



THE STATE OF NORTH BROAD

THE
BROAD
RENAISSANCE

2024



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1. LETTER FROM LEADERSHIP

2026 is a big year for Philadelphia!

In 2026, Philadelphia will serve as a host city for the FIFA World Cup, the 250th anniversary of the Declaration of Independence, the MLB Allstar game and numerous large conferences that include the World Trade Center's annual conference.

The FIFA World Cup alone is anticipated to generate \$460 million in economic impact and draw 500,000 visitors to Philadelphia. Overall, Philadelphia could potentially see more than a billion dollars in economic impact from all the activities taking place in 2026. Our job is to make sure North Broad is a part of this economic boom and leverage it to support our business attraction and retention efforts.

As we release both the 2024 State of North Broad Report and the North Broad Renaissance updated five-year strategic plan, you'll find two things.

First, as you read this report, you'll see more than 50 development projects, many of which include commercial spaces.

Second, in our five-year strategic plan (which will be released in January 2024), you'll notice that business attraction and business retention is one of our top areas of focus.

And here lies our opportunity to **#ThinkBroad**.

In partnership with the North Broad development community, brokers, and businesses, we have an opportunity to make sure those businesses that are located on North Broad are tapped into the opportunities that will become available in 2026 while also attracting businesses that those 500,000 visitors will want to patronize, because when our neighborhood businesses thrive, our communities thrive.

With the passing of the North Broad Business Improvement District, we are poised to fully take advantage of 2026, build on the work of the North Broad Renaissance, and build on projects like the MET, the Divine Lorraine, and even as far up as Broad, Germantown and Erie.

Things in North Broad are aligning well. This report will show that North Broad Street is growing in the right direction and with intention, we can use 2026 to put North Broad on the world stage.

Thank you,



Shalimar Thomas

Executive Director

North Broad Renaissance



2. ABOUT THE NORTH BROAD RENAISSANCE

The North Broad Renaissance is a nationally recognized, growing non-profit that currently manages both the North Broad Business Improvement and North Broad Special Service District. The organization is doing the important work of vitalizing North Broad Street by improving its economic vitality and overall quality of life. Their work around cleaning, greening, safety, business attraction, business retention, and employment is directly impacting more than 50,000 residents, in eight neighborhoods, and helping to increase the median income in the district.

With the valued support of community stakeholders, the NBR intends to support North Broad Street's vitalization by improving its economic vitality and overall quality of life. Specifically, through:

-
- **Maintaining a safe and clean North Broad Street;**
-
- **Marketing North Broad to the community and visitors, helping to expand its customer base;**
-
- **Providing necessary support for businesses and institutions according to the four thematic districts.**
-

The 2029 vision for the North Broad Renaissance is for all the lights of North Broad to shine. Our lights are not only the light fixtures down the middle of North Broad, but also the commerce, culture, and communities of North Broad Street.

North Broad Street is unique in its diversity. It stretches across 14 neighborhoods, 9 zip codes, and parts of 16 census tracts. The region is home to more than 63,000 residents and over 2,500 businesses.

2.1. North Broad Renaissance Objectives

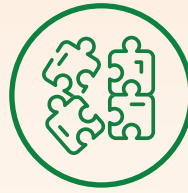
North Broad Renaissance's objectives are directly related to the Business Improvement District (BID) which has been adopted and will begin assessments in January 2024. Significant investments will be made in safety, cleaning, business attraction, and business retention efforts. Further information regarding NBR's long-term strategic goals and actions can be found in the NBR 2024-2029 Strategic Plan.

Figure 2.1: North Broad Renaissance Objectives



I. Clean & Safe Programming

Continue current cleaning and trash removal services while implementing focused programming that will enhance safety and address the issues of mental illness, trauma, and homelessness.



II. Marketing & Communications

Maintain and expand the current NBR customer base and identify untapped opportunities while more broadly projecting North Broad as a key destination for hospitality and tourism.



III. Business Attraction & Retention

Expand efforts to support existing businesses and attract new businesses, create a formal business attraction and retention program, grow and promote available commercial space, and customize efforts for the four thematic districts.



IV. Maintenance, Landscaping & Capital Improvements

Maintain & rejuvenate existing planting beds, add new common pedestrian areas, and re-energize the North Poles.

2.2 North Broad Business Improvement District

In 2019, the North Broad Renaissance (NBR) launched a campaign to create a business improvement district (BID) focused specifically on North Broad Street from Spring Garden Street to Indiana Avenue within NBR's existing service area. Through an assessment of commercial properties along the corridor, the BID could create a sustainable source of supplemental funding for enhanced services and programming. After a two-year delay due to the Covid-19 pandemic, the BID planning process resumed in 2022. The ordinance to create the North Broad BID (NBBID) was unanimously adopted by City Council in November 2022. NBR will be the management entity for the NBBID, which constitutes a smaller area surrounded by NBR's larger geography of influence.

Figure 2.2: North Broad Renaissance and North Broad Business Improvement District



- North Broad Renaissance
- North Broad Business Improvement District

10

Programs

The NBR proposes several programs which work collaboratively with the NBBID to achieve the four strategic goals, including:

Quality Service Ambassador Program

Create a Quality Service Ambassador (QSA) program that can serve as an on-the-ground friendly presence and support system along North Broad Street.

Hotline Promotion

The current 211 hotline serves the Commonwealth of Pennsylvania in connecting individuals with local resources. NBR intends to further promote and formalize a partnership with 211 to address mental illness, trauma, and homelessness along the corridor.

Vision Zero Program Implementation

Ensure collaboration with the Philadelphia Office of Transportation, Infrastructure, and Sustainability (OTIS) to implement projects along the North Broad corridor. This includes intersection improvements and bike lanes.

North Pole Branding

The North Poles are 55-foot, LED-lit public art features which run along Broad Street from Hamilton Street to Glenwood Avenue. The North Broad Renaissance is actively working on correcting the color system and implementing programming that the entire community can enjoy.





3. WHY NORTH BROAD

North Broad Street brings vibrancy to Philadelphia through its cohesion of diverse neighborhoods and communities. The North Broad corridor continues to grow in population each year—characterized by an increasing number and value of housing units.

Arrows indicate the year-over-year change for each respective measure. Green arrows indicate an increase, while red arrows indicate a decrease.

63,000+ 

Residents in the Expanded
North Broad District

Source: ESRI Business Analyst

7% 

Projected Population Growth from
2023 to 2028

Source: ESRI Business Analyst

36% 

Residents 18-34 Years of Age

Source: U.S. Census ACS 2017-2021

\$45,038 

Median Household Income of North
Broad Residents

Source: ESRI Business Analyst

39% 

Residents Who Have a Bachelor's De-
gree or Higher

Source: ESRI Business Analyst

66,000 

Jobs in North Broad Census Tracts

Source: ESRI Business Analyst

34%

Eds and Meds Jobs

Source: ESRI Business Analyst

2,550+

Businesses

Source: ESRI Business Analyst

\$3.49 Billion

Assessed Value of Real Estate on the
North Broad Corridor

Source: OPA 2020

More than **24,000** 

Housing Units

Source: ESRI Business Analyst

\$199,844 

Median Home Value

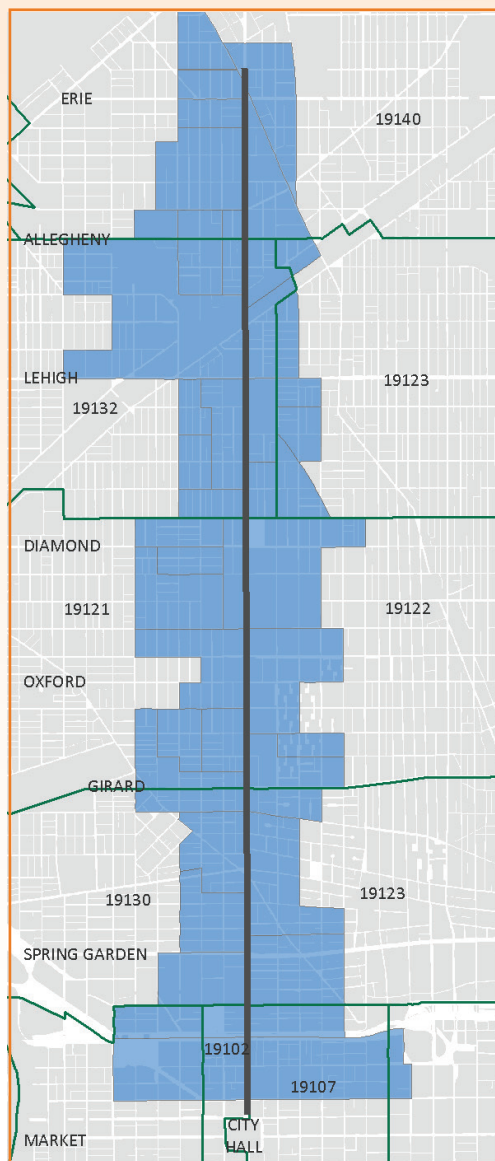
Source: U.S. Census ACS 2017-2021

86 

Average Walk Score in North Broad
Neighborhoods

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

Figure 3.1 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 Butler Street.





Our People

4. NORTH BROAD: A BRIDGE ACROSS PHILADELPHIA NEIGHBORHOODS

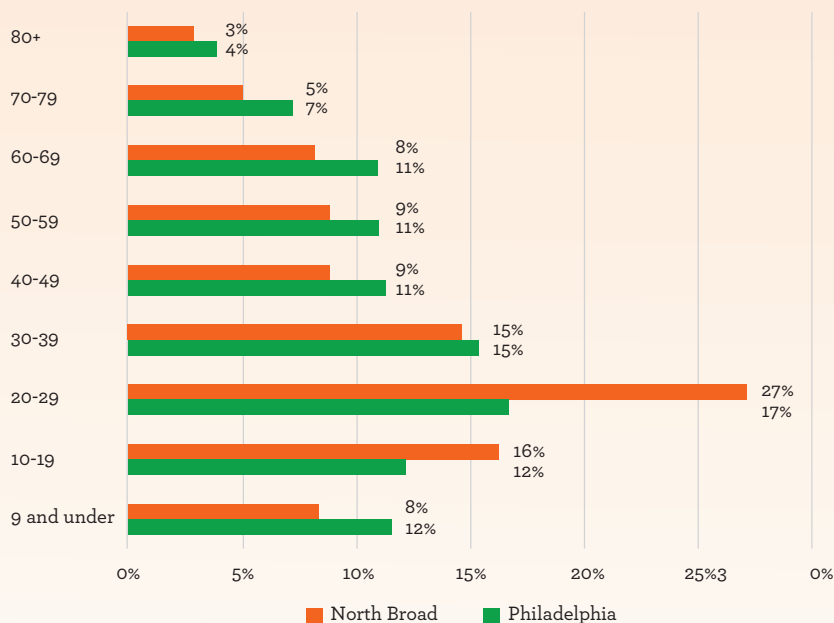
North Broad Renaissance's scope extends from City Hall to Butler Street—incorporating the neighborhoods of Center City East, Center City West/Logan Square, Callowhill, West Poplar, Spring Garden, Francisville/Fairmount, North Central, Yorktown, Hartranft, Stanton, Glenwood, Tioga, Franklinville, and Hunting Park. Within this region, there are a variety of offerings from businesses and jobs to retail and entertainment. North Broad Street serves as a pillar of Philadelphia and connection across the city's specialized offerings.

4.1. The People

The North Broad corridor and the adjacent census block groups are home to more than 63,000 residents, a number that has been on the climb for several years. The region's population is racially and ethnically diverse, with 50 percent of its residents Black, 28 percent white, and nearly 8 percent of Hispanic or Latinx origin (of any race). With a median age of 29 years old, the North Broad corridor is home to a younger community than citywide, which sits at a median age of 36 years old. 36 percent of this community is also between the ages of 18 and 34. This, in combination with the community's status as highly educated, reflects a strong student population. This aligns with the corridor's housing of Philadelphia's largest university, Temple University.

The region's school-age population, which includes residents ages 10 to 19 comprises an additional 15 percent. Gender is evenly distributed between men and women, with slightly more women than men (in line with citywide numbers). Between 2023 and 2028, the North Broad corridor's population is expected to grow by seven percent—a growth rate that is higher than Philadelphia's projected 5.5 percent during the same period.

Figure 4.1 Age Distribution of North Broad Residents

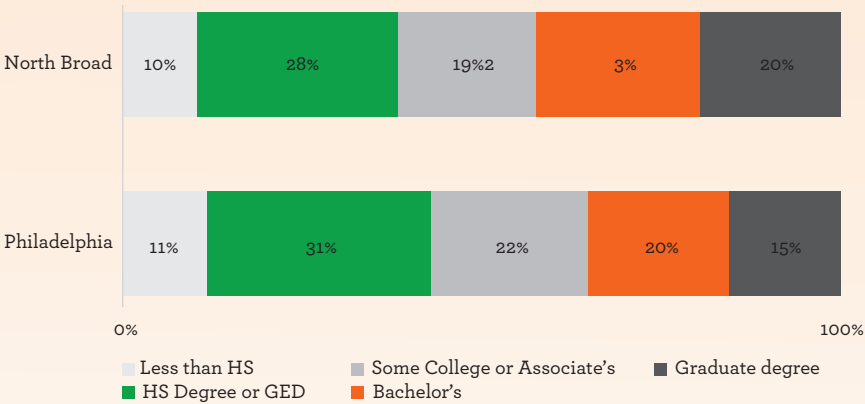


Source: ESRI Business Analyst (2023)

4.2. Educational Attainment

Educational attainment in the area surrounding North Broad Street varies greatly, particularly given the presence of higher education institutions within the region. Still, this region has a significantly higher rate of college completion, with 39 percent of individuals having completed a bachelor's degree or higher. This compares to 33 percent of individuals in the whole of Philadelphia having completed a bachelor's degree or higher.

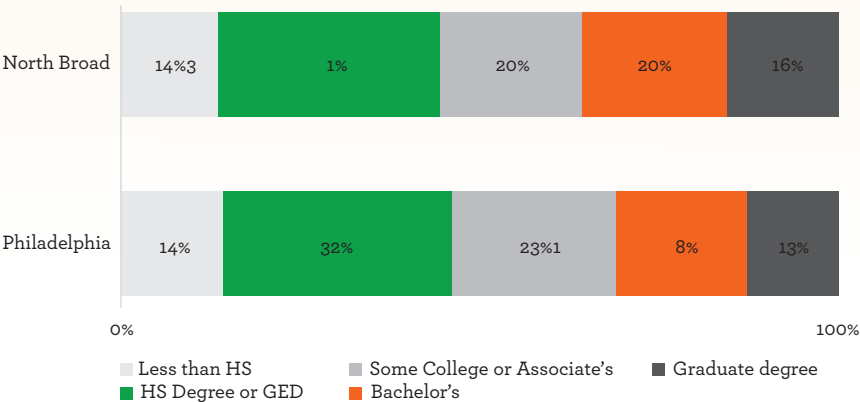
Figure 4.2 Educational Attainment of North Broad Residents (2023)



Source: ESRI Business Analyst (2023)

This is a significant change from the previous year, showing a reduction in the following educational attainment categories: Less than High School, High School Degree or GED, and Some College or Associate's. By contrast, individuals who obtain a bachelor's degree or a graduate degree increased within the North Broad region.

Figure 4.3 Educational Attainment of North Broad Residents (2022)



Source: ESRI Business Analyst (2022)

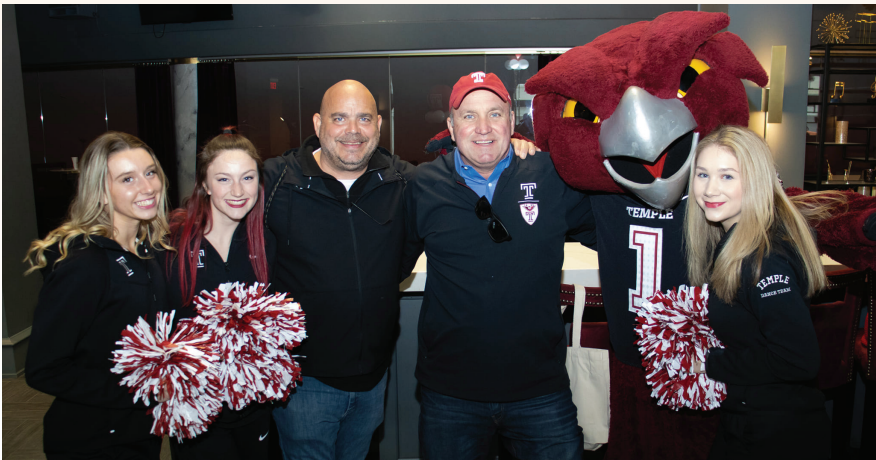
4.3. North Broad's Educational Institutions

Educational institutions, ranging from K-12 to higher education facilities, have served as a connector across the North Broad corridor. Particularly, educational and academic medical institutions have drawn high numbers of young adults. Proximity to these institutions, including Temple University, Temple University Hospital, Hahnemann University Hospital, and the College of Philadelphia have promoted both working and learning in the North Broad region. Because many of these students commute from areas outside of the North Broad corridor, there is an additional and regular visitor impact on businesses in the region. This is of particular relevance at the Community College of Philadelphia, which draws students from all across the city into the region.

Universities have largely resumed normal operations with in-person learning following the COVID-19 pandemic—compounding the student presence along North Broad.

While education and medical institutions contribute to a well-educated resident population, they also provide valuable jobs to residents in the corridor. 34 percent of jobs in the region surrounding North Broad Street are within the education or medical sectors—colloquially called eds. and meds. Beyond higher education, North Broad is also home to several Philadelphia public schools, namely, the Julia M. Masterman School and Benjamin Franklin High School. The Philadelphia School District building and headquarters are also located on North Broad in the Spring Garden neighborhood.

With an expansive youth population, academic development and youth-focused services are of importance. In emphasizing the distinct professional districts along North Broad Street, there is also a diverse offering of educational opportunities. This ranges from public to private, to faith-based learning—including non-traditional learning organizations, such as Nerd Street Gamers. Nerd Street Gamers is located on North Broad and helps to introduce students interested in gaming to related careers. This includes video game production, marketing, and other background operations.

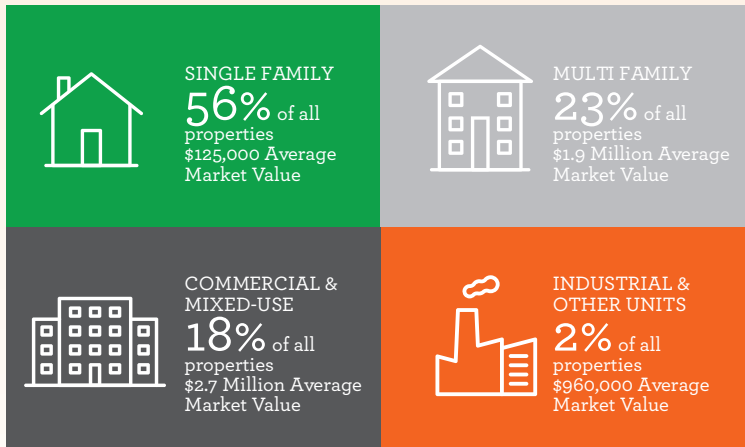




5. LIVING ALONG NORTH BROAD

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 2023: of the nearly 3,200 properties within the immediate area (directly along the corridor), 60 percent are single family or multifamily housing. While commercial and mixed-use properties represent only 18 percent of the total number of properties in the area, their property values are much higher than any other use type. These buildings have a strong presence in the area, housing both large anchor institutions and local businesses.

Figure 5.1: North Broad Corridor Properties and Average Market Values

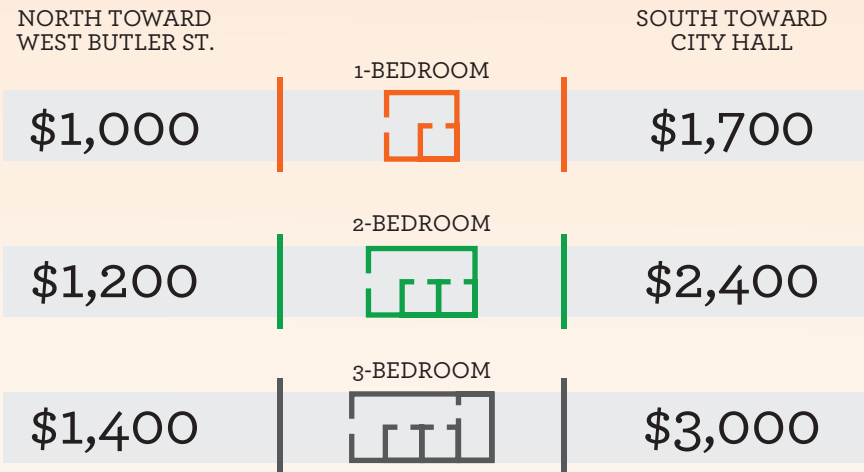


Source: Office of Property Assessment (2022)

In the full North Broad area, nearly one in four occupied housing units are owner occupied, representing an increase in owner occupancy in recent years. At the same time, housing vacancy is about the same as the previous year, with almost 16 percent of the area's 24,000 housing units identified as vacant.¹ 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. Average rents tend to be more affordable North toward West Butler Street— increasing toward Center City. There is variance from this trend within all neighborhoods, as newly renovated residences are typically associated with higher rents. Older residences, which are more plentiful in Northern neighborhoods may provide fewer amenities, decreasing the monthly value.

¹ ESRI Business Analyst

Figure 5.2: Average Monthly Rental Costs Along North Broad



Source: Office of Property Assessment (2022)

Rents along North Broad Street tend to be higher closer to Center City and decrease heading 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 an average of \$1,000 a month for one-bedroom units in smaller buildings to up to around \$1,400 for three-bedroom. 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.



Jobs-Business



6. JOBS AND BUSINESSES ALONG NORTH BROAD

Connecting the Dots...

The North Broad Renaissance five-year plan will focus on supporting existing businesses along the corridor, recruiting new businesses to fill commercial space, expanding available street level commercial space, and defining the four business districts. The goal is to create a business community that is growing and vibrant, while also providing employment opportunities for local residents. As a result, residents feel like they are a part of the vitalization, instead of wondering how they fit in.

To learn more, read the NBR five-year plan.

More than 18,000 residents in the North Broad area are employed, including almost nine percent of whom are employed within the same North Broad-defined area and many more who work nearby.² This is a significant increase in individuals who are both live and are employed within the North Broad region— indicating the diversifying nature of North Broad and growing job opportunities close to home.

An inflow/ outflow analysis on the North Broad Corridor displays the scale of individuals commuting into the region for job purposes. The North Broad Corridor is home to significant and diverse job opportunities, benefiting the entirety of Philadelphia.

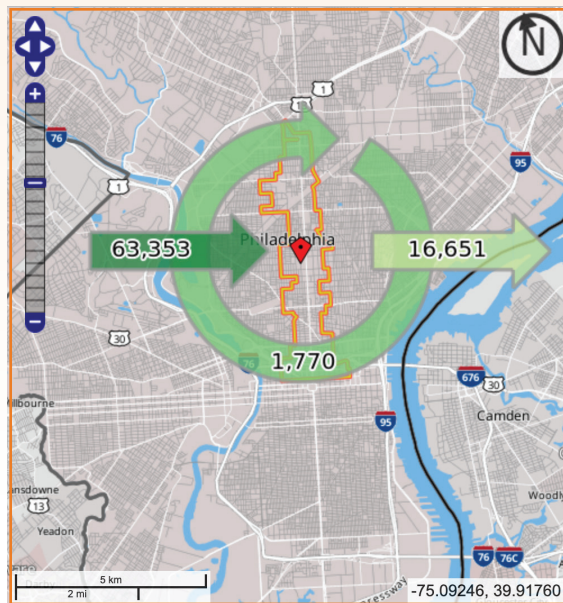


Figure 6.1: North Broad Corridor Inflow/Outflow Employment Analysis

² Inflow/Outflow analysis, OnTheMap, 2021. Here, “employed locally” refers to individuals both living and working within one of the North Broad block groups. 2021 is the most recent year reported through OnTheMap.

Citywide unemployment rates continue to fluctuate on a monthly basis. Philadelphia's unemployment rate declined steadily from the beginning of 2023 and through April. The most recently available data from May of 2023 through August of 2023 has shown a slightly increasing unemployment rate—weighing in at a 5.4 percent. Still, this number is relatively low compared to previous years.³

More than 2,550 businesses provide over 63,000 jobs in the North Broad area.⁴ Approximately 34 percent of these are in the Health Care and Education Services sectors, which are typically characterized as high-skill, high-wage jobs. These jobs have generally withstood the COVID-19 pandemic and mass waves of job loss more easily. 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.⁵ 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.

Local residents and commuters have convenient accessibility to valuable employment hubs within the city, such as Center City, University City, and the Navy Yard. Furthermore, North Broad Renaissance is dedicated to broadening current access to more job prospects in professional services, healthcare, technology, and arts and culture, both along and near North Broad Street.

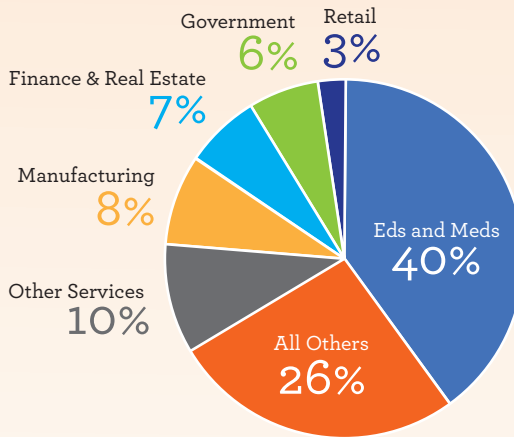
Jobs along North Broad Street range in industry, including education, medicine, manufacturing, finance, real estate, government, and retail. 26 percent of jobs in the region do not fall into one of these major categories, and instead include the following industries: construction; transportation and warehousing; professional, scientific and tech services; legal services; art, entertainment and recreation; and accommodations and food services.

³ U.S. Bureau of Labor Statistics: Philadelphia City/County, PA 2023. This level of detail is not available for the North Broad area.

⁴ ESRI Business Analyst (2023).

⁵ ESRI Business Analyst (2023).

Figure 6.2: Job Industries along the North Broad Corridor



North Broad

Source: ESRI Business Analyst (2023)

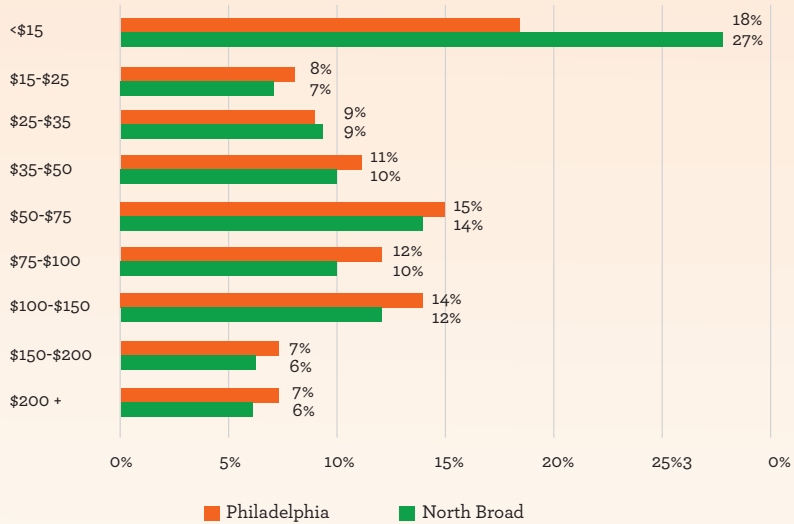
6.1. Employment and Income

The 2022 median household income in North Broad Census Tracts is \$45,000 compared to almost \$53,000 in the city overall. Almost 30 percent of all North Broad Street households have an income level below \$15,000 annually, compared to 17 percent citywide. Job loss disproportionately affects lower income households, as they are less likely to have substantial savings that can assist in economically difficult times.

Looking forward, North Broad's median household incomes are expected to grow by 16 percent over the next five years, to \$53,572 in 2028 (surpassing an anticipated growth in median household incomes citywide of 13 percent).⁶

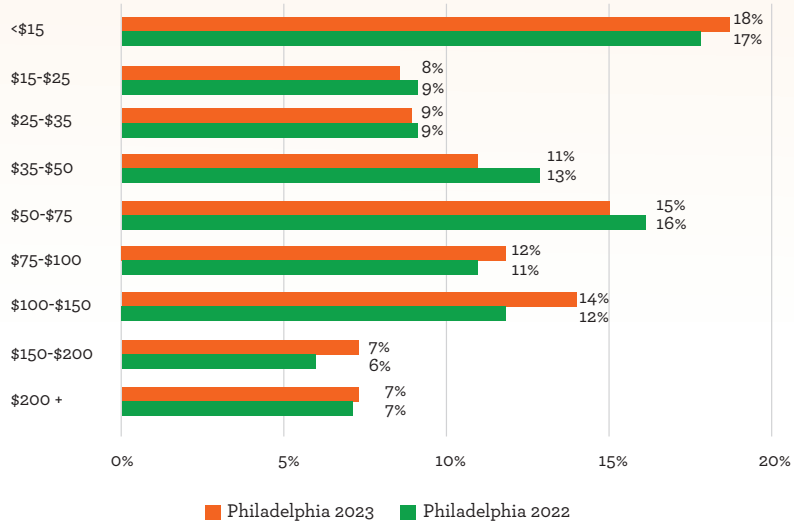
⁶ ESRI Business Analyst (2022)

Figure 6.3: Household Incomes Along North Broad and Citywide



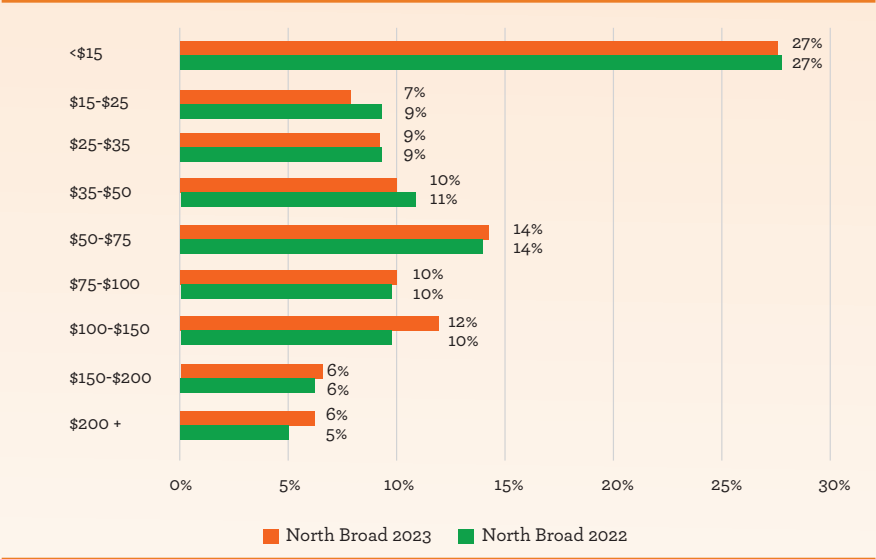
Source: ESRI Business Analyst (2023)

Figure 6.4: Household Incomes in Philadelphia (2023 and 2022)



Source: ESRI Business Analyst (2023)

Figure 6.5: Household Incomes Along North Broad Street (2023 and 2022)



Source: ESRI Business Analyst (2023)

6.2. North Broad Street Vacancy Rates

The North Broad corridor has a vacancy rate of about 16 percent across the region’s 24,000 units. This remains unchanged from the previous year— but is 2 percent higher than in 2020. New development on North Broad Street, as well as long term effects from the COVID-19 pandemic may serve as a partial explanation for this increase. Almost one-third of these vacant units are currently for rent, while the other two-thirds are comprised of units that are exclusively for sale, seasonal, currently rented/vacant, or labeled as other and without description.



Development

7. DEVELOPMENT ALONG NORTH BROAD

Within the stretch of North Broad Street, spanning from City Hall to Butler Street, the assessed property value amounts to \$2.32 billion. Nearly half of this total, specifically \$1.14 billion, is attributed to commercial and mixed-use properties, encompassing office spaces, restaurants, and retail establishments.

The remaining \$1.10 billion in assessed value is ascribed to residential properties, comprising both single-family and multifamily buildings. In contrast, industrial properties and vacant land contribute relatively modest sums to the overall property values along the corridor. This is due to their fewer numbers and generally lower values compared to other land uses.



Source: Office of Property Assessment (2021)

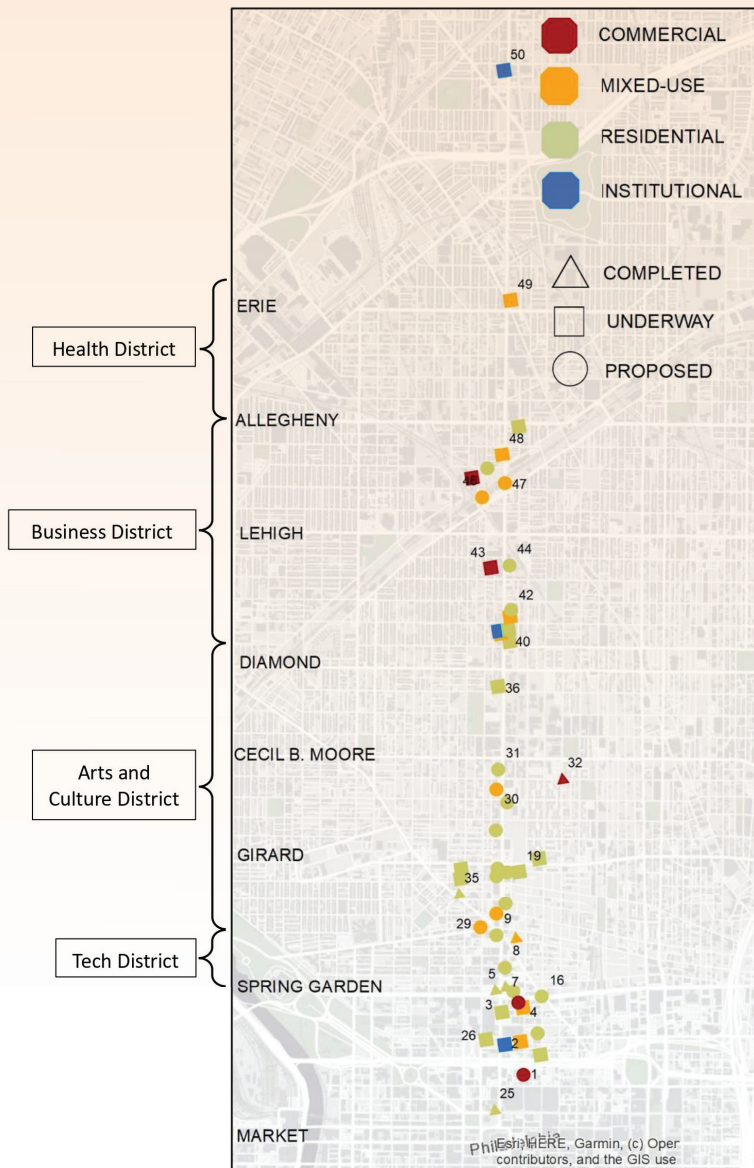
In efforts to catch up on the appeals backlog from the previous reassessment in 2022, the Office of Property Assessments did not reassess properties in 2023. In the future, the Office of Property Assessments intends to conduct reassessments annually.

Connecting the Dots...

The NBR five-year plan includes expanding on each district and formalizing a process to attract key businesses to this area. The goal here is strategic business development, giving a sense of identity to the corridor, while leveraging the human capital and providing employment opportunities for the neighborhoods east and west of North Broad Street.

To learn more, read the NBR Five Year Plan.

Figure 7.1: Recent and Future Development Projects Along North Broad & Defined by City Districts



Map Order	Property Address	Property Use	Status	Completion Year ⁸
1	230 N 13th St	Commercial	Proposed	2025
2	329-331 N Broad St	Institutional	Underway	2024
3	427-443 N Broad St	Residential	Underway	2023
4	500 N 13th St	Mixed Use	Underway	2024
5	510 N Broad Street	Residential	Completed	2022
6	523 N Broad St	Residential	Proposed	2023
7	545 N Broad St	Residential	Completed	2023
8	619 N Broad St	Residential	Proposed	2024
9	676 -680 N Broad St	TBD	Proposed	
10	800 N Broad St	Mixed-Use	Proposed	
11	813 N Broad	Residential	Proposed	
12	906 -16 N Broad	Residential	Proposed	
13	915 -923 N Broad St	Residential	Proposed	2024
14	922 N Broad St	Residential	Proposed	2024
15	1201 W Girard Ave	Residential	Underway	2024
16	1201 Spring Garden St	Residential	Proposed	2023
17	1201 Callowhill St	Residential	Proposed	2024
18	1201-15 Vine St	Residential	Underway	2023
19	1309-25 Cambridge St	Residential	Underway	
20	1306-14 Callowhill St	Mixed-Use	Underway	2024
21	1300 Fairmount Avenue	Mixed-Use	Completed	2021
22	1314-1316 N Broad St	Residential	Proposed	2024
23	1314-1332 Spring Garden St	Commercial	Proposed	2024
24	1324 W Allegheny Ave	Residential	Underway	
25	1401 -15 Arch Street	Residential	Completed	2020
26	1428 Callowhill St	Residential	Underway	2024
27	1436-1498 W Indiana Ave	Residential	Proposed	2025
28	1451 N Broad St	Residential	Proposed	2025
29	1501-05 Fairmount Ave	Mixed-Use	Proposed	
30	1518-28 N Broad	Mixed-Use	Proposed	
31	1600 N Broad	Residential	Proposed	
32	1600 N 11th St	Commercial	Completed	2023
33	1600-1650 W Girard Ave	Residential	Underway	2025
34	1609 Poplar St	Residential	Underway	
35	1617 Ridge Avenue	Residential	Completed	2022
36	2008 N Broad St	Residential	Underway	
37	2209-2011 N Broad St	Residential	Underway	
38	2234-38 N Broad St	Mixed-Use	Underway	2024
39	2240 N Broad St	Institutional	Underway	
40	2243 N Broad St	Residential	Underway	2023
41	2309 N Broad St	Mixed Use	Underway	2024 (R)
42	2321 N Broad St	Residential	Proposed	
43	2501-2561 N 15th St	Commercial	Underway	2023 (R)
44	2527 N Broad St	Residential	Proposed	
45	2905-2935 N 16th St	Commercial	Underway	2023 (R)
46	2900 N Broad St	Mixed-Use	Proposed	
47	2932 N Broad St	Mixed-Use	Proposed	2025
48	3030 N Broad St	Mixed-Use	Underway	2024
49	3701 N Broad St	Mixed-Use	Underway	
50	4732 N. Broad Street	Institutional	Underway	2023

Situated in a Qualified Opportunity Zone, **230 N 13th St** is currently approved for 158 hotel rooms. The Property is positioned near direct access to major highways and is within less than a block of the Race/Vine Station on SEPTA's Broad Street Line. The development is also only a short walk from Philadelphia retail, restaurants, Rittenhouse Square, Center City, and East Market.



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. Construction on the expansion began in October 2022.



3



Construction is nearly completed on the Toll Brothers and Sundance Bay 18-story apartment building at **427 Broad and Noble Streets**, near the entrance to the recently completed first 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 was issued as financing for the project. The development is expected to open in 2024.

4



Construction is under way on the Freedom Lofts, to be located at **500 N 13th Street**. The construction will involve the renovation of a historic 3-story building and add 2 additional floors and a mezzanine. The unique design will house 23

residential units with 2 commercial spaces at the ground floor totaling 4,489 square feet.

Leasing is brisk on the \$180 million project by Alterra Property Group at **510 North Broad Street** on the northwest corner of Broad and Spring Garden Streets. The project, called LVL North, included 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 Giant 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 was assembled on site.



making it the tallest building in Philadelphia outside of Center City and University City.

ERBM also has put on hold plans for a second mixed-use residential building at **523 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,

7

Construction is completed and leasing is brisk on Elk Street Management LLC's project at **545 North Broad Street**. The building, which is adjacent to EBRM's proposed Mural West development site, houses 108 residential apartments. Along with the residential units, the development includes over 10,000 square feet of commercial ground floor area and an underground parking garage with 31 parking spaces.



8



A new seven-story mixed-use development is proposed for **619 North Broad Street**. The proposal includes two commercial spaces on the ground floor, totaling 3,791 square feet, and 119 residential units. Plans for the ground floor include a mezzanine featuring a

lobby, amenities, loading, and parking. The Brightcommon design also intends to add a basement level with 17,892 additional square feet and 34 parking spaces.

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 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 \$3.1 million in summer 2021.



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**. The organization's mission is to break the cycle of generational poverty for low-income urban residents by providing them with support services like pregnancy counseling and early childhood education.



11

Permits were issued in 2021 and construction is underway for a 63-unit multi-family housing building at **813 North Broad Street**. The structure is designed by Landmark Architectural Design and will stand 4 stories tall. Features include a rooftop deck, 13 parking spaces, as well as space reserved for 30 bicycles.



12



At the North Broad Street and Girard intersection is a vacant lot which was recently issued permits for demolition. The proposed development places 49 residential units across eight floors and above a retail component. The address for this development proposal is **906-16 North Broad Street**.

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.



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).



15

Construction is well underway at **1201 West Girard Avenue** and 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 will restore a pedestrian-friendly atmosphere to what had previously been a parking lot.



16

Proposed plans for **1201 Spring Garden** include a mixed-use building including 13,000 square feet of ground floor retail with 46 apartments above and 13 parking spaces at the street level. The development's location sits along a commercial corridor close to the Broad Street Line.



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, 41 automobile parking spaces, and 22 bicycle spaces to serve the building's 65 apartments.



Construction is nearly completed on the Vine Street Apartments, an eight story, 120-unit multifamily development located at **1201-15 Vine Street**.

19

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



20

Construction is under way on The Hannah at **1306-1314 Callowhill Street** which is slated to open in 2024. The Hannah will include 2,980 square feet of 4-Star retail space located just one block from Broad Street. The space will also provide easy access to the Broad St line and numerous bus routes. The commercial space will be ideal for professional services, amenity tenants, and boutiques. Plans for the building include 181 residential units.





Residential units at **1300 Fairmount** are almost fully leased. The project is 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.

At **1314-1316 North Broad Street**, Orens Brothers Real Estate is offering this development opportunity with approved zoning for 161 residential units and 15,288 square feet of commercial space. The property is within a Qualified Opportunity Zone and is located within a short walking distance of Temple University. 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.



23

A strip center retail space of 10,000 square feet has been proposed for **1314-1332 Spring Garden Street**.



24

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 Broad Street Line. 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.





One City, located in the 14-story historic building at **1401-15 Arch Street**, is home to 220 luxury apartments just minutes away from the Pennsylvania Convention Center, Reading Terminal Market, and Love Park. The development opened in 2020.



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, located just off Broad Street, would take the place of a former parking lot and add much-needed density to the area.

27

At **1436-1498 W Indiana Ave**, Essence Development and SHIFT Capital has proposed building a 75,000 SF, six story apartment building containing 105 residential units. The property will be part of the North Station District, a partnership between Essence Development, SHIFT Capital, Amtrak, and other partners, which seeks to turn Amtrak-owned land near Temple University into four million square feet of mixed-use, transit-oriented development.



28

North Broad LLC has proposed building a 25-story luxury apartment tower at **1451 North Broad Street**. The 230-foot tower, designed by Cecil Baker + Partners, will contain 225 units with amenities like an outdoor terrace and a fitness center. Construction is targeted to conclude by 2025, and future residents will enjoy close proximity to the Temple University's campus as well as easy access to the Broad Street Line via Cecil B. Moore Station.



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.



A proposed development at **1518-28 North Broad Street** offers a 28-story building adjacent to the Temple University main campus in Northern Philadelphia. While the development is primarily residential, it proposes a ground level of retail space (21,079 sqft) and public outdoor space (6,000 sqft).

31

Bart Blatstein, a Philadelphia-based developer, proposes a 15 story tall apartment building with 245 units at **1600 North Broad Street**. The proposed development will replace the current surface level parking lot located behind the adjacent AMC movie theater.

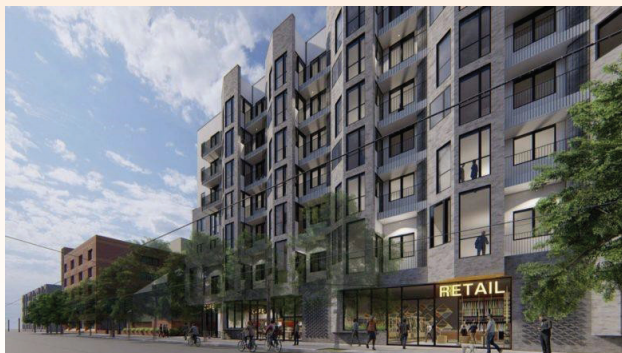


32

Construction work has been completed at **1600 N 11th St**, building 320 units of off-campus housing targeted at Temple University students. The units are fully furnished, and the building offers heightened security for students, with over 50 security cameras and a security officer patrolling the building. Design work was done by VBC Studio, and the building is managed by BVG.



Construction is well underway for the Civic II, a seven-story building with 202 apartments, 10,000 square feet of retail, and 44 parking spots which is replacing the parking lot adjacent to the Civic at **1600-1650 West Girard Avenue**. The project is designed by Coscia Moos, and it went through Civic Design Review in October 2020.



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



35

Construction was recently completed on 13 mid-rise apartment units at **1617 Ridge Ave.** The complex features ground-level commercial space and offers one- and two-bedroom units to tenants with amenities like a shared roof deck and an Amazon locker. Access to the Broad Street Line is convenient via nearby Girard Station.



36

Construction is nearly completed at **2008 North Broad Street**, previously a funeral home, which received approval in 2019 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

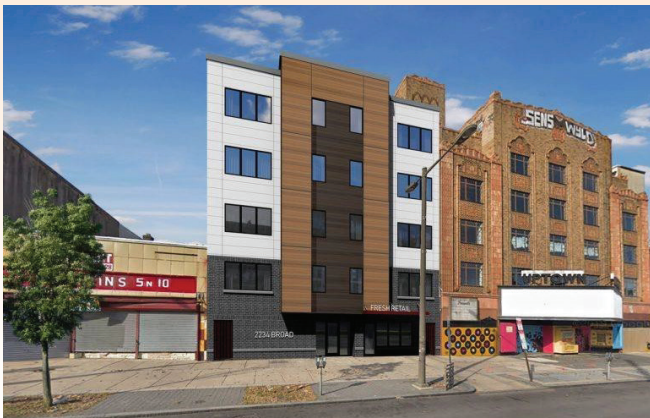


across the street from several of Temple University's academic and residential buildings and will likely cater to the surrounding student population.

2022 saw the beginning of construction on a five-story building at **2209-11 North Broad Street**, the site of the former Shiloh Temple Community Church. The development will include 22 condo units (averaging 785 square feet) over ground floor retail.



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.



39



Transformation of The Uptown Theater located at **2240 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 capital for the project and providing oversight of the construction process. 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. Due to its status as a historic site, it is eligible for grants and tax breaks.

40

Ten new residential units and a commercial space have recently been completed in the Temple University area of North Broad Street. The project includes a four-story, 10,000 square foot mixed-use building on the site, located at **2243 North Broad Street**.



The former PECO building at **2309 N Broad St**, is currently undergoing renovations to become the new home of Youth Build Philly, a charter school offering a two-year program for high school dropouts to earn their diploma and



acquire both vocational and college-preparatory training. The value of renovations total 11.5 million dollars and include over a dozen classrooms, dedicated training spaces for workforce development, and a rooftop terrace for outdoor learning. The building will follow the highest environmental sustainability standards and is scheduled to open for the 2024-2025 school year.

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.



43



After being purchased by the California-based, self-storage developer Insite Property Group, renovations are underway at **2501-2561 N 15th St** to transform the former Thirteenth & Fifteenth Street Passenger Railway Company's Depot, Car House, and Stable into 119,427 square feet of self-storage units. The renovated property will be called Secure Space and is slated to be finished in 2023.

44



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.



The development partnership behind the North Station District has proposed renovating a dilapidated manufacturing and warehouse complex at **2905-2935 N 16th St**, transforming it into 180,000 square feet of office space. The renovated building, is proposed by SHIFT Capital and will be designed by Spector Group and named the Ink Factory

at North Station, will also include ground floor retail space. It enjoys direct access to Amtrak's North Philadelphia Station with travel time to both Washington D.C. and New York City under two hours.

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



47

At **2932 N Broad St**, Essence Development and SHIFT Capital has proposed building a 30-story tower of Hi-Rise apartments with a total area of 135,000 square feet. The 135-unit building, scheduled to be completed by 2025, will also be part of SHIFT Capital and Amtrak's joint venture, the North Station District.



48

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.



The Beury Building at **3701 North Broad Street**, formerly occupied by the National Bank of North Philadelphia, is undergoing 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 see the construction of approximately 20,000 square feet of retail space and 90 additional residential units.

Permits have been approved for renovations of the Logan Theater located at **4732 N. Broad Street**. Originally built in 1923, the 1,894-seat theater once screened silent films accompanied by live orchestration. Interior architectural features included a fresco, depictions of mythological creatures, and a ballroom. The theater



shuttered its doors in 1973 and reopened as the Deliverance Evangelist Church later that year. In 1992, the church left the location, and despite attempts to restore the theater, it has remained closed until the present. However, Tony, Urban, and Gospel Award winner Nolbert Brown Jr. plans to restore the theater to its former glory. The restored ballroom will be equipped to host catered events and the lower-level space will house a performing arts and music school. A soft opening was planned for early-2023, but this has experienced delays.

8. TRANSPORTATION ALONG NORTH BROAD

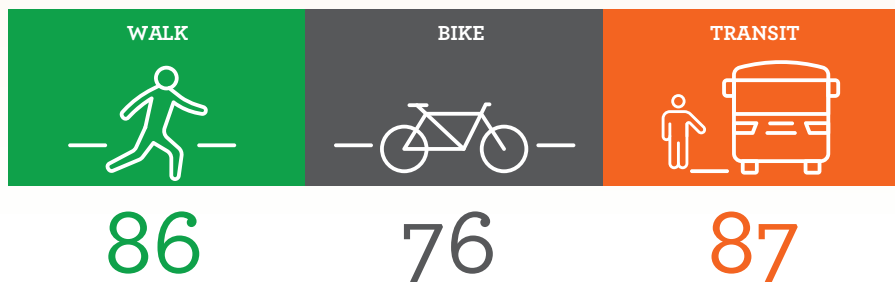
Connecting the Dots...

The NBR realizes the importance of making sure those who walk, drive and travel on North Broad have a safe and enjoyable experience. It's why maintenance, landscaping and capital improvements are a part of the five-year plan and includes beautifying the corridor in a way that invites foot-traffic and provides a pleasant atmosphere.

To learn more, read the NBR Five-Year Plan.

The North Broad corridor serves as a vital link across diverse neighborhoods, particularly for pedestrians, cyclists, and transit-users from City Hall to Butler Street. Positioned directly above the Broad Street subway on the corridor, the North Broad Street locale proudly carries the designation of a “walker’s paradise,” a title which is backed by its walking score. The North Broad Street community’s accessibility to transit options helps to embrace the region’s diversity. Prioritizing safe streets for all individuals, whether they are walking, biking, or using public transportation, is a valuable investment. Not only does this improve quality of life and the corridor’s property values, but it builds connection throughout the city.

Figure 8.1 Walk, Bike, Transit Scores, 2023⁷



Source: walkscore.com

⁷Walk, bike and transit scores are averaged over Callowhill, Poplar, Fairmount, Girard Ave, Glenwood, Avenue of the Arts North and Temple University.

North Broad Street is a major roadway, connecting North and South Philadelphia and intersecting with major highways including Interstate 676 and Route 1. It is considered by many to be one of the most traveled roads in Philadelphia— an achievement which is indicative of the corridor’s liveliness and visitor attraction. Along the corridor between City Hall and Butler Street, 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.⁸ The peak time for traffic along North Broad Street is around 4pm, which likely correlates to the end of the standard workday. With a high concentration of individuals passing through daily, there are already regular visitors to be retained.

8.1. Transit Options

As a primary road in Philadelphia, there is a range of public transportation options along the North Broad corridor. Residents, commuters, and visitors use these transportation routes to travel throughout the entire city. 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, Alleghany, and Erie. SEPTA also provides expansive bus service, which further enables residents and patrons of North Broad Street to travel throughout the city with ease.

SEPTA’s Broad Street Line subway line runs locally every seven minutes during peak rush hours, including the mornings and evenings. As of 2023, these lines run at a maximum interval of every 15 minutes— helping to provide consistent and regular service. Residents across the city depend on this service daily for work. As of September 2023, SEPTA’s system-wide, daily average ridership is at 682,241. This number is at an all-time high since the COVID-19 pandemic, at about 64 percent of pre-pandemic levels.

Philadelphia’s Zero Fare program has also kicked off in 2023 and provides free access to SEPTA transportation for select low-income individuals. It is estimated that the program will expand to 25,000 in-need residents by the end of 2023. Many individuals have cited transportation costs as a barrier to locating quality jobs throughout the city. With improved access to public transit, there is greater accessibility to job opportunities throughout the city, such as in the North Broad corridor. A similar program exists for Philadelphia seniors, which allows residents over the age of 65 to ride free.

8.2. 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,

⁸ ESRI Business Analyst, 2019

both by creating pedestrian refuges and by guiding turning patterns (making it more challenging for vehicles to cut across intersections, except where intended). The Office of Transportation, Infrastructure, and Sustainability's annual Vision Zero Report presents major findings for pedestrian safety, of particular relevance to North Broad Street. The three major projects include road diets, separated bike lanes, and neighborhood slow zones. Traffic safety deaths in Philadelphia spiked during 2020 at 152 annual deaths—falling slightly to about 120 each year in 2021 and 2022. Still, Philadelphia falls significantly above the annual traffic death rates in other major cities, like New York City.

Complete streets is a movement to make streets accessible and safe for all users, including pedestrians, cyclists, and vehicles. 2023 rings in an over \$3 million grant to install full modernization upgrades at ten signalized intersections along North Broad Street. The goal of this project is to ensure the safe flow of traffic for all individuals and decrease traffic-related injuries and deaths.

8.3. 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. The third and final phase of the project broke ground in July of 2023, and includes improvements such as:

- Providing sidewalks with street trees.
- Crosswalks with shorter pedestrian crossings.
- A median in the middle of Broad Street (Germantown Avenue traffic will still be able to cross).
- A green space at Broad and Butler with seating areas, lawn, plants, new lighting, and trees.
- A transit plaza at Broad and Erie with an elevator to the Broad Street Line Erie Station (to be constructed by SEPTA).
- Bus shelters.
- Bus-only lanes and sidewalk level bicycle lanes on Erie Avenue.
- Sidewalk adjacent bus platforms on Erie Avenue.
- Removing the old trolley tracks on Erie Avenue.
- Bicycle racks and trash cans.
- Gas main replacement on Erie Avenue.
- Public art.



9. QUALITY OF LIFE ALONG NORTH BROAD

Connecting the Dots...

The North Broad Renaissance works to improve the well-being of our North Broad community. Personal health (physical, mental, and spiritual), work environment, your sense of security and safety, and your overall physical surroundings are important to the NBR. Over the next five years, the NBR programs and initiatives work to make we contribute to a good quality of life for those living, working and playing on North Broad Street.

To learn more, read the five-year plan.

North Broad Renaissance has maintained a strong commitment to delivering core services to its residents and the greater Philadelphia community. With a focus on building back stronger and more resilient communities—there are several ways that North Broad is showing its commitment. This section highlights some ways in which the NBR has ensured that its longstanding work continues to meet the most urgent needs of residents, businesses, and visitors to North Broad.

Quality of Life Initiative in 2024:

- **Earth Day Service Project - April 2024**

- o In addition to the Maintenance and Landscaping program, the North Broad Renaissance has other initiatives to help change the narrative around the environment and community health. This includes the Earth Day Service Project where nearly 100 volunteers come out to help the NBR prep for the maintenance and landscaping season. To learn more, or become a partner in environmental health, connect with the us at info@northbroad.org.

- **Summer aBroad - Summer 2024**

- o A Summer aBroad is a summer event that partners with three businesses along the corridor to host an event. Each event works to increase foot-traffic along the corridor while also supporting the partnering business.

- **Quality Service Ambassador Program**

- o The Quality Service Ambassadors support our outreach efforts by serving as a friendly presence at a specific section of North Broad Street. QSA's, provide check-ins with local businesses, and help us ensure that the corridor is well-maintained and welcoming.

9.1. Clean and Safe

Connecting the Dots...

The NBR realizes that clean and safe is a foundational necessity in order to accomplish goals around economic development. The business community, employees, and our residents want to feel safe and know that North Broad is a place that makes safety a priority. It's why the NBR five-year plan invests heavily in cleaning and safety. The plan will continue current cleaning and trash removal services and expand by implementing focused programming to enhance safety and address the issue of mental illness, trauma, and homelessness. To learn more, read the NBR Five-Year Plan.

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 has continued the program for seven years in a row.

The North Broad Renaissance 5-year strategic plan provides an outline of programs and timelines to achieve these goals. One major goal in this first year is to establish a safety feasibility plan. In the long term, this will help to identify implementation opportunities.

9.2. Broader Green Initiative

The NBR collaborated with vendors that can work with at-risk communities, including returning citizens and low-skilled individuals to support its Maintenance and Landscaping program. Thanks to these partnerships and the support of Live Nation, the NBR is able to maintain 50 planting beds - all with the goal of improving the overall quality of life and economic vitality along North Broad Street.

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. There is a disproportionate lack of green space in lower income communities, a trend which is shared in Philadelphia. As one of the most used roads in Philadelphia, green space around North Broad Street is often overlooked. 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.



9.3. The Lights of North Broad

The North Broad Renaissance (NBR) is happy to continue efforts that support business growth. Thanks to a partnership with Red Tettemer O’Connell + Partners, NBR is able to continue providing complimentary marketing services to local, BIPOC owned, businesses. In addition, the NBR introduced formal programming around the Lights of North Broad AR experience and thanks to a multi-year commitment from Comcast, the program will continue through 2029.

10. THE NORTH BROAD RENAISSANCE TEAM

Board of Directors

Dr. Kenneth Scott | Board Chairman, *President of Beech Interplex*

Eric Blumenfeld, *Principal of EB Realty Management Corporation*

Steven Scott Bradley | Board Secretary, *CEO of Bradley & Bradley Associates, Inc.*

Randolph K. Brock | Board Treasurer, *Vice President and Investment Officer Wells Fargo*

Geoff Gordon, *President of Live Nation Northeast*

Mark Harris, *Managing Partner of Linebarger Goggan Blair & Sampson, LLP's Philadelphia*

Sheila Ireland, *President and CEO of Philadelphia OIC*

Anthony Johnson, *PIA Board Chairman and Director of Operation*

Lowell Thomas, Esq. | General Council, *Philadelphia Housing Authority*

Stephen P. Mullin, *President and Principal of Econsult Solutions*

Brian Murray, *CEO and Founder of Shift Capital*

Staff of Organization

The staff of the organization currently consists of two individuals who are responsible for the day-to-day operations as well as oversight of all programs, communication, and initiatives of NBR.

Shalimar Thomas | Executive Director

Nichole Burrel | Executive Assistance

11. APPENDIX

11.1. Background

The North Broad Renaissance (NBR) is a federal and state approved 501(c)3 non-profit organization that was founded in 2015 to address the needs of the North Broad Street community. Covering an area from Butler Street to City Hall (see map on next page), NBR was created out of a concern and desire of Council President Darrell Clarke to give more attention to North Broad Street—specifically to support and oversee community revitalization along the corridor. The entity was organized as a voluntary special service district for this section of Philadelphia.

Initially, the primary role of NBR was to provide communication and information to City administrators and City Council, neighborhood and community groups, and others who conduct business, development, or other activities on North Broad Street. In partnership with community stakeholders, the organization has been an effective advocate for revitalizing the community since its inception, creating opportunities for businesses and residents, and improving the economic strength and overall quality of life along the North Broad corridor.

As NBR's success continued, the organization realized the many challenges of community revitalization, including competition with other successful commercial corridors and business districts in the city. NBR determined that obtaining its vision for revitalization would be even more effective with greater funding and community investment. As a result, in 2019, the organization launched a campaign to create a business improvement district (BID) focused specifically on North Broad Street from Spring Garden Street to Indiana Avenue within NBR's existing service area. Through an assessment of commercial properties along the corridor, the BID could create a sustainable source of supplemental funding for enhanced services and programming. After a two-year delay due to the Covid-19 pandemic, the BID planning process resumed in 2022. The ordinance to create the North Broad BID (NBBID) was unanimously adopted by City Council in November 2022. NBR will be the management entity for the NBBID, which constitutes a smaller area surrounded by NBR's larger geography of influence. The report Appendix highlights the various methods used to engage the community and gather input throughout the process. With the BID in place and assessments expected to begin in January 2024, NBR is poised to update its original strategic plan to guide the organization's expanded operations over the next five years. NBR's key existing service areas of Clean & Safe Programming, Marketing & Communications, Business Attraction & Retention, and Maintenance & Greening will continue. The BID revenue will allow for the addition of limited Capital Improvement initiatives as well as a new funding category of Personnel & Administration.

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NORTH BROAD RENAISSANCE

440 N Broad Street
Philadelphia, PA 19130



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