



2025 STATE OF NORTH BROAD REPORT



[#ThinkBroad](#)

The 2025 Annual State of North Broad is a testament to our sponsors and supporters, and their belief in the power of community, creativity, and collaboration. To the sponsors whose generosity fuels our dreams, and to the supporters who remind us that no vision is too bold when shared by many hearts—this work is because of you.

The NBR Board of Directors

The Property Owners in the North Broad Business Improvement District



IBX Blue Crew

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1. EXECUTIVE SUMMARY

The 2025 State of North Broad report provides a comprehensive look at the achievements, challenges, and future direction of Philadelphia's North Broad corridor. In the past year, North Broad has experienced significant momentum in economic growth, infrastructure development, and community engagement, reinforcing its role as a critical hub for innovation, commerce, and culture in the city.

This year, we witnessed an increase in new business openings and strategic investments that are driving economic revitalization along the corridor. Several large-scale real estate projects have bolstered commercial and residential spaces, attracting both businesses and residents to the area. Infrastructure upgrades, including street beautification, and public transit options continue to support North Broad's transformation into a vibrant, connected community.

Collaboration with local stakeholders remains at the heart of North Broad's progress. Through engagement with community organizations, local government, and educational institutions, we have advanced initiatives aimed at creating inclusive opportunities and fostering a sense of belonging for all who live, work, and visit here.



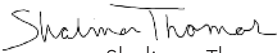
Public safety and health remain a top priority, with programs that address both immediate concerns and long-term well-being for North Broad residents.

Business attraction and retention efforts have been a central focus this year, with initiatives tailored to draw diverse businesses and support long-standing establishments. Through a combination of targeted incentives, resource networks, and community-focused programs, North Broad has become an increasingly attractive location for businesses of all sizes. The organization is looking forward to fostering a supportive environment and offering tailored support for existing businesses, strengthening the area's economic resilience, and contributing to sustainable, long-term growth. These efforts have been a central focus this year, with initiatives tailored to draw diverse businesses and support current establishments.

Despite lower-than-expected assessment collections from the Business Improvement District (BID) along North Broad Street, significant progress was made in achieving many of the first-year goals, thanks to a coordinated effort of private and public fundraising. These additional resources allowed the BID to deliver on key initiatives such as enhancing streetscapes, promoting local businesses, and improving safety measures, which have visibly contributed to the area's revitalization. The combined support of government agencies like the Philadelphia Department of Commerce, philanthropic organizations, and private investors has not only compensated for the funding gap but has also fostered a collaborative spirit and demonstrated a strong commitment to the vision for North Broad Street's transformation. This partnership underscores the power of community investment and sets a foundation for continued growth and improvement, helping to overcome initial financial hurdles while laying the groundwork for a prosperous and resilient corridor.

Looking forward, North Broad aims to continue this positive trajectory by addressing existing challenges and focusing on new opportunities. In the coming year, efforts will center on business attraction and retention, enhancing public spaces, and deepening community partnerships. While there is much to celebrate, we recognize the importance of continued collaboration to ensure that North Broad's future is inclusive, prosperous, and sustainable for all.

This report highlights the progress made over the past year and offers a strategic outlook for the year ahead, inviting community members, stakeholders, and investors to join us in shaping North Broad's bright future.


Shalimar Thomas
Executive Director
North Broad Renaissance

2. AT A GLANCE

North Broad Street is characterized by diverse neighborhoods and communities, which contribute significantly to the fabric of the city. Key economic metrics such as businesses, population, and property value show positive trends. The most notable changes since 2023 are a 16 percent increase in the number of businesses and a 14 percent rise in the median household income of North Broad Residents.



65,000



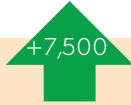
Residents in the Expanded
North Broad District
Source: ESRI Business Analyst

5%



Projected Population Growth
from 2024 to 2029
Source: ESRI Business Analyst

55%



Residents 18-34 Years of Age
Source: U.S. Census ACS 2017-2021

\$51,000



Median Household Income of
North Broad Residents
Source: ESRI Business Analyst

44%

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

74,000



Jobs in North Broad Census
Tracts
Source: ESRI Business Analyst

40%

Eds and Meds Jobs
Source: ESRI Business Analyst

3,100



Businesses
Source: ESRI Business Analyst

\$258,600



Median Home Value
Source: U.S. Census ACS 2017-2021

84



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

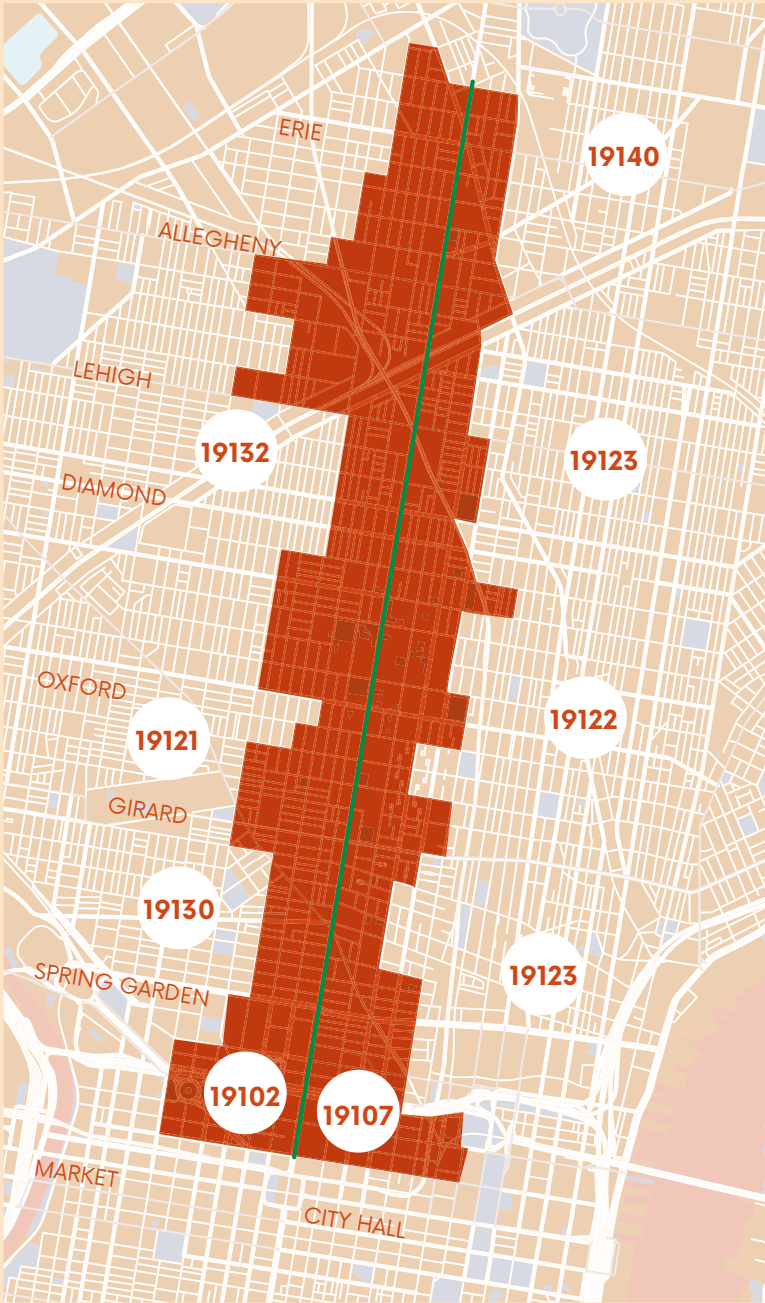
\$4.5 BILLION

Assessed Value of Real Estate
on the North Broad Corridor
Source: OPA 2020

MORE THAN 31,600

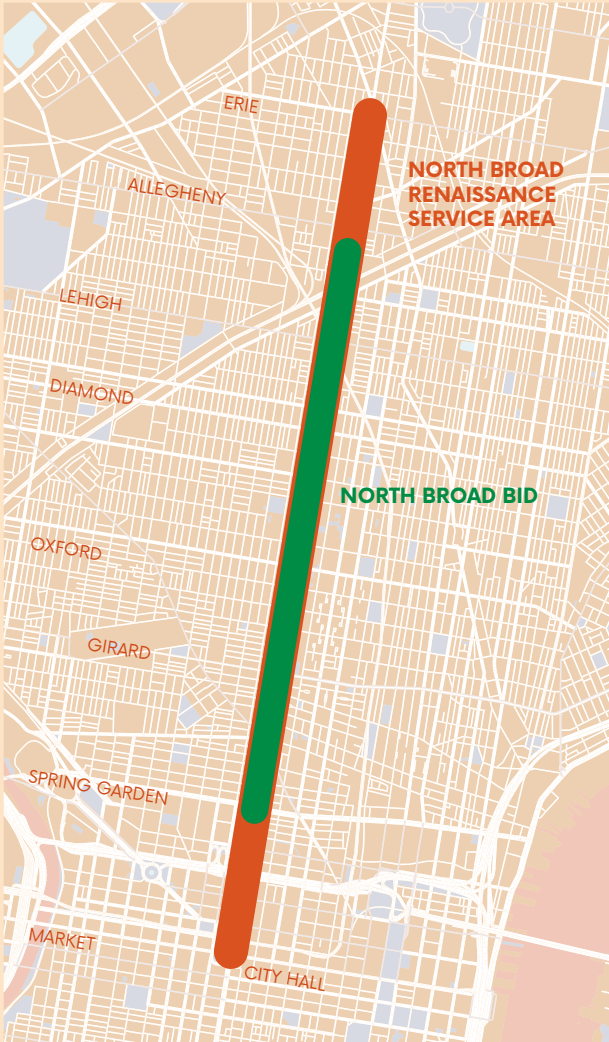
Housing Units
Source: ESRI Business Analyst

Figure 2.1: Block Groups and Zip Codes 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.

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



Source: North Broad Renaissance Five-Year Plan

3. NORTH BROAD CORRIDOR

KEY INSIGHTS & OPPORTUNITIES

Education & Income

Higher Educational Attainment:

44% of North Broad residents hold a bachelor's degree or higher, surpassing Philadelphia's citywide average of 36%.

Median Income: The 2024 median household income is \$51,000, below Philadelphia's overall median of \$58,000.

Poverty Levels: 21% of North Broad households earn less than \$15,000 annually, compared to 15% citywide.

Housing Trends

Increased Homeownership:

Nearly 25% of occupied housing units are owner-occupied, reflecting growth in homeownership.

Rising Vacancies: 18% of the area's 31,000 housing units are vacant, with the pandemic and new developments contributing to market shifts.

Diverse Housing Stock: The area boasts a well-maintained and varied housing inventory, catering to a range of needs and preferences.

Economic Development

Property Values: The taxable assessed value along North Broad totals \$4.51 billion: \$2.92 billion from residential properties, \$1.32 billion from commercial and mixed-use properties. Industrial and vacant land contribute smaller amounts due to limited presence and lower valuation.

Business Growth Vision: NBR's five-year plan focuses on strategic business development to establish the corridor's unique identity, attract key businesses, and create employment opportunities for adjacent neighborhoods.





Quality of Life

Clean & Safe Streets:

Decreased litter and improved safety metrics are bolstered by the efforts of NBR's Quality Service Ambassadors, who:

- Support unhoused individuals.
- Provide mental health and addiction resources.
- Enhance community safety through proactive engagement.

Looking Ahead

Future Growth:

Continued development, new construction, and enhanced community partnerships align with NBR's mission to revitalize North Broad as a thriving corridor for business, culture, and community life.

Arts, Culture, & Tourism

A Cultural Destination: North Broad is evolving into a key arts and culture hub through partnerships with organizations like Live Nation and Visit Philadelphia.

Community-Centered

Initiatives: NBR leverages data-driven insights, media outreach, and vibrant events to position North Broad as a premier destination.



4. VISION & STRATEGIC GOALS

VISION

The North Broad Renaissance (NBR) envisions 2029 as a year where the lights of North Broad shine brighter than ever before. These “lights” represent not only the physical fixtures lining the middle of North Broad Street, but also the vibrancy of commerce, the richness of culture, and the strength of communities that together make North Broad Street a thriving hub of Philadelphia.

STRATEGIC GOALS

To achieve this vision, NBR will focus on four key strategic areas. Each initiative is designed to foster a safe, dynamic, and attractive environment that enhances the quality of life for residents, visitors, and businesses alike.

CLEAN AND SAFE PROGRAMMING

NBR will build on its existing cleaning and trash removal services while expanding its programming to address critical social issues, such as mental health, trauma, and homelessness. The aim is to create a welcoming and secure space along North Broad, fostering an environment that supports the community's wellbeing.

- **Continue** current cleaning and waste management efforts.
- **Introduce** focused safety initiatives addressing mental health and homelessness challenges.





MARKETING & COMMUNICATIONS

By strengthening its marketing and communications efforts, NBR will solidify its brand as a premier destination for tourism and hospitality. Engaging current and new audiences will position North Broad as a place for cultural enrichment, business opportunities, and leisure activities.

- **Expand** the NBR customer base, reaching untapped demographic and commercial markets.
- **Promote** North Broad's cultural and recreational assets to a broader audience.

BUSINESS ATTRACTION & RETENTION

Through a formalized business attraction and retention program, NBR will work to support current businesses, attract new ones, and foster diverse economic growth across North Broad's four unique thematic districts. This will include helping businesses maximize their success and ensuring spaces are available for new entrepreneurial ventures.

- **Support** existing businesses with growth resources and network opportunities.
- **Attract** new businesses and encourage development across commercial spaces.

MAINTENANCE, LANDSCAPING & CAPITAL IMPROVEMENTS


An inviting physical environment is essential to North Broad's appeal. NBR will invest in revitalizing public spaces, including landscaping, pedestrian areas, and the artistic "North Poles." These enhancements will create a cohesive and pleasant streetscape that reflects North Broad's vibrant spirit.

- **Rejuvenate** existing planting beds and public greenery.
- **Introduce** new pedestrian spaces and revitalize key features such as the North Poles.

PAID VOLUNTEER PROGRAM

The Paid Volunteer Program will be a cornerstone of NBR's commitment to community engagement and workforce development. This program offers residents paid opportunities to contribute to beautification, maintenance, and community-building activities along North Broad, while also gaining valuable work experience and job skills.

- **Engage** community members in meaningful volunteer work that enhances their neighborhoods.
- **Support** economic empowerment by offering paid roles, promoting a sense of ownership and pride.
- **Develop** participants' skills in areas such as landscaping, event coordination, and public service.



Through these initiatives, North Broad Renaissance will fulfill its 2029 vision, ensuring that North Broad's lights—both literal and metaphorical—shine as a beacon of prosperity, community, and culture.



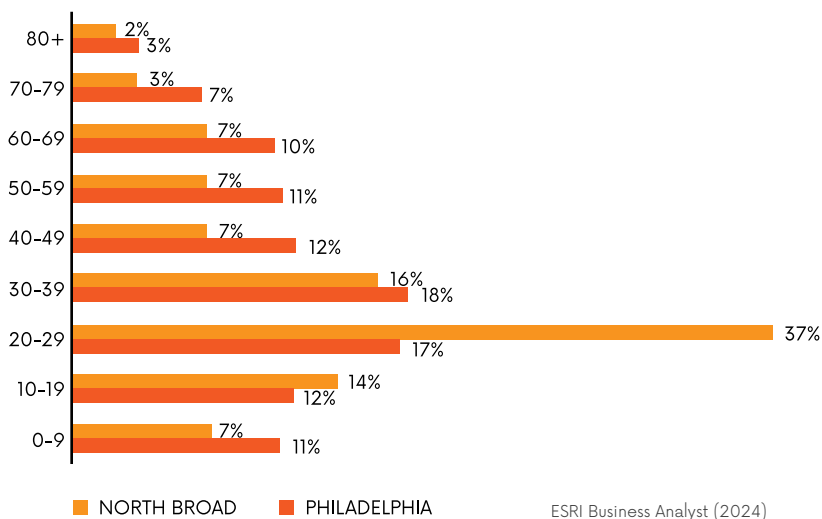
5. THE PEOPLE & INCOME DATA

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.



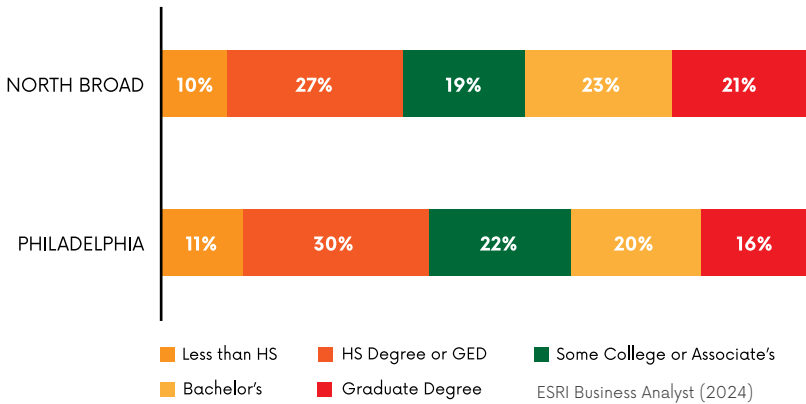
The North Broad corridor and the adjacent census block groups are home to more than 65,000 residents, a number that has been increasing every year for the last few years. The region's population is racially and ethnically diverse, with 43 percent of its residents Black, 33 percent white, and nearly 8 percent of Hispanic or Latinx origin (of any race). With a median age of 27 years old, the North Broad corridor is home to a much younger community, which sits at a median age of 36 years old. 55 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 14 percent. Gender is evenly distributed between men and women, with slightly more women than men (in line with citywide numbers). Between 2024 and 2029, the North Broad corridor's population is expected to grow by five percent—a growth rate that is significantly higher than Philadelphia's projected 0.21 percent during the same period.

Figure 2.1 : Age Distribution of North Broad Residents and Philadelphia, 2024



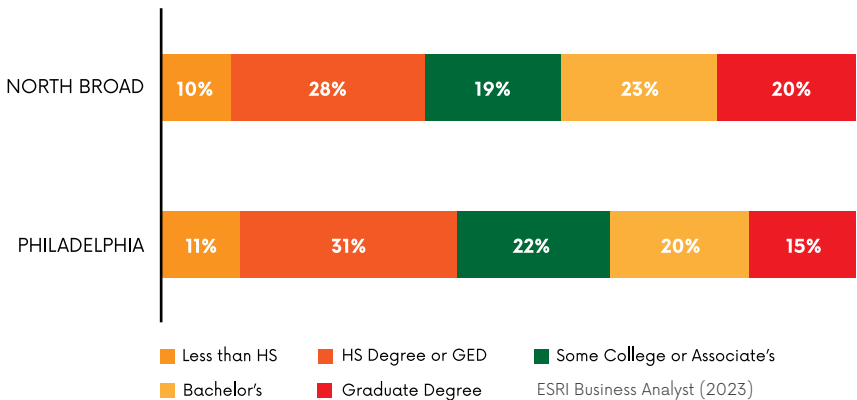
The corridor has a significantly higher rate of college completion, with 44 percent of individuals having completed a bachelor's degree or higher. This compares to 36 percent of individuals in the whole of Philadelphia having completed a bachelor's degree or higher.

Figure 4.2: Educational Attainment among North Broad Residents, and Philadelphia, 2024



Educational attainment data is similar to the previous year, with a small reduction in the High School Degree or GED category and a slight increase in the Graduate Degree category. These trends are consistent with year-over-year changes from 2022 to 2023.

Figure 4.3: Educational Attainment among North Broad Residents, and Philadelphia, 2023



The 2024 median household income in North Broad Census Tracts is \$51,000 compared to almost \$58,000 in the city overall. 21 percent of all North Broad Street households have an income level below \$15,000 annually, compared to 15 percent citywide.

Looking forward, North Broad's median household incomes are expected to grow by 14 percent over the next five years, to \$58,500 in 2029 (lower than an anticipated growth in median household incomes citywide of 19 percent).

Figure 4.4: Household Incomes Along North Broad and Citywide, 2024

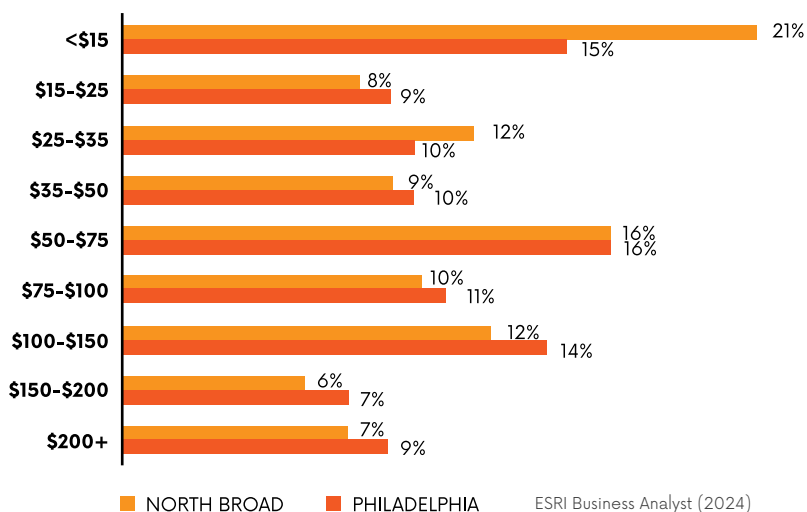


Figure 4.5: Household Incomes Along North Broad, 2023 and 2024

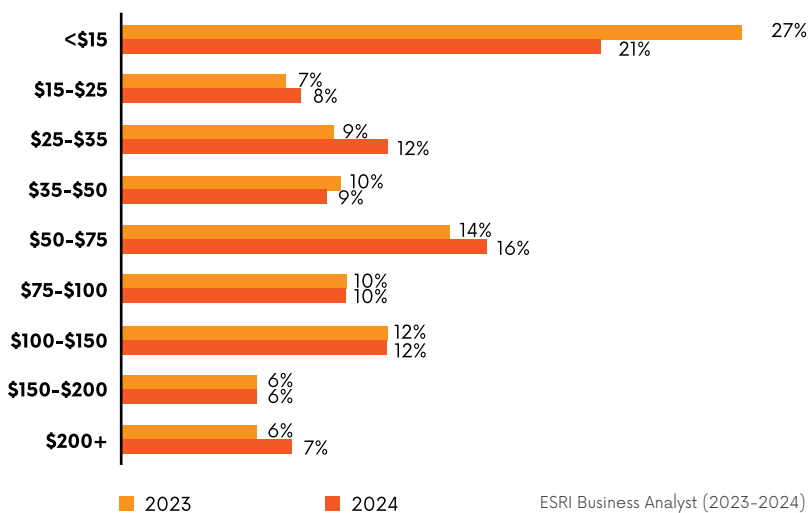
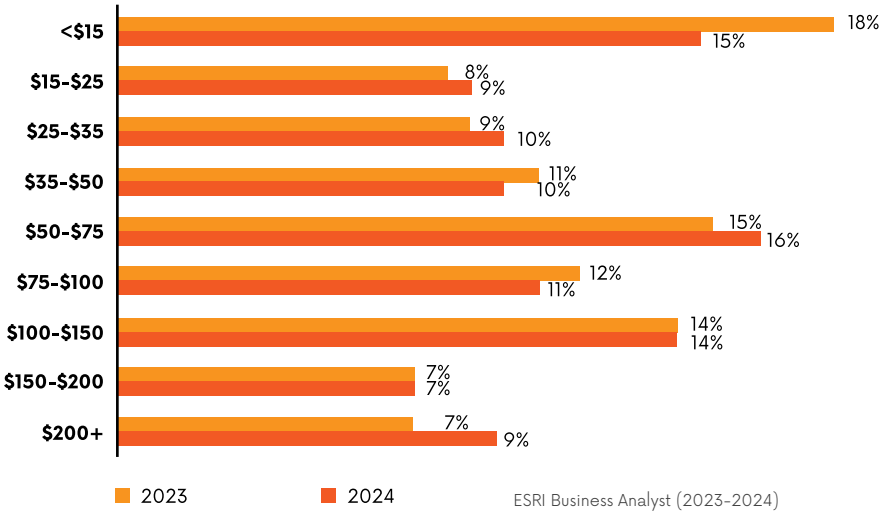


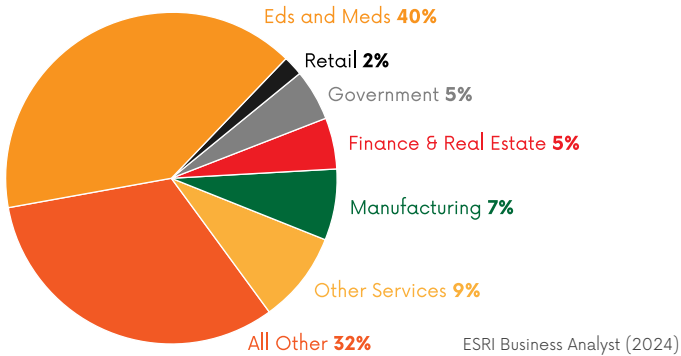
Figure 4.6: Household Incomes across Philadelphia, 2023 and 2024



6. JOBS & BUSINESS DATA

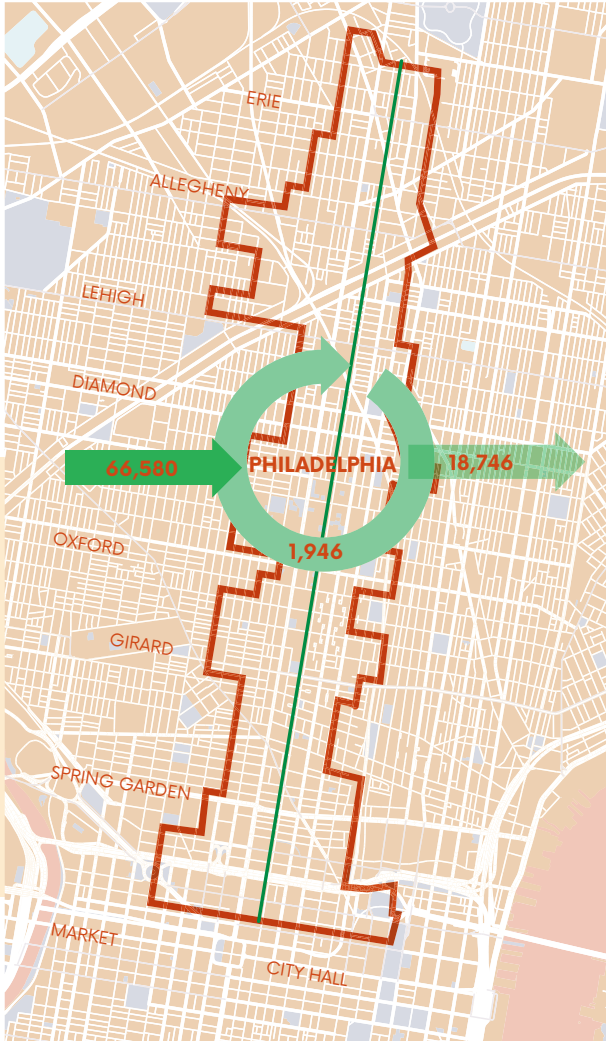
Jobs along North Broad Street range in industry, including education, medicine, manufacturing, finance, real estate, government, and retail. 32 percent of jobs in the region do not fall into one of these major categories. This industry diversity strengthens the corridor's economic resilience, reducing dependence on any single sector and mitigating potential volatility.

Figure 5.1: Job Industries breakdown along the North Broad Corridor



More than 20,000 residents in the North Broad area are employed, including ten percent of whom are employed within the same North Broad-defined area and many more who work nearby.¹ 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 businesses, which offer job opportunities to people from all over the region, benefiting the entirety of the Philadelphia MSA.

Figure 5.2: North Broad Corridor Inflow/Outflow Analysis



Source: Census (2022)

1 Inflow/Outflow analysis, OnTheMap, 2022. Here, “employed locally” refers to individuals both living and working within one of the North Broad block groups. 2022 is the most recent year reported through OnTheMap.



7. ECONOMIC DEVELOPMENT

In 2024, the North Broad Renaissance (NBR) made significant strides in advancing economic development along North Broad Street, marking a successful first year of implementing the goals outlined in our five-year plan. Below are key milestones for year one that strengthened the corridor as a thriving hub of commerce and opportunity. From attracting new businesses and supporting local entrepreneurs to fostering impactful partnerships, NBR has driven initiatives that boost investment, create jobs, and enhance the vibrancy of our community. These accomplishments reflect our commitment to building a foundation for sustainable growth and ensuring that North Broad continues to be a destination for innovation, culture, and economic vitality.

GOAL 1

Evolve the North Broad Business Roundtable

Initiative: #ThinkBroad Podcast

- **Objective:** To feature high-profile guests who will discuss strategies for enhancing the business environment, fostering job equity and transforming North Broad Street into a dynamic, sought-after business corridor.
- **Platform Distribution:** The #ThinkBroad Podcast will be available on YouTube, Spotify, and Apple Podcasts, starting in 2025.





GOAL 2

Include a Resource Page on Website and Marketing Platforms

Initiative: New Website Launch

- **Objective:** To provide an accessible, informative resource page for the business community and stakeholders.
- **Launch Date:** The new website is scheduled for launch in January 2025, featuring the latest updates and information.

Identify and Promote Available Space

Initiative: Space Listing on Website

- **Objective:** To centralize information on available commercial spaces, making it easy for businesses to find suitable locations on North Broad Street.
- **Platform:** Available space listings will be accessible through the new website, ensuring visibility and ease of access.

GOAL 3

GOAL 4

Coordinate with Developers to Identify Projects with Ground-Floor Commercial Space

Initiative: Annual Brokers Meet and Greet

- **Objective:** To strengthen partnerships with developers and promote projects with ground-floor commercial spaces, fostering new business opportunities.
- **Event Frequency:** The Brokers Meet and Greet will now be an annual event, with space availability listings hosted on the website for year-round access.





Develop and Promote a Calendar of Events

Initiative: Event Calendar on Website

- **Objective:** To maintain an up-to-date calendar of events relevant to the North Broad business community.
- **Platform:** The event calendar will be hosted on the new website, facilitating community engagement and participation.

GOAL 5



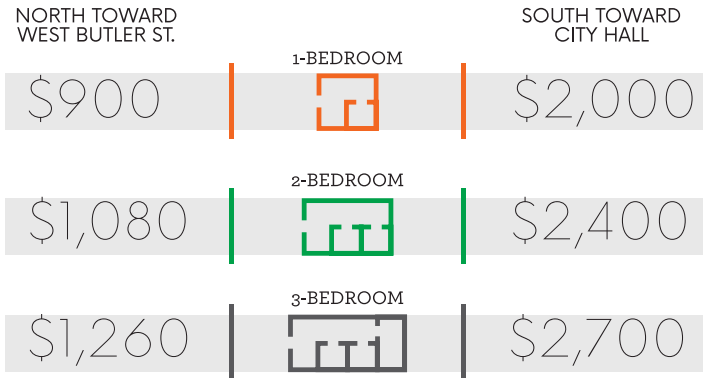
8. REAL ESTATE & INFRASTRUCTURE

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 has risen from previous years, with about 18 percent of the area's 31,000 housing units identified as vacant. As with previous analyses, the pandemic continues to have a noticeable effect on the housing market, compounded by the impact of additional housing units in the area.



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.

Figure 7.1: Average Monthly Rental Costs Along North Broad³



Source: CoStar (2024)

Within the stretch of North Broad Street, spanning from City Hall to Butler Street, the taxable assessed property value amounts to \$4.51 billion. Over half of this total, specifically \$2.92 billion, is attributed to Residential properties, encompassing single family and multi-family properties. Commercial and Mixed Use properties amount to \$1.32 billion in taxable assessed value. 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.

Figure 7.2: Property Value by Type along North Broad



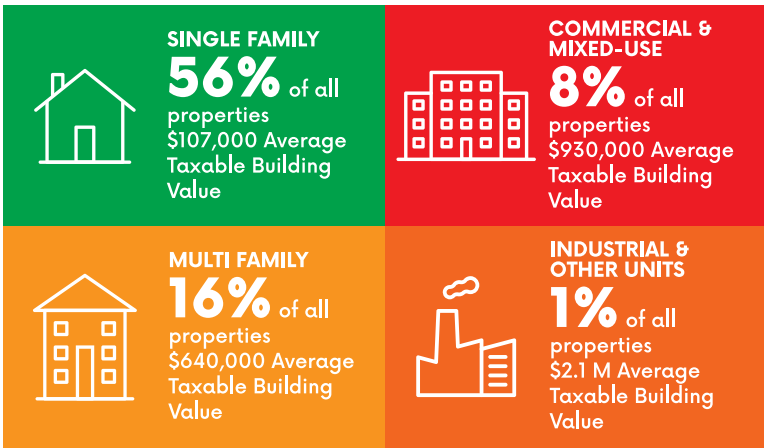
Source: Office of Property Assessment (2024)

² ESRI Business Analyst, 2024

³ Adjusted to account for variety of property types.

The area around North Broad has a diverse and well-maintained housing stock that accommodates a range of residents’ needs and preferences. The illustration below shows a breakdown of the various property types along the corridor. The City of Philadelphia recently updated its property categorization system. Previously, properties were classified into six categories, but the latest assessments now use 15 classifications (see Appendix). Consequently, the results presented below reflect these changes and may differ significantly from previous reports.

Figure 7.3: North Broad Corridor Properties and Average Market Values⁴



Source: Office of Property Assessment (2024)⁵

The NBR five-year plan includes expanding on each district and formalizing a process to attract key businesses to the area. The goal is targeted strategic business development, that gives a sense of identity to the corridor, while leveraging the human capital and providing employment opportunities for the neighborhoods to the East and West. New construction in the area leads to opportunities for growth, directly coinciding with North Broad Renaissance’s goal to revitalize North Broad. The table below, and the following individual descriptions highlight recently completed developments along the North Broad corridor, as well as projects that are currently proposed or under construction.

⁴ Vacant Properties are excluded in the analysis.
⁵ Tax Year 2025

Figure 7.4: North Broad Corridor Properties and Average Market Values⁶

Property Address	Property Use	Building Status	Comp. Year
1518-1528 N Broad St	Apartments	Proposed	TBD
915-923 N Broad St	Apartments	Proposed	2025
813 N Broad St	Apartments	Existing	2024
1324 W Allegheny Ave	Apartments	Proposed	2025
1436-1498 W Indiana Ave	Apartments	Proposed	TBD
2932 N Broad St	Apartments	Proposed	2025
2309 N Broad St	Mixed Use	Existing	2024
2243 N Broad St	Apartments	Existing	2023
2008 N Broad St	Apartments	Existing	2024
1600 N 11th St	Apartments	Under Construction	2025
1600-1650 W Girard Ave	Apartments	Proposed	2026
922 N Broad St	Apartments	Under Construction	2024
1309-25 Cambridge St	Apartments	Existing	2024
619 N Broad St	Apartments	Under Construction	2025
500 N 13th St	Apartments	Existing	2023
1428 Callowhill St	Apartments	Final Planning	2026
1201 Callowhill St	Apartments	Under Construction	2026
1617 Ridge Ave	Apartments	Existing	2022
510 N Broad St	Apartments	Existing	2022
1401 Arch St	Apartments	Existing	2020
Vine Street & N 13th St	Hotel	Final Planning	2027
N Broad and Master St	Hotel	Proposed	2027
1406 Cecil B Moore Ave	Apartments	Proposed	2025
2209 N Broad St	Apartments	Existing	2023
1306 Callowhill St	Apartments	Existing	2024
1201 Vine St	Apartments	Under Construction	2024
1301 W Norris St	Institutional	Proposed	2027

Multiple Sources (2024)⁶⁶ Sources Include CoStar, Cinema Treasures, Philly Yimby, Amtrak, Zillow.

1



1518-1528 N Broad St

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)

Source: OFC Realty

2



915-923 N Broad St

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. Permits were issued at the end of 2023, and a completion date is still to be determined.

Source: OFC Realty

3



813 N Broad St

Built in 2024, Eight13 on Broad located at 813 North Broad Street is a 63 unit and 4 story apartment complex owned by OCF Realty. It's currently surrounded by public transportation and commercial corridors. With 59,857 square footage, the apartments feature ample living space, in-unit laundry, and various amenities.

Source: Apartments.com

4



Source: Coscia Moos Architecture

1324 W Allegheny Ave

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. The date of completion is yet to be determined.

5



Source : HFZ Capital Group

1436-1498 W Indiana Ave

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. The current status of the development is unknown.

6



2932 N Broad St

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.

Source: Philadelphia Business Journal, Google

7



2309 N Broad St

The former PECO building at 2309 N Broad St, has recently completed 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 included over a dozen classrooms, dedicated training spaces for workforce development, and a rooftop terrace for outdoor learning.

Source: AOS Architects

8



2243 N Broad St

The newly constructed apartments at 2243 N Broad St owned by 2243 N BROAD LLC is 4 stories with 7 units. It's a 1 minute walk from the Susquehanna-Dauphin Station and close to various schools such as John F. Hartranft School, Kensington High School, and Kensington Health Sciences Academy.

Source: Homes.com

9



2008 N Broad St

The apartments at 2008 N Broad St are located on the center of Temple's Campus. The building has a variety of apartments that are ideal for students. Units have hardwood floors, central air, in unit washer and dryer. The kitchen comes with a refrigerator, oven stove top, microwave, and dishwasher. Secure building with number pad in the front door and back door there's CCTV with DVR and additional outdoor lighting.

Source: RentCafe, Google

10



Source: Apartments.com

1600 N 11th St

The York located at 1600 N 11th St features 320 units and is near Temple's Main Campus and the Cecil B. Moore subway station. The York is secured with a key fob access system at each entrance, over 50 cameras monitoring the building, and a roving security officer patrolling the building.

11



Source: Coscia Moos Architecture

1600-1650 W Girard Ave *

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

12



Source: Coscia Moos Architecture

922 N Broad St*

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).

13



Source: Apartments.com

1309-25 Cambridge St

1309 Cambridge is an apartment complex located at 1309-25 Cambridge St that features 46 units and 6 stories. The complex is a 5 minute walk from the Girard Train Station in Center City.

14



Source: Philly Yimby⁷

619 N Broad St

A recent site visit by Philly YIMBY has noted significant construction progress at a seven-story, 119-unit mixed-use building at 619 North Broad Street in Poplar, Lower North Philadelphia. Designed by Bright common, the development will feature commercial space spanning 3,791 square feet of space, as well as 90,882 square feet of residential space and 34 parking spaces.

15



Source: Apartments.com

500 N 13th St

The Freedom Lofts at 500 N 13th St is a 5 story and 6-unit apartment located on a historic site that contributed to the industrial boom in Philadelphia. This unique building features different experiences on every floor and is near Reading Terminal.

16



Source: J2A Architects

1428 Callowhill St *

Designed by j2a Architects, the new project proposed at 1428 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 on Broad Street, would take the place of a former parking lot and add much needed density to the area. Construction has not yet started at this location.

⁷ Philly Yimby, <https://phillyyimby.com/>

17



Source: Philly Yimby

1201 Callowhill St

Designed by JKRP Architects, 1201 Callowhill St will feature 83,667 square feet of residential area. All units will be designated as co-living spaces, boasting 239 beds in total. The project will also include 3,989 square feet of retail on the ground floor and 8,854 square feet of office and amenity space. A 17,790 square-foot underground garage will hold 41 parking spaces, with two being ADA-compliant and three designated for electric vehicles. A total of 22 bicycle spaces will be included, as well.

18



Source: Loopnet

1617 Ridge Ave

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.

19



Source: Philly Yimby

510 N Broad St

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.

20



1401 Arch St

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

Source: Rent Cafe

21



SWQ Vine Street & N 13th St

SWQ Vine Street & N 13th St is projected to be a 15-story and 150-room hotels by AC Hotel by Marriott. The development will add a vertical extension atop the existing prewar building, bringing the structure's total height to 181 feet. Permits were issued in May of last year and the building remains unoccupied.

Source: Philadelphia Yimby

22



SWQ N Broad and Master St

At SWQ N Broad and Master St, 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.

Source: Wulff Architects

23



Source: Philadelphia Yimby

1406 Cecil B Moore Ave

Designed by JKRP Architects, 1406 Cecil B Moore Ave will rise 189 feet tall, making a significant contribution to the local skyline, and span 238,090 square feet. The project is developed by Bart Blatstein's Tower Investments, which also developed the Edge and Avenue North buildings adjacent on either side of the new proposal. A total of 46 parking spaces will be added to the 16 that will be preserved at the site, and 82 bicycle parking spaces will be introduced.

24



Source: Philadelphia Yimby

2209 N Broad St

Construction work is complete at a five-story, 21-unit condominium building at 2209 North Broad Street, near Temple University in North Philadelphia, has revealed significant construction progress. The development is situated on the east side of the block between West Susquehanna and Dauphin Avenue a block north of the Temple campus. Designed by KCA Design Associates, the structure will feature ground-floor retail, a cellar, elevator service, seven bicycle parking spaces, and a roof deck.

25



Source: Philadelphia Yimby

1306 Callowhill St

The Hannah is complete at a seven-story, 181-unit rental building at 1306 Callowhill Street in Callowhill, Lower North Philadelphia. Designed by Bernardon, the development spans 184,679 square feet and will feature 3,208 square feet of retail as well as 51 parking spaces.

26



1201 Vine St

Construction assembly of the curtain wall is in progress at Vine Street Apartments, a 120-unit residential complex at 1201-09 Vine Street in Callowhill in Lower North Philadelphia. Designed by Cadre Design, the development consists of a renovation of an existing structure and a two-story vertical extension of the six-story prewar Jarvis Building at 1209 Vine Street, as well as the addition of a ground-up, eight-story extension at the northwest corner of Vine Street and North 12th Street.

Source: Philadelphia Yimby

27



1301 W Norris St

Temple University is modernizing teaching spaces for Klein College; the School of Theater, Film and Media Arts (TFMA); and the Boyer College of Music and Dance by building a 199,000-square-foot facility to serve as a community hub for activity, education and entertainment. It features a new cluster of theaters, including a 375-seat proscenium venue, 180-seat cinema, flexible 140-seat black box theater and 63-seat screening room. These spaces will replace and expand the current facilities in the Tomlinson/Annenberg complex.

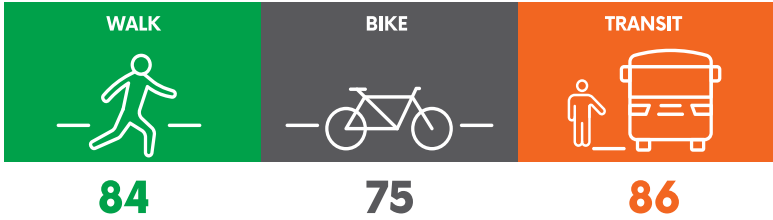
Source: Temple University

9. TRANSPORTATION

STATISTICS ALONG NORTH BROAD

The North Broad corridor serves as an important link across 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 graphic below depicts the impressive walk, bike and transit scores of the North Broad neighborhoods.

Figure 8.1: Walk, Bike, Transit Scores



Source: Walkscore.com



10. COMMUNITY ENGAGEMENT

& SOCIAL IMPACT

In alignment with our mission to foster a vibrant, inclusive, and sustainable North Broad Street, the North Broad Renaissance continues to invest in community-centric projects that uplift our residents, improve shared spaces, and create a sense of place for all. Our focus this past year has been on three major initiatives: the Summer Abroad placemaking series, the Broader Green Earth Day Service project, and the proposed community oasis at 525 N. Broad Street. Each project reflects our commitment to social impact, environmental stewardship, and community well-being.



Summer Abroad Placemaking Series

The Summer Abroad placemaking series was a dynamic engagement initiative that brought together local food trucks, influencers, community members, and thought leaders to explore urban design and cultural expression along North Broad Street. Held throughout the summer, this series provided events that showcased the innovation on North Broad through the Summer aBroad Augmented Reality Tour, and that reflected the rich cultural heritage of North Broad and celebrated diversity.

• **Community Engagement:**

Over 300 participants attended the events across the series, with representation from neighborhoods along the North Broad corridor. The series promoted cross-cultural exchange and encouraged community members to reimagine their own neighborhoods.

• **Economic Impact:**

Local businesses along North Broad reported an increase in foot traffic and new customers during the series, highlighting the positive economic influence of placemaking initiatives.

• **Social Connection:**

Feedback from participants reflected a strengthened sense of community pride and unity, fostering bonds that have extended beyond the series into other local initiatives.





Broader Green Earth Day Service Project

In celebration of Earth Day, the Broader Green Project aimed to raise consciousness about the importance of green spaces, their environmental benefits, and how they contribute to the community's health and quality of life. Focused on education and hands-on activities, this project included beautifying planting beds along North Broad Street.

- **Environmental Impact:**

Over 15 planting beds were prepped for the season, and more than 100 annuals were planted along North Broad, contributing to cleaner air and better urban biodiversity. This will enhance the street's appeal while providing a beautiful space for residents, employees and visitors.

- **Community Participation:**

Nearly 100 volunteers joined hands to clean up and revitalize green spaces, with participation from local corporations, nonprofits, and community members.

- **Strengthening Community Bonds:** The project fostered community pride and unity as residents, businesses, and local organizations worked together to improve their shared environment. Many participants expressed renewed enthusiasm for ongoing involvement in community beautification and green initiatives.

Proposed Community Oasis at 525 N. Broad Street

One of our most ambitious initiatives is the proposed community oasis at 525 N. Broad Street, envisioned as a haven for connection, recreation, and rejuvenation for the North Broad community. This project is planned as a multi-purpose green space that will include seating, shaded areas, art installations, and a space for community events. The project will support activities that enrich cultural identity and provide a safe, beautiful space for relaxation and engagement.

• **Community-Centric Design:**

The oasis's design incorporates community feedback gathered through surveys and public forums. The project aims to provide amenities that meet the needs of all age groups and encourage a sense of belonging.

• **Supporting the Tech District Vision:**

The space aims to add a tech-integrated design that reflects the larger vision of establishing North Broad as a tech-forward district, positioning the oasis as a model for future developments. The integration of digital tools will serve as a community hub for learning, collaboration, and access to information on local services, events, and news.

• **Future Economic Value:**

By increasing foot traffic and creating a destination for community events, the oasis will positively impact nearby businesses and may attract additional investment into the North Broad area.



The collective impact of the Summer Abroad placemaking series, the Broader Green Earth Day Project, and the proposed community oasis at 525 N. Broad Street demonstrates the North Broad Renaissance's dedication to fostering a thriving, inclusive, and environmentally responsible community. These initiatives reflect our commitment to enhancing quality of life, supporting local businesses, and creating spaces that celebrate the unique character of North Broad. Moving forward, we aim to build on these successes and continue partnering with residents, local organizations, and businesses to ensure that North Broad remains a vibrant corridor that reflects the best of what our community has to offer.

Looking Ahead to 2025

As we prepare for new projects and initiatives, we invite all residents, stakeholders, and partners to join us in shaping a brighter future for North Broad Street. Together, we will continue to make an impact that resonates far beyond our streets, cultivating a sense of community pride and progress for years to come.



TESTIMONIES

"Thank you for organizing the event! We love your commitment to making life along North Broad more community-oriented -- we need that kind of progress. We had a lot of new faces in our store which was great to see. Hopefully next year we can participate again as well as come up with more ideas leading up to the event."

-Rend (Pita Chip) RE: 2024 Summer
aBroad Block Party

"Omg, do you have a counterpart organization for the southern part of Broad (closer to where I am)??! So impressed with your vision for the community and the research/planning I'm seeing here"

-Ashley Lu (asheveryday IG) RE:
Renderings for 525 social media post



"This was a great block party event. Way better than any other block parties and events you see."

- Hector, Wooderice (regarding the 2024 Summer aBroad Game Night)



11. PUBLIC SAFETY

The Clean and Safe Program has outlined a series of Year 1 goals to enhance safety, cleanliness, and community support along the corridor. Our efforts are structured around three primary goals: developing a safety feasibility plan, building partnerships with key social support agencies, and enhancing cleaning and trash removal services.

GOAL 1

Create a Safety Feasibility Plan

Objective:

Identify a firm to develop a comprehensive safety plan, including camera inventories and feasibility assessments, to enhance security along the corridor.

• **Progress Update:**

A qualified firm has been identified, and a proposal has been submitted by 21CP Solutions. Currently, we are awaiting additional assessments from the Business Improvement District (BID) to proceed with the execution phase.

• **Proposal Details:**

The proposal includes a thorough camera inventory, which is essential for a robust safety plan.





GOAL 2

Partner with Mental Health and Homelessness Support Agencies

Objective:

Build partnerships with agencies specializing in mental health, trauma, and homelessness assistance to provide resources and support for the community's most vulnerable individuals.

*** Current Status:**

Our team has established initial connections with several specialized agencies that focus on these key social issues, laying the groundwork for collaborations that will deliver targeted services to those in need.



GOAL 3

Enhance Cleaning and Trash Removal Services with TWB

**Objective:**

Maintain a clean environment along the North Broad corridor through ongoing partnerships with cleaning services and engage ambassadors for support.

• Progress Update:

- Partnership with TWB: Cleaning and trash removal services have continued consistently along North Broad, leading to a 21% decrease in litter. This improvement enhances the corridor's overall environment and community pride.
- Role of NBR Quality Service Ambassadors: Our ambassadors actively support the safety mission by canvassing the corridor, providing assistance to the unhoused population, and triaging individuals facing mental health or addiction challenges.
- Collaboration with City Agencies: Quality of life issues are documented and communicated to the appropriate city agencies for timely resolution, ensuring our community's needs are addressed proactively.

MOVING

Our commitment to creating a safe and welcoming environment is evident in these Year 1 achievements. With continued partnerships, strategic assessments, and a community-focused approach, we will build on this foundation to make the corridor a model of urban safety, cleanliness, and support for all residents.

FORWARD



12. SUSTAINABILITY

& ENVIRONMENTAL INITIATIVES

The strategic plan for Maintenance, Landscaping, and Capital Improvements (ML&C) aims to revitalize the corridor, creating vibrant, green, and resilient spaces that foster community pride, environmental responsibility, and sustainability. Our focus is on assessing current needs, planning enhancements, and implementing initiatives that will serve the community and environment alike.



GOAL 1: Assess Maintenance, Landscaping, and Capital Improvement Needs

Objective:

To determine and prioritize locations and projects that will enhance the corridor's appearance and functionality.

• New Planting Rails:

Locations for new planting rails have been identified, creating opportunities for more greenery and improved landscaping along key areas.

GOAL 2: Continue Planting Bed Landscaping Along the Corridor

Objective:

Maintain and enhance existing planting beds to foster a consistent, lush environment.

• Ongoing Maintenance:

Dedicated efforts ensure that planting beds continue to thrive, preserving the corridor's appeal. The 2024 drought played a huge part in our efforts and all planting beds were not as vibrant as we'd hope. However the NBR is working with the landscaper to remedy this issue in 2025.

GOAL 3: Design Refinement for Common Area at Broad & Lehigh

Objective:

Collaborate with local developers to design community-oriented common areas.

• Project Status:

Current design plans are on hold, pending further input and development timelines from adjacent developers. Once initiated, these improvements will create a welcoming and functional shared space for all.

GOAL 4: Reenergize and Refine North Poles

Objective:

Reinvent the North Poles as visual landmarks that enhance the corridor's identity.

• Progress:

Work on these iconic structures is ongoing, with plans to renew their visual impact and make them integral to the area's aesthetic.

Environmental and Sustainability Initiatives: Building a Greener Future

The ML&C plan encompasses multiple projects dedicated to green spaces, sustainability, waste management, and environmental resilience. These initiatives focus on creating eco-friendly practices and enhancing the natural landscape.

- **Green Space Projects:** The corridor will see the addition of eco-conscious spaces that support biodiversity, foster community, and promote green living.

The first year of our strategic plan sets the foundation for a sustainable, beautiful, and connected corridor. By working collaboratively and championing green initiatives, we are building spaces that our community and future generations will cherish. Together, we are transforming the corridor into a vibrant, resilient, and inspiring environment.

In addition to our ongoing efforts to maintain planting beds along North Broad Street, our collective efforts in cleanliness and the establishment of a community oasis at 525 N. Broad Street are two pivotal components. These initiatives not only aim to beautify our surroundings but also to support environmental sustainability by improving air quality, promoting biodiversity, and engaging community members in green practices.



Community Cleaning Efforts

Community cleaning efforts play a crucial role in maintaining a healthy environment, which in turn contributes to the broader goal of sustainability. These efforts entail:

- **Reducing Pollution:** Regular cleaning and waste removal help to limit pollutants that degrade soil and water quality. By collecting and disposing of waste responsibly, our community minimizes its environmental footprint, preventing harmful materials from entering ecosystems.
- **Encouraging Responsible Waste Disposal:** Community cleaning initiatives emphasize the importance of proper waste segregation and recycling, reducing the amount of waste that ends up in landfills and encouraging residents to adopt sustainable waste practices.
- **Fostering Community Engagement and Responsibility:** By involving community members in cleanup efforts, we create a sense of responsibility and ownership, fostering an ethic of environmental stewardship among all participants.

The 525 N. Broad Community Oasis

The community oasis initiative adds value to our environment and supports sustainability in several ways:

- Promoting Green Spaces and Biodiversity:** A community oasis provides an environment for native plants, attracting local wildlife and fostering biodiversity. This green space becomes a habitat for pollinators like bees and butterflies, which are essential for plant reproduction and the health of local ecosystems.
- Improving Air Quality and Temperature Regulation:** Plants in the oasis absorb carbon dioxide and release oxygen, helping to mitigate urban pollution. Green areas also act as a natural cooling system, reducing the heat island effect commonly seen in urban settings, which helps to moderate temperatures and lower energy demands.
- Encouraging Sustainable Practices:** The oasis serves as an educational site, where community members can learn about gardening, sustainable landscaping, and water conservation. This space allows the community to connect with nature and understand the importance of protecting and maintaining green areas.



Benefits to the Community

- Health and Well-being:** Clean environments and green spaces contribute to physical and mental health, offering a space for relaxation and recreation, and fostering a healthier lifestyle.
- Environmental Awareness:** Through regular involvement in these initiatives, community members become more aware of environmental issues and empowered to adopt greener practices in their daily lives.

The combined impact of community cleaning efforts and the development of a community oasis leads to a sustainable environment that is beneficial not only to our current population but also to future generations. By promoting environmental stewardship and creating green spaces, we are building a foundation for long-term sustainability, ecological health, and community resilience.



13. THE ARTS & CULTURE

Shaping North Broad as a Key Destination

The North Broad Renaissance (NBR) is dedicated to enhancing the vitality of North Broad Street through strategic initiatives, collaborative partnerships, and community-driven events. With a focus on promoting North Broad as a premier destination, our efforts are rooted in data-driven insights, robust media outreach, vibrant community engagement, and impactful partnerships with organizations like Live Nation and Visit Philadelphia. This report highlights NBR's key accomplishments and outlines how we are positioning North Broad as a vibrant, connected community and a thriving economic hub.

Data Collection and Insight: Annual State of North Broad Report

Objective: Develop a deep understanding of North Broad's evolving landscape through comprehensive data collection and analysis.

Actions and Impact:

- Each year, the this report provides crucial insights into the corridor's demographics, economic trends, customer behaviors, and commercial opportunities. This data allows NBR to assess community needs and refine our strategic goals.
- Our 2024 report identified new growth opportunities, including potential markets among residents, students, institutional employees, and visitors. By using these insights, we are better equipped to engage and support North Broad's diverse stakeholders and to tailor initiatives that drive economic development along the corridor.

Outcomes: Equipped with data-driven insights, NBR has been able to proactively adapt its programs and marketing efforts to better serve the community and attract new patrons.

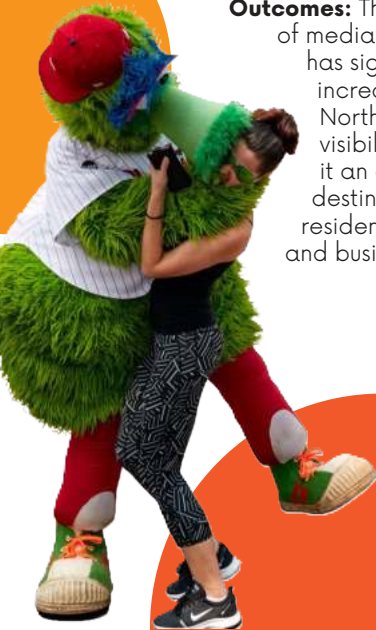
Media Coverage and Visibility: Year-Round Promotion of North Broad

Objective: Enhance North Broad's presence and reputation through continuous media engagement and coverage.

Actions and Impact:

- NBR has leveraged both traditional and social media throughout the year, showcasing the unique vibrancy and opportunities along North Broad. This media presence has brought heightened awareness to North Broad's cultural, social, and economic assets.
- Key media stories have highlighted NBR's initiatives, helping to attract more visitors, business interest, and support from the broader Philadelphia area.

Outcomes: The steady flow of media coverage has significantly increased North Broad's visibility, making it an attractive destination for residents, tourists, and businesses alike.



Collaborative Partnerships: Live Nation, Visit Philadelphia, and Beyond

Objective: Amplify North Broad's reach through strategic partnerships with influential regional organizations.

Actions and Impact:

- Live Nation Collaboration: NBR's partnership with Live Nation has provided unparalleled access to entertainment events, creating unique opportunities to attract and engage concert-goers, further contributing to this foot-traffic boosting anchor on North Broad.
- Visit Philadelphia Partnership: By working closely with Visit Philadelphia, NBR has amplified its promotional reach, encouraging both locals and tourists to explore North Broad's cultural and economic offerings. This partnership also ensures that North Broad is well-prepared for the upcoming 2026 celebrations, which will mark a major milestone for Philadelphia.

Outcomes: Strategic partnerships have enhanced North Broad's visibility and appeal, establishing it as a premier destination for both locals and tourists and increasing its economic and cultural significance.

BUILDING MOMENTUM

FOR NORTH BROAD'S FUTURE

In 2024, NBR has made significant strides in elevating North Broad's profile as a vibrant, connected, and thriving destination. By leveraging data insights, increasing media exposure, hosting community-focused events, and fostering powerful partnerships, NBR has positioned North Broad as a hub of opportunity and connection. As we look ahead, we are excited to build on this momentum, welcoming new opportunities to support North Broad's continued growth and success.

Together, we are bringing North Broad's future into focus—one step, one event, one partnership at a time.



14. APPENDIX

Figure 13.1: Changes in OPA Property Categorization

PREVIOUS CATEGORIZATION	TAX YEAR 2025 CATEGORIZATION
Single-Family Housing	Apartments > 4 Units
Multi-Family Housing	Commercial
Commercial	Garage- Commercial
Mixed-Use	Garage- Residential
Industrial	Hotel
Vacant	Industrial
	Mixed Use
	Multi-Family
	Offices
	Retail
	Single Family
	Special Purpose
	Vacant Land
	Vacant Land - Non Residential
	Vacant Land -Residential

Source: Office of Property Assessment, 2020, 2025

About Econsult Solutions, Inc.

This report was produced in partnership with Econsult Solutions, Inc. (ESI). ESI provides businesses and public policy makers with consulting and thought leadership services in urban economics, real estate, transportation, public infrastructure, economic development, public policy and finance, strategic planning, as well as expert witness services for litigation support.

ESI combines robust quantitative analysis with trusted expert insights to create sustainable solutions. The firm works collaboratively with its clients, and draws in expertise, when necessary, from our network of experts and partners across industries, regions, and management practices. Based in Philadelphia, the firm supports clients nationwide.

JOIN US FOR NORTH BROAD'S SIGNATURE EVENTS 2025

We're excited execute our three signature events each year, designed to celebrate, serve, and strengthen our vibrant North Broad community. We invite you to partner with us as a sponsor to help make a lasting impact.

1

A Broader Green – Earth Day Service Project

Date: April 2025

What: Celebrate Earth Day with us by participating in a transformative day of community service. Together, we'll enhance green spaces along North Broad, promote sustainability, and create a healthier, more beautiful environment for all.

2

A Summer aBroad

Date: Summer 2025

What: Immerse yourself in the heart of our community with a summer full of vibrant cultural events. From game shows to block parties, A Summer aBroad showcases the incredible arts, culture, and cuisine that make North Broad unique.

3

Annual State of North Broad

Date: Dec 2, 2025

What: Join us for our highly anticipated annual fundraiser. This signature event highlights our progress, celebrates community leaders, and builds support for the future of North Broad.

BECOME A SPONSOR

Your sponsorship helps us expand our impact and bring these events to life. Together, we can continue to elevate North Broad as a hub of culture, community, and opportunity.

To learn more about sponsorship opportunities, please contact **Shalimar Thomas** at sthomas@northbroad.org.

Let's make 2025 unforgettable—join us!

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