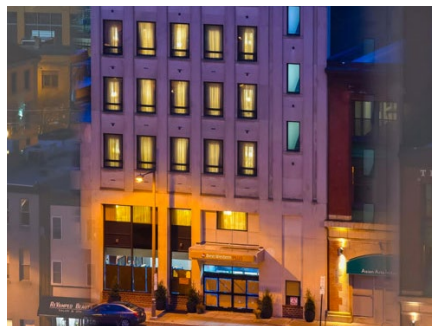
Pennsylvania Academy of Fine Arts (PAFA) at 118 North Broad Street is a museum and private art school founded in 1805. It is the oldest art museum and art school in the United States and recently completed a multi-phased renovation project. This work included renovations to the historic building (designed 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.



Source: DLR Group

3.

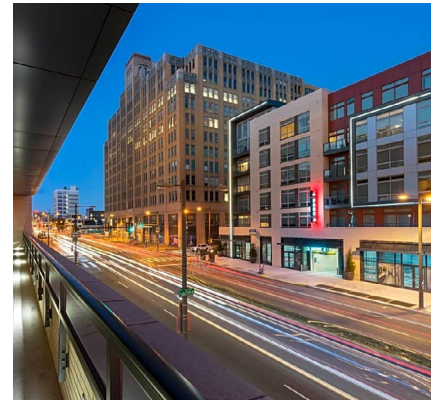
The **Best Western Plus Philadelphia Convention Center Hotel**, opened in 2017, houses 107 rooms at 1225 Vine Street. The building was designed in the Art Moderne style and formerly housed studio offices, screening rooms, and storage for Warner Bros. The hotel houses a cocktail lounge and a 24-hour exercise facility.



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. The development at 339 North Broad includes 110 units, and 322 North Broad includes 339 residential units, 14,000 square feet of retail space, a cyber lounge, and a fitness center. On the ground floor, Gabi (the team behind Bistro La Minette and La Peg) has been open for outdoor and indoor dining as health during the COVID-19 pandemic and has since opened for indoor dining as well.



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 one and two-bedroom apartments with the assistance of student interns from Benjmain Franklin High School's Career & Technical Education Vocational Center.



Source: PRDC

6.

The **Philadelphia Ballet** (known as the Pennsylvania Ballet until 2021) 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. The expansion is still in its proposal phase due to ongoing fundraising.



Source: OCF Realty

7.

Netrality Philadelphia at **401 North Broad Street** recently underwent a \$70 million transformation into an upgraded colocation facility. The 1.3 million square foot building is operated by Neutrality Data Centers. In 2021, Biomeme, Inc. announced plans to make a 44,000 square foot space within the building into its new headquarters, using a \$3 million Commonwealth of Pennsylvania's Redevelopment Assistance Capital Program (RACP) grant for the interior fit-out. Nerd Street Gamers just opened a 35,000 square foot esports and gaming space with more than 100 PC gaming setups and space for several hundred players.



Source: Baxtel

8.

Progress continues on renovations to the former **Inquirer Building** at **400 North Broad Street**, which is on target to be complete by early 2022. Once complete, the building will become the new headquarters for the Philadelphia Police Department. Tower Investments, the developer of the property, will lease the renovated building and adjacent parking garage to the city for nine years, after which, the property will be purchased by the City.



Source: Chandra Lampreich

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. This rail park is Philadelphia's attempt to mimic New York City's Highline and Chicago's 606, by converting former rail paths into pedestrian spaces.



Source: Center City District



Source: Cadre

10.

Permits have been issued for **Vine Street Apartments**, an eight story, 120-unit multi-family development located at **1201-15 Vine Street**.



Source: JKRP Architects

11.

Permits have been issued for a proposed six-story mixed-use co-living building at **1201 Callowhill Street**. Designed by JKRP and to be operated by a co-living company **Quarters**, the building will target a young adult resident base. It will include 4,000 square feet of ground floor retail, 8,850 square feet of office and amenity space, and 41 automobile parking spaces and 22 bicycle spaces to serve the building's 65 apartments.



Source: Bernardon

12.

A large seven-story residential project designed by Bernardon has been permitted at **1306-14 Callowhill Street**, just off the entrance to the Rail Park. The building will feature 181 rental units as well as over 3,000 square feet of ground-floor retail space. The project will replace a large surface parking lot and add to the boom of residential development along the southern section of North Broad Street.

13.

Designed by j2a Architects, the new project proposed at **1428-38 Callowhill Street** will deliver 162 residential units in a 13-story tower. The building will feature 74 bicycle racks, floor-to-ceiling windows, and views of Center City. The site is located just off Broad Street and would take the place of a former parking lot, adding much-needed density to the area.



Source: j2a Architects

14.

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. In November 2021, Toll Brothers and Sundance Bay announced the creation of a new joint venture to develop the site into a 344-unit building with more than 10,000 square feet of ground floor retail. A \$100.2 million construction loan from Wells Fargo will be used as financing for the project.



Source: Barton Partners

15.

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 opened in June 2021. This second phase consists of a 16-story building with 297 units and also features ground floor retail and a rooftop deck. The project was developed by Radnor Property Group on the Community College of Philadelphia's campus.



Source: Radnor Property Group

16.

A 12-story, more than one million square foot office building at has undergone over \$100 million in upgrades, including the construction of a cafeteria for tenants and 12 high-speed, computer-powered elevators. It was developed by The Nightingale Group and Carlton Associates, Inc. Current tenants include a 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: Loopnet

17.

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, owned by Parkway Corporation, includes a CVS Pharmacy, Citizens Bank, a Sprint store, and a Starbucks.



Source: MSC Retail

18.

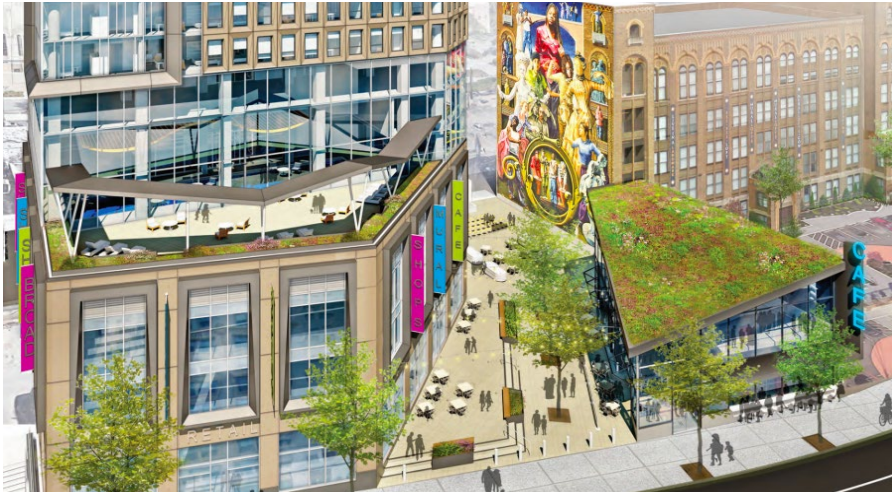
EBRM completed a \$16.2 million redevelopment of the former Thaddeus Stevens School of Practice at **523 North Broad Street** in 2015. **The Mural Lofts** maintained the history of the building by incorporating the original chalkboards, cabinets, and hardwood floors of the school in its 56 loft apartments. Amenities feature a rooftop pool, gym, and sundeck, and is served by several public transit routes.



Source: EBRM

19.

ERBM also has plans for a second mixed-use 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, providing visibility to the historic piece of public art. 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

20.

Construction is well underway 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, more than 300 parking spaces, and 110,000+ square feet of retail on the first and second stories (including a 50,000 square foot supermarket). Similar to Alterra's West Philadelphia project (LVL 4125), parts of LVL North use modular construction, meaning that most of the building was prefabricated in a factory and is being assembled on site. It is expected to be completed in mid-2022.



Source: Alterra

21.

A proposal to develop the lot at **545 North Broad Street** into 108 residential apartments was announced by Elk Street Management LLC in late 2019. The site is currently a shuttered Goodyear auto-repair shop adjacent to the Rodeph Shalom synagogue and EBRM's proposed Mural West development site. Along with the residential units, the development will include over 10,000 square feet of commercial ground floor area and an underground parking garage with 31 parking spaces. It will cost an estimated \$20 million to construct. The project will seek LEED certification.



Source: Elk Street Management

22.

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 on the south side for the Philadelphia Museum of Jewish Art, providing a new and accessible entrance that is directly linked to all of the synagogue's religious, educational, meeting, and social spaces.



Source: Kieran Timberlake

23.

Stable Lofts, a mixed-use apartment building in the historic E. Hart Stable building at **631 North Broad Street**, has 41 residential luxury apartment units and 4,500 square feet of ground floor retail. The project was developed by North Broad Living Management, and apartments were available for leasing towards the end of 2018.



Source: Canno Design

24.

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 luxury 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: Google



Source: Canno Design

27.

TierView Capital Development recently completed **Venture Commons** at **1357 Ridge Avenue**. This six-story, 50,000 square foot development, completed in 2019, 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.

25.

EBRM transformed the historic Studebaker Building at **667 North Broad Street** into a mix of restaurants, retail, office space, and 20 apartment units. Originally, this building housed a former Studebaker automobile finishing plant. This transformation is highlighted by a historically inspired façade renovation and the restoration of the neon Studebaker marquee. EBRM secured \$23 million in funding to finance the project.



Source: Philadelphia Inquirer



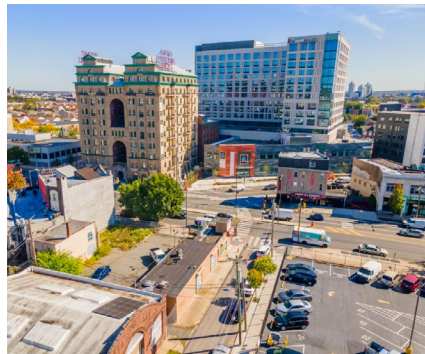
Source: Thomas Koloski

28.

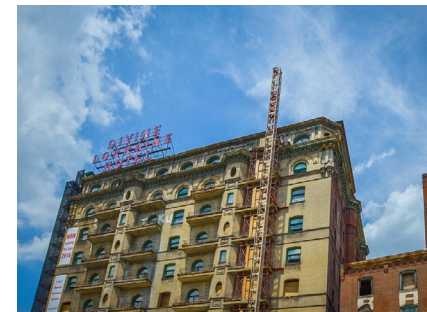
Construction has recently been completed at **1300 Fairmount** by developer RAL Development Services. The 14 story **Broadridge** complex houses 478 residential units, a 25,000 square foot ALDI supermarket, a preschool, and a 287-space parking garage, all next door to the Divine Lorraine. The project was supported by \$3 million in state grant funding, and the Aldi opened at the beginning of December 2020. Other amenities include lounges, terraces, a fitness center, a pet spa, a sound studio, and a bike room.

26.

In late 2020, A feasibility study was completed for an 8,250 square foot, CMX-4 zoned parcel at **676-680 North Broad Street**. According to this study, a nearly 58,000 square foot, 67 unit, 11-story building can be constructed by-right on this site (using a FAR bonus). The property was sold for \$31 million in summer 2021.



Source: Rising Real Estate



Source: Divine Lorraine

29.

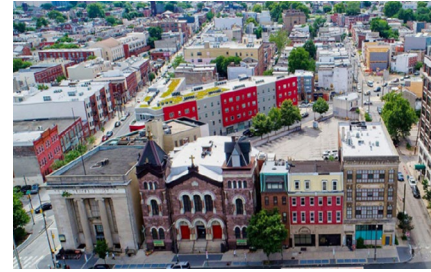
The **Divine Lorraine** at **699 North Broad Street** was redeveloped by EBRM into a 101-unit apartment building in 2017, after standing vacant for many years. Tenants include Cicala, a Southern Italian cuisine restaurant (opened November 2019), "The Daily" (2020), Broad Hall, an event space (March 2021), Foundation, a cocktail bar with a recording studio (June 2021), and Annex, a globally inspired café featuring retail wine, craft beer, and artisan crafts (fall 2021).

30.

Permits have been issued for the expansion of a historically designated Art Deco building at **1501-05 Fairmount Avenue**. This project, which will add 20,000 square feet over three stories, will be a mixed-use development with 20 residential units above ground floor commercial space.



Source: Michael Bixler



Source: People for People

33.

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 at **800 North Broad Street**. This project is proposed by the developer People for People Inc.

31.

Construction is just about complete at **The HQ**, a four-story, 30-unit residential development at **710 North 16th Street**. the project includes 35,000 square feet of interior space and features studio, one-, and two-bedroom units. Amenities include a fitness center and a roof deck.



Source: Stamm Development Group



Source: CANNODesign

34.

Permits have been issued for the construction of a four-story multi-family structure at **1609 Poplar Street**, including 21 apartments, as well as a roof deck, a green roof, and 21 parking spaces.

32.

Construction is underway at **The Maven**, a 28-unit mixed-use development at **1533 Ridge Avenue**. Designed by CANNODesign and developed by Khosla Properties, the five story, 23,000 square foot building will include ground floor commercial space with apartments above.



Source: CANNODesign



35.

In November of 2020, zoning permits were issued for the demolition of a gas station building, to be replaced with a residential building at **813-823 North Broad Street**. The proposed project has since been expanded, to include 63 residential units in a four-story building, with 13 automobile parking spaces and 30 bike spaces. A green wall near the intersection and street trees around the exterior will add greenery to the Broad Street corridor.

36.

A \$56 million renovation has allowed EBRM to transform **The Met Philadelphia** at **858 North Broad Street** into a state of art the entertainment venue . The historic structure was built in 1908 and was 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 after the renovation.



Source: PIDC

39.

The former single-story building at **915-923 North Broad** is getting a six-story addition with a complete façade restoration by Z Realty LLC. 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 first two floors will house commercial space with the dwelling units situated above them. The development is also adding a parking garage with 21 parking spaces and 24 bicycle spaces to North Watts Street.



Source: Sky Design Studios

37.

A six-story building designed by KJO Architecture is coming to **1309-25 Cambridge Street** in Poplar. The project will include 46 residential units, a roof terrace, and will feature a unique green steel exterior. The site is currently vacant and within close proximity to the Girard station on the Broad Street Line and Temple University.



Source: KJO Architecture

40.

A seven-story mixed-use building is in development at **922 North Broad Street**, at the site of a former CVS at the intersection of Broad and Girard. It will include 201 apartment units with ground-floor retail and parking (44 automobile spaces and 80 bike stalls).



Source: Coscia Moos Architecture

38.

906 North Broad Street is currently occupied by Family Dollar, Cameron's Seafood Restaurant, and a mini market. Plans to add an additional five stories to transform the property into 94 apartment units were approved by the Zoning Board of Adjustment in 2019. This project is still in the proposal phase.



Source: YCH Architects

41.

A new project at **1201 West Girard Avenue** will bring 166 units to a lot that currently hosts a suburban-style pharmacy. The units will be mostly one-bedroom, to appeal to Temple University students and single residents attracted by the five-minute subway ride to Center City. Designed by Landmark Architectural Design, LLC, the project's design, with the front façade reaching the lot line, will restore a pedestrian-friendly atmosphere to what is currently a parking lot.



Source: Landmark Architectural Design, LLC

42.

MM Partners developed the former Saint Joseph's Hospital into an apartment complex called **The Civic** located at **1600-50 W Girard Ave.** The building, which includes a mix of micro units, studios, and 1- and 2-bedroom units, is 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, boutique aesthetic. Amenities include a fitness center, conference rooms, and a roof deck. There is also 33,000 square feet of retail space.



Source: OCF Realty

43.

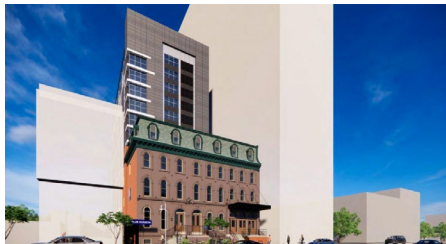
Permits have been issued for **the Civic II**, a seven-story building with 202 apartments, 10,000 square feet of retail, and 44 parking spots that will replace the parking lot adjacent to the Civic at **1600 West Girard Avenue.** The project is designed by Coscia Moos, and it went through Civic Design Review in October 2020.



Source: Coscia Moos Architecture

44.

At **1314 North Broad Street**, Orens Brothers Real Estate recently pivoted from a planned hotel project to a residential development designed by Wulff Architects. The 13-story building will include 208 one-bedroom residential units (including moderate-income housing units) and 15,000 square feet of retail space. Most of the existing façade of the historic Blue Horizon building will be preserved. The project went through the Civic Design Review process in the summer of 2021.



Source: Wulff Architects

45.

The 66,000 square foot for the Laborers' District Council has recently been completed at **North Broad and Thompson Streets.** Temple University will serve as an educational partner to the center, which will offer technical training for people seeking to enter the construction trades. This training school will help Philadelphia citizens access construction jobs, especially those that did not have the resources to attend the center in Exton, PA. The project received 2021 Construction Excellence award for 'Best Educational Institution Project' from the General Building Contractors Association.



Source: TN Ward Company Builders

46-48.

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 were learning remotely last year during the COVID pandemic, Temple students have largely returned to campus for this academic 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.



Source: The Goldenberg Group

49-51.

Development and growth continue at Temple University. 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 **Aramark Student Training and Recreation (STAR) Complex** was completed in 2017.



Source: Temple University

52.

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. Of all the new developments catering to Temple students, this is one of the closest to campus.



Source: Stuart Rosenberg Architects

53.

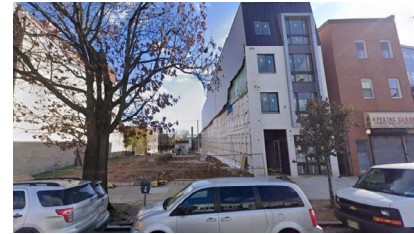
In 2018, Habitat for Humanity completed its **Diamond Park** development at **2000 North 16th Street**, adding a total of 21 affordable housing units to the area for a total cost of \$3.7 million. The first phase was completed in June 2017 and introduced 12 affordable, energy-efficient units, offering 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

54.

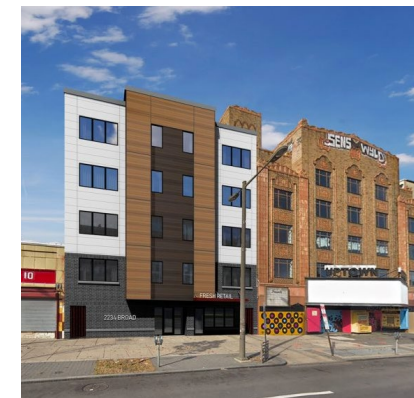
Permits have been issued for the construction of a five-story building at **2209-11 North Broad Street**, at the site of the former Shiloh Temple Community Church. The development will include 22 condo units (averaging 785 square feet) over ground floor retail.



Source: Google (2019), via Philly YIMBY

55.

Permits have been issued for the construction of a five-story mixed-use development at **2234-38 North Broad Street** that will include ground-floor retail with 29 residential units above, just next to the Uptown Theater building.



Source: Philly YIMBY

56.

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 in late 2020. 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. Unfortunately, the death of Linda and the onset of the pandemic have slowed the renovation process. The site needs at least \$7 million just to finish the basic renovations. However, due to its status as a historic site, it is eligible for grants and tax breaks.



Source: Philly Voice

57.

Ten new residential units and a commercial space are coming to the Temple University area of North Broad Street. Permits have been filed for a four-story, 10,000 square foot mixed-use building on the site, located at **2243 North Broad Street**.



Source: Weichert

58.

York Place is a proposed mixed-use project at **2321 North Broad Street**. Developer Brit Emet, LLC is planning to add 56 one bedroom units in two five story buildings designed by Ambit Architecture. The development will be sited in front of a historic Beaux Arts building at the site.



Source: Ambit Architects

59.

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 Young Adult Program, adding 20 units for young adults who have aged out of foster care. It is an affordable housing development.



Source: Project Home



Source: Rising Real-Estate

60.

Originally built in 1913, the building at **2527 North Broad Street** was added to the city's Register of Historic Places in January 2020. Permits have since been filed to convert the structure into 94 residential units. The building has the potential to attract more development along this stretch of the corridor.

61.

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 seven story, 105-unit building at 10 North Station, and a transformation of an abandoned industrial building into co-working office space. The project will stimulate the redevelopment of a currently impacted area and will be a catalyst for the expansion and upgrading of Temple's medical complex.



Source: Stantec/KMA

62.

Permits have been issued for the construction of a six-story, 30-unit mixed-use building at **3030 North Broad Street** designed by Coscia Moos Architecture. The ground floor will include ground floor commercial space and a residential lobby, and building amenities will include a private gym and roof deck.



Source: Coscia Moos Architecture

63.

An updated design has been revealed for a six-story, 70-unit development proposed at **1324 W Allegheny Avenue**, less than a block from the Allegheny stop on the BSL. The building will include a 4,400+ square foot commercial space on the ground floor, 17 parking spaces, and a 1,500 square-foot roof deck.



Source: Coscia Moos Architecture

Righteous Recovery Opportunity

In 2021, North Broad Renaissance partnered with SHIFT Capital to create the North Broad Real Estate Commission (NBREC). This coalition of real estate owners and developers are driving a collaborative approach to development along North Broad to support equitable, community-oriented real estate projects.

64.

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 developer 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

“Developers often work in separate silos believing we are fighting for scarce resources. We are changing this by taking a united approach. It is our obligation to work together, to grow the necessary resources to maximize our economic, social, and environmental impacts while providing the tools for all developers to maximize a joint impact for the communities of North Broad Street.”

- Brian Murray, CEO of Shift Capital



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, bike, and transit scores. Directly on the corridor above the Broad Street subway, the walk score of the North Broad Street area is identified as a “walker’s paradise.” High walk, bike, and transit scores indicate a more vibrant, healthy, accessible, and environmentally friendly neighborhood. Overall, investments in walkability and bikeability increase both the quality of life and property



Walk, Bike, Transit Scores, 2021⁹



89



77



85

Source: walkscore.com

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. The intersection at North Broad Street and West Glenwood Ave is a particularly high-traffic area, averaging close to 38,000 cars daily.¹⁰

⁹ Walk, bike and transit scores are averaged over Callowhill, Poplar, Fairmount, Girard Ave, Glenwood, Avenue of the Arts North and Temple University.

¹⁰ ESRI Business Analyst, 2019

Transit Options

Residents, commuters, and visitors benefit from a variety of public transportation options along the North Broad Street corridor. There are eight SEPTA subway stations located in the North Broad Renaissance 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 North Broad Street to travel throughout the city.

However, the COVID-19 pandemic led to a steep decrease in SEPTA ridership, which fell 90 percent between March and May of 2020 before recovering somewhat, but remaining below prior levels in 2021. “Mask Force Philly,” a collaboration among regional transit agencies, has worked to increase compliance to mask-wearing mandates for transit riders. The “SEPTA is the Philly Way to Go” campaign was launched in May 2021 to remind area residents of SEPTA’s service. As of September 2021, overall service across the system returned 93 percent of pre-COVID levels, including headways of eight minutes or less along the Broad Street line Monday through Friday, 6:30am-6:30pm.

SEPTA’s new program, “Safety, Cleaning, Ownership, Partnerships and Engagement” (SCOPE), launched earlier this year, is bringing social outreach workers to the system to support vulnerable populations. SEPTA’s board also recently approved additional resources for the SEPTA Transit Police Department’s SAVE (Serving a Vulnerable Entity) Unit, which pairs Transit Police Officers with outreach workers.



Source: SEPTA



Safe Streets

As part of Vision Zero Philadelphia, the City of Philadelphia recently installed full medians on North Broad Street from Poplar Street to Cecil B. Moore Avenue. These medians will provide pedestrians with greater protection from automobile traffic, both by creating pedestrian refuges and by guiding turning patterns (making it more challenging for vehicles to cut across intersections, except where intended). Mayor Kenney attended the ribbon cutting on this project, which corresponded with the release of the Vision Zero annual report.

Broad, Germantown, and Erie Project

The Broad, Germantown, and Erie Project is an initiative of the Philadelphia City Planning

Department to develop the intersection of Broad Street, Germantown Avenue, and Erie Avenue into a community hub that serves a multitude of purposes.

The project started work in summer 2021 and was split into three phases to better integrate changes and mitigate residents and businesses’ concerns about changing traffic-patterns. The intersection has been cleaned and landscaped and soon (if not already) will have four sets of tables and chairs, a trashcan, and a small play area. Additionally, a “no right turn” sign and flex posts have been added to improve traffic safety. Phase 2 of the project is due to begin in 2022.

The full project will include:

- Erie Avenue track removal.
- Introduction of bus lanes, improved bus stops, and protected bike lanes to Erie Avenue.
- Pedestrian safety improvements at several intersections including shorter and safer crosswalks, new line striping paint, and new pavement.
- An elevator will provide ADA accessibility to Broad Street Line at the Erie Station.¹¹

Righteous Recovery Opportunity

North Broad Renaissance's role in the Broad, Germantown, and Erie project is to lead efforts around the Public Art portion of the project and keep the North Broad community informed of the development process while simultaneously engaging and encouraging community involvement through public meetings, social media, and the NBR's newsletter.

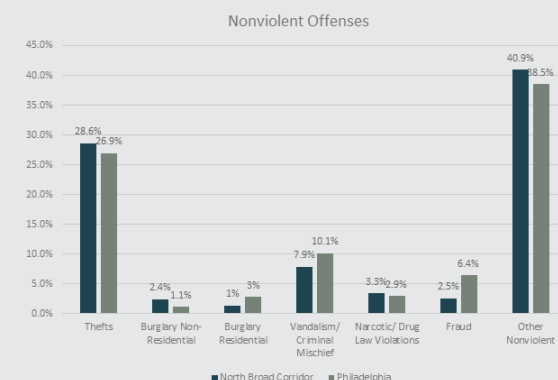
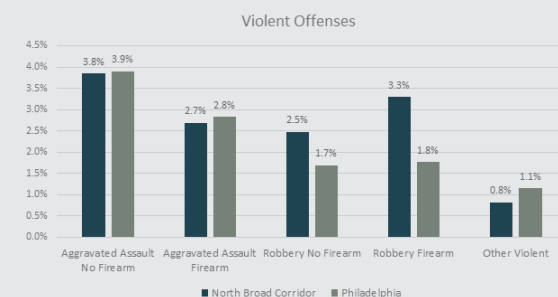
At the Butler Triangle Community Build Day, community members gathered at Butler Triangle (also known as "Fish Park") to paint fence posts around the park to complement landscaping improvements made over the summer. In addition, residents were able to receive the COVID-19 vaccine, get a PHL City ID, and receive information about City and SEPTA programs. This complemented the work done by contractors on landscaping improvements, which included leveling the ground, planting new grass and flowering trees and plants, installing new tables and chairs, and adding activities for children.

With the historical passing of the multi-billion-dollar Infrastructure Investment and Jobs Act with a focus on equity and inclusive growth, there will be continued opportunities to advocate for sustainable maintenance plans of green and open spaces in Black and Brown communities.

9. Public Safety along North Broad

In line with national trends in major cities, crime and gun violence have increased in Philadelphia and along North Broad Street in the past two years. The most common crime incidents along North Broad in 2021 continue categorized as thefts, simple assault, and vandalism/ criminal mischief.

In late 2021, the Philadelphia Police Department moved into the renovated, state-of-the-art Philadelphia Police Headquarters in the historic Elverson Building (formerly the Philadelphia Inquirer) at 400 North Broad Street. The bulk of the department's operations will be moving to this new headquarters in 2022, bringing significant employment and a strong safety presence to North Broad.



Source: Philadelphia Police Department (2021)

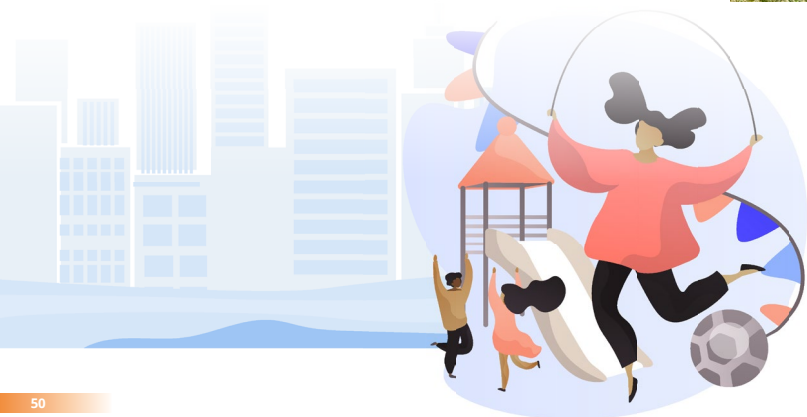
¹¹ "Philadelphia Announces Phase One Improvements to the Broad, Germantown and Erie Project, Changes to Phase Two" MyChesCo, (September 9, 2021), <https://www.mychesco.com/a/news/regional/philadelphia-announces-phase-one-improvements-to-the-broad-germantown-and-erie-project-changes-to-phase-two/>

10. Quality of Life along North Broad

Righteous Recovery Opportunity

Shalimar Thomas testified in front of the Philadelphia City Council on efforts to keep commercial corridors safe. Introduced by Councilwoman Cherelle Parker, Resolution 210693 authorized the Committee on Law & Government and the Committee on Commerce & Economic Development to hold joint hearings to examine the relationship between public safety and the economic vitality of neighborhood commercial corridors, and further to explore broad-based, neighborhood-focused, and inter-governmental public safety initiatives that have been historically successful.

In her testimony, Thomas shared the role of an overall improved partnership between the police and the community that includes the increase of Beat and/or Bike Policing to engage with the corridor on the regular basis and build trust, as well as the hiring of Security Ambassadors for the corridor to provide a sense of safety and who can serve as liaisons to local police districts.



North Broad Renaissance has been an indispensable resource in supporting businesses through the COVID-19 pandemic while maintaining its commitment to core services related to cleanliness and safety, maintenance and landscaping, marketing, and economic development. These actions will continue to serve as important assets as we emerge from the pandemic and focus

on building back stronger, more resilient communities. The following sections highlight a few of the ways that the NBR has ensured that its longstanding work continues to meet the most urgent needs of residents, businesses, and visitors to North Broad.

Clean and Safe

Businesses and individuals only thrive when

the community is a clean and safe place to live, work, and play. Since 2016, the NBR's Clean and Safe program has supported the hiring of local residents who are trained to maintain cleanliness throughout the four-mile North Broad business corridor. Thanks to the funding from the Philadelphia Taking Care of Business initiative, the NBR was able to continue efforts for the 6th year in a row.

Throughout the past year, this program continued to provide a presence along the corridor, track and address illegal dumping, manage graffiti, and keep the corridor clean during increased vacancies caused by the pandemic. Thanks to their efforts, North Broad has seen a 16 percent decrease in the overall litter present in the area.

Broader Green Initiative

The NBR collaborated with local vendors that work with at-risk communities, including returning citizens and low-skill individuals, to train and hire residents from the North Broad community. Thanks to these partnerships and the support of Live Nation, the NBR was able to maintain 50 city planters – all with the goal of improving the overall quality of life and economic vitality in one of Philadelphia's poorest communities.

Philadelphia: An Age-Friendly, Livable City for All

In partnership with AARP and the City of Philadelphia, the NBR works to create and preserve green and open spaces in

neighborhoods that currently are underserved. Chaired by Shalimar Thomas, the Open Space Committee and Buildings Committee's priorities include increasing the number of planters and other beautification efforts along commercial corridors where this is a priority and bringing blighted, vacant land properties to "cleaned and greened" status so that they can be converted into productive use, such as pocket parks, community gardens, farmers markets, parklets, plazas and works of public art. The NBR is also an advocate for long-term maintenance plans to sustain open and green spaces in the low-income communities we serve.

The Lights of North Broad

This past year, the NBR was able to continue efforts that keep the community connected to our work and impact. Thanks to a partnership with Red Tettemer O'Connell + Partners, North Broad Renaissance was able to execute the Lights of North Broad marketing campaign, which not only supports hospitality and tourism along the corridor, but also innovation, business attraction, and business retention. In addition, the NBR (in partnership with Dream Syndicate) will launch the Lights of North Broad Augmented Reality (AR) experience, thanks to a grant from the Knight Foundation.

11. The North Broad Renaissance Team

North Broad Renaissance Board of Directors

Board of Directors

70% African American
10% Woman

Chairman - Dr. Kenneth Scottl*

President of Beech Interplex

Eric Blumenfeld*

Principal of EB Realty Management Corporation

Secretary - Steven Scott Bradley*

CEO of Bradley & Bradley Associates, Inc.

Treasurer - Randolph K. Brock*

Vice President and Investment Officer Wells Fargo

Mark Harris

Managing Partner of Linebarger Goggan Blair & Sampson, LLP's Philadelphia Office

Anthony Johnson

PIA Board Chairman and Director of Operation

General Council - Lowell Thomas, Esq.*

Philadelphia Housing Authority

Stephen P. Mullin*

President and Principal of Econsult Solutions

Brian Murray

CEO and Founder of Shift Capital

Megan R. Smith

Founder of Brownstone PR

*Executive Committee Member

Staff

100% African American
100% Women

Shalimar Thomas

Executive Director

Nichole Burel

Office Manager



Contact

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

12. Appendix

About Econsult Solutions, Inc.

This report was produced by Econsult Solutions, Inc. ("ESI"). ESI is a Philadelphia-based economic consulting firm that provides businesses and public policy makers with economic consulting services in urban economics, real estate economics, transportation, public infrastructure, development, public policy and finance, community and neighborhood development, planning, as well as expert witness services for litigation support. Its principals are nationally recognized experts in urban development, real estate, government and public policy, planning, transportation, non-profit management, business strategy and administration, as well as litigation and commercial damages. Staff members have outstanding professional and academic credentials, including active positions at the university level, wide experience at the highest levels of the public policy process and extensive consulting experience.

ESI **ECONSULT**
SOLUTIONS INC.
economics | strategy | insight

**Econsult Solutions is proud to support
North Broad Renaissance and its mission to
encourage the economic redevelopment of
North Broad Street!**

#THINKBROAD

URBAN ECONOMICS IS OUR PASSION

**ECONOMIC DEVELOPMENT
EQUITY AND INCLUSION
GOVERNMENT AND PUBLIC POLICY
LITIGATION SUPPORT**

**REAL ESTATE
THOUGHT LEADERSHIP
TRANSPORTATION AND INFRASTRUCTURE
UNIVERSITIES AND HOSPITALS**

econsultsolutions.com

in @econsult-solutions

tw @econsultsolutns

f @EconsultSolutionsInc



Econsult Solutions is honored to be among the organizations named to the Philadelphia Foundation's Civic 50 Greater Philadelphia in the inaugural year of the designation, recognizing our firm's community-mindedness.

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

#ThinkBroad.

