

Diverse Downtowns

75 of the region's downtowns were analyzed, and each were assigned a Diversity Score and a Pandemic Impact Score on scales of 1–100, with one being the most diverse and least impacted.

This effort found that more diverse downtowns were generally less impacted by the economic shutdown related to the COVID-19 pandemic.

All 75 of the downtowns that were analyzed are listed, along with their Pandemic Impact Scores, in order from most to least diverse.



Disclaimer:
This is an analysis of visits to and trade areas of the region's downtowns. However, it is not an economic impact analysis. Retail sales were not part of this body of work.

Princeton | 33
West Chester Borough | 34
Norristown Borough | 37
Burlington City | 46
Collingswood Borough | 45
Upper Darby Township | 32
Lower Merion Township (Ardmore) | 38
Glassboro Borough | 39
Phoenixville Borough | 44
Haddonfield Borough | 35
Woodbury City | 43
Lansdowne Borough | 49
Trenton (State Street) | 58
Bristol Borough | 26
Lansdale Borough | 54
Doylestown Borough | 29
Bordentown City | 52
Riverside Township | 59
Mount Holly Township | 48
Kennett Square Borough | 48
Chester City (Avenue of the States) | 41
New Hope Borough | 14
Swarthmore Borough | 60
Media Borough | 40
Gloucester City | 50

Pottstown Borough | 39
Coatesville City | 56
Moorestown Township | 54
Paulsboro Borough | 58
Swedesboro Borough | 43
Pitman Borough | 50
Lower Merion Township (Bryn Mawr) | 54
Quakertown Borough | 35
Philadelphia (52nd Street) | 33
Radnor Township (Wayne) | 50
Ambler Borough | 61
Palmyra Borough | 47
Marcus Hook Borough | 57
Malvern Borough | 45
Narberth Borough | 59
Downingtown Borough | 42
Haddon Township (Westmont) | 38
Merchantville Borough | 52
Pennsauken Township | 49
Camden City (Federal Street) | 42
Sellersville Borough | 75
Darby Borough | 55
Maple Shade Township | 58
Harrison Township (Mullica Hill) | 27
Langhorne Borough | 52

Newtown Borough | 42
Berlin Borough | 61
Norwood Borough | 67
Hightstown Borough | 55
Haddon Heights Borough | 58
Hatboro Borough | 47
Ridley Park Borough | 69
Perkasie Borough | 53
Audubon Borough (Merchant St.) | 58
Pine Hill Borough | 59
Jenkintown Borough | 52
Lower Merion Township (Haverford) | 75
Riverton Borough | 70
Cheltenham Township (Glenside) | 55
Yardley Borough | 49
Souderton Borough | 73
Haverford Township (Oakmont) | 59
Morrisville Borough | 60
Telford Borough | 59
Westville Borough | 64
Wenonah Borough | 58
Barrington Borough | 74
Haverford Township (Brookline) | 66
East Lansdowne Borough | 60
Laurel Springs Borough | 81

Characteristics that **reduced** the pandemic's impact:

Downtowns with the following characteristics were generally less impacted by the pandemic than their peers.

Development

Recent mixed-use, residential, and retail developments within the downtowns increased diversity as well as resiliency.

Diversity

Downtowns with diverse built environments, demographics, local economies, mix of uses, and transportation options, were less impacted.

People

Diverse and permanent residential populations located within the downtowns provided retailers with customers even as people stayed close to home.

Trails

Existing Circuit Trails connected downtowns with open space and enabled alternative modes of transportation.

Walkability

Historic downtowns with more pedestrian-friendly built environments had greater resiliency.

Characteristics that **exacerbated** the pandemic's impact:

Downtowns that lacked the characteristics found to reduce the pandemic's impact, or that were more greatly defined by the following characteristics, were generally more impacted by the pandemic than their peers.

Cars

Auto-oriented downtowns with lower Walk Scores and more cars per household were more impacted by the pandemic.

Colleges

Downtowns that are overly-reliant on these anchor institutions were less resilient during the pandemic.

Goods & Services

As the share of Neighborhood Goods & Services (NGS) retailers increased in a downtown, so did the pandemic's impact.

Transit

The pandemic significantly reduced transit ridership, and this impact had a ripple effect in transit-oriented downtowns.

Vacancy

The pandemic had a greater impact as downtown vacancy rates increased.

Diverse Downtowns | Harrison Township (Mullica Hill), NJ

For the 75 downtowns analyzed, each were assigned a Diversity Score and a Pandemic Impact Score on scales of 1–100, with one being the most diverse and least impacted. The more diverse downtowns were generally less impacted by the pandemic.

Mullica Hill has a number of cultural and office uses in the downtown, and a healthy mix of retail types. However, it lacks the number of retail and civic uses, as well as the walkability observed in other downtowns. As a result of these characteristics, Mullica Hill has a worse than average Diversity Score of 58.

Despite its overall lack of diversity, Mullica Hill's healthy mix of retail types, and its share of cultural and retail uses, most likely helped mitigate the pandemic's impact. With a Pandemic Impact Score of 27, this makes Mullica Hill one of the 10 least impacted downtowns.



Diversity Score

Built environment, mix of uses, population, transportation, and types of downtowns



Pandemic Impact Score

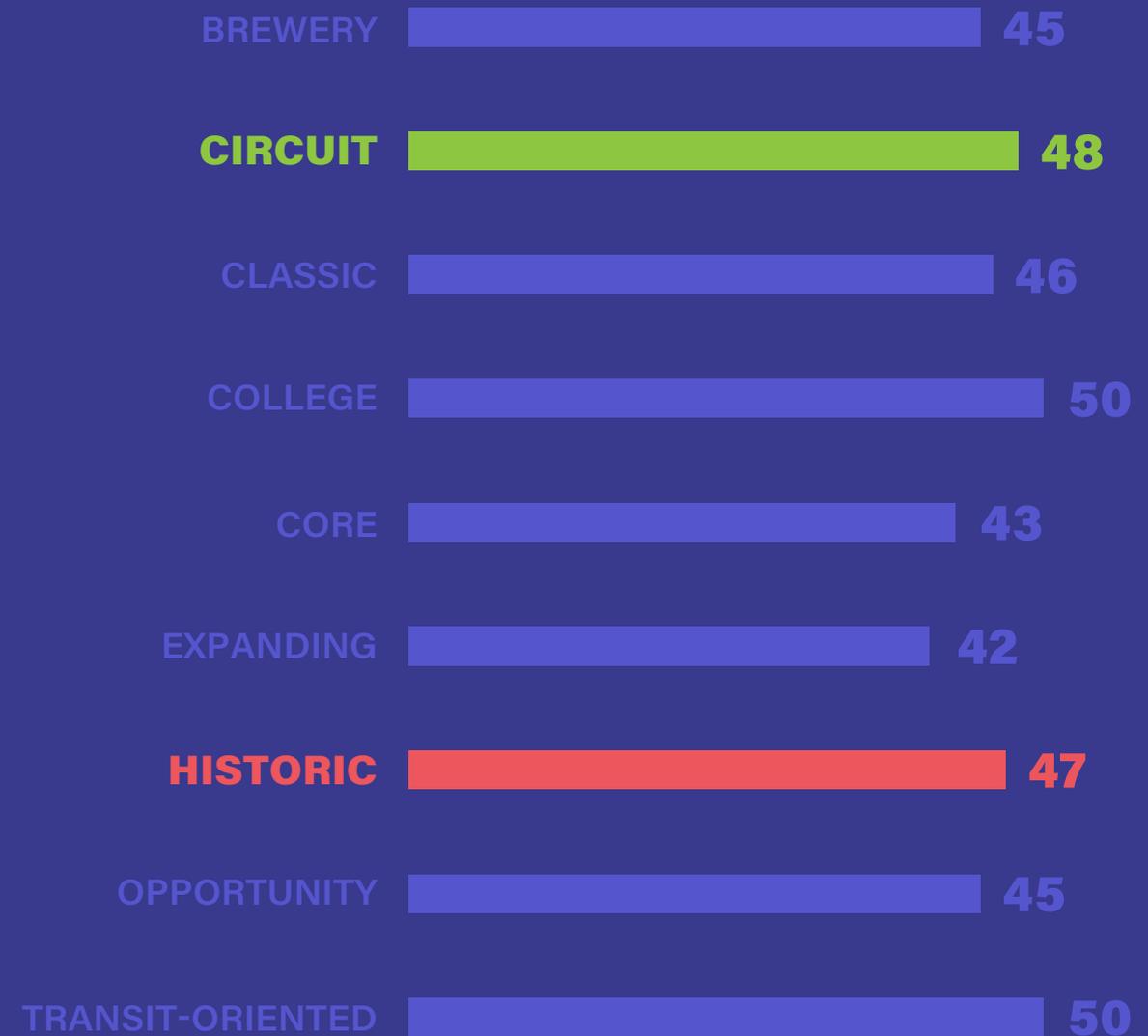
Visits and trade area pre-pandemic, and during the shut-down and reopening periods

Downtown Typologies

Nine downtown typologies were identified and the average Pandemic Impact Score was determined for each: *Brewery* (45), *Circuit* (48), *Classic* (46), *College* (50), *Core* (43), *Expanding* (42), *Historic* (47), *Opportunity* (45), and *Transit-Oriented* (50).

In general, more typologies equated to a lower Pandemic Impact Score. Mullica Hill is considered to be two typologies: *Circuit* (although the trail is not yet constructed) and *Historic*. Downtowns considered to be two typologies had an average Pandemic Impact Score of 52.

It is important to note that while *Circuit* downtowns with an existing trail had an average score of 48, those that had not yet built their trails had a Pandemic Impact Score of 53.



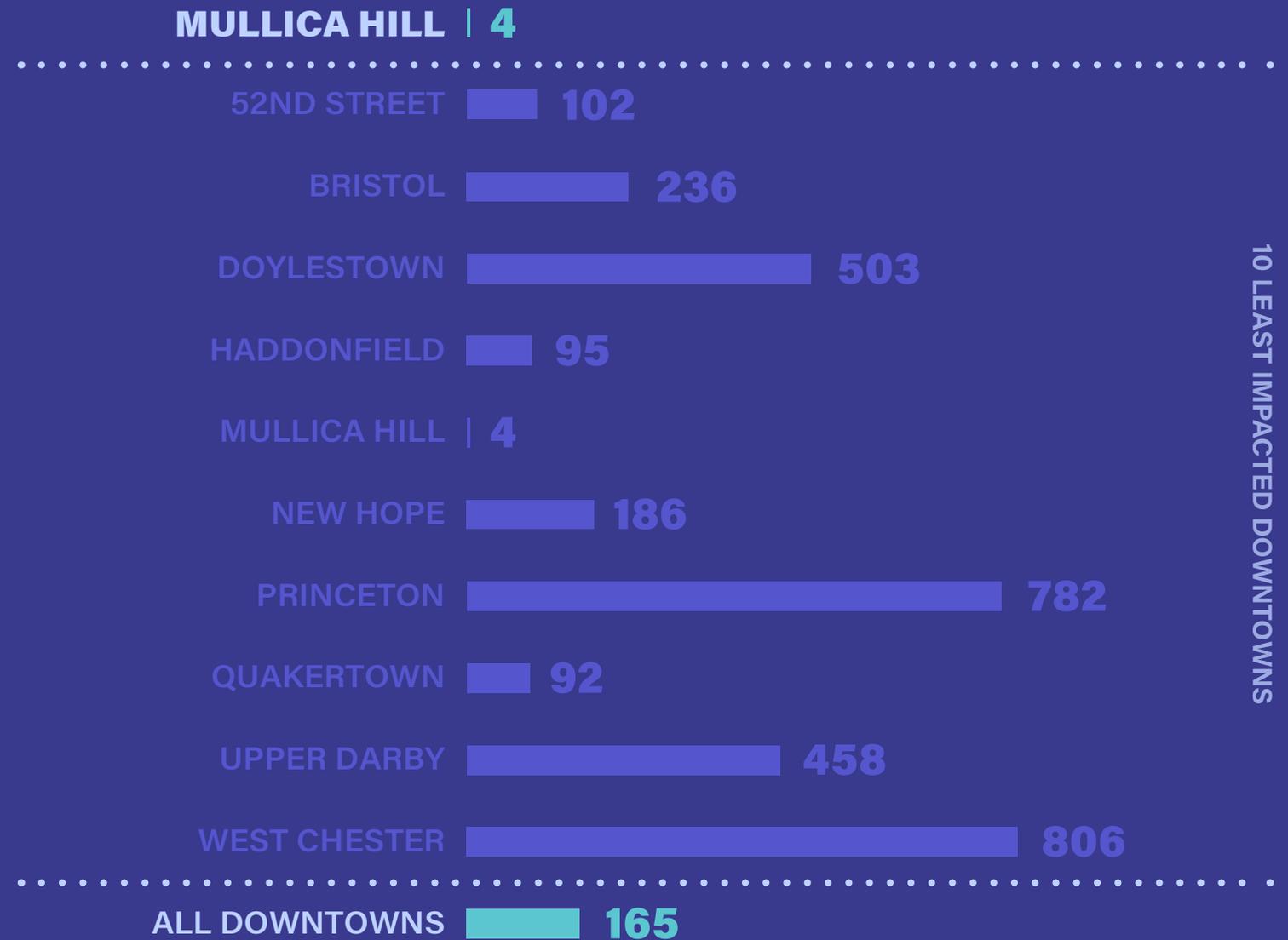
Downtown Population

A negative correlation between the estimated population of the region's downtowns and the Pandemic Impact Score was identified. In other words, the larger the downtown population, the smaller the impact.

In 2019, Mullica Hill's population was estimated to be 4, compared to an average of 165 for all downtowns and 326 for the least impacted downtowns. Of the least impacted downtowns, Mullica Hill has the lowest estimated residential population.



SOURCE: BUXTON CO.



10 LEAST IMPACTED DOWNTOWNS

Mix of Uses

Retail accounts for only 38% of the uses in Mullica Hill, which is one of the lowest shares observed. The average was 57% for all downtowns and 60% for the least impacted downtowns.

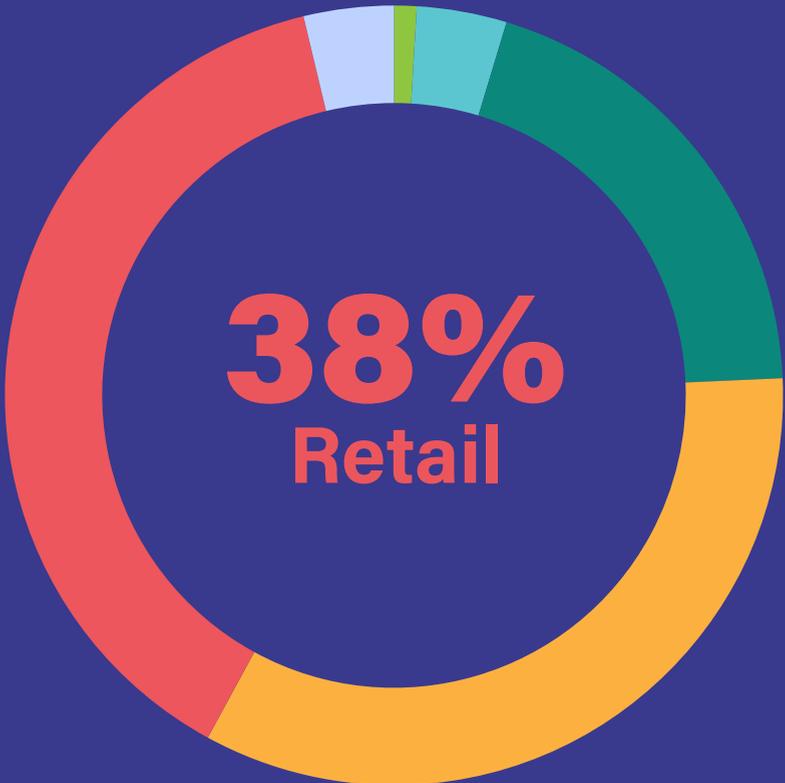
In the least impacted downtowns, *Food & Beverage (FB)* makes up a slightly smaller share of retail uses at 30%, while *General Merchandise, Apparel, Furnishings & Other (GAFO)* makes up a larger share at 38%. On average as the share of each of these increased, the Pandemic Impact Score decreased.

Conversely, as the share of *Neighborhood Goods & Services (NGS)* retailers increased so did the Pandemic Impact Score. In the least impacted downtowns, NGS retailers made up 30% of all retail, which is a slightly smaller share than in Mullica Hill.

Additionally, as the vacancy rate increased, so did the Pandemic Impact Score.

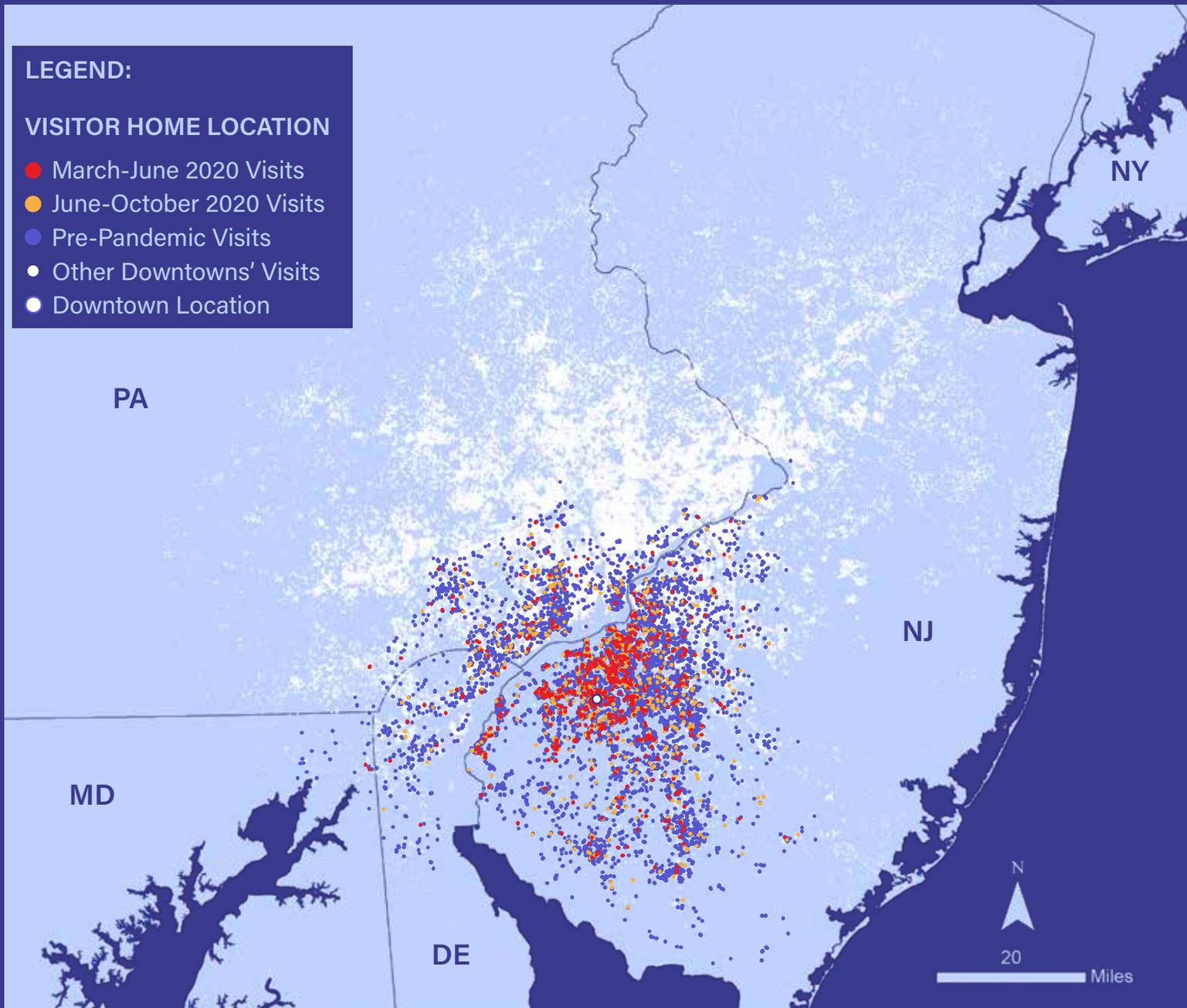
Retail Mix:

- 2% Experiential (EXP)
- 32% Food & Beverage (FB)
- 32% General Merchandise, Apparel, Furnishings, & Other (GAFO)
- 34% Neighborhood Goods & Services (NGS)



- 1% Civic
- 4% Cultural
- 0% Institutional
- 20% Office
- 34% Residential
- 4% Vacancy





Visits to Downtown

Geolocated, deidentified cellphone location data was analyzed to determine the pandemic's impact on visits to the region's downtowns and their trade areas. Visits to Mullica Hill were as follows:

- **Pre-Pandemic**

Delaware: 3.5%	New York: 0.0%
Maryland: 0.3%	Pennsylvania: 11.6%
New Jersey: 84.6%	
- **Shutdown | March 13 - June 15, 2020**

Delaware: 2.0%	New York: 0.0%
Maryland: 0.3%	Pennsylvania: 7.7%
New Jersey: 90.0%	
- **Reopening | June 16 - October 31, 2020**

Delaware: 2.3%	New York: 0.0%
Maryland: 0.0%	Pennsylvania: 10.0%
New Jersey: 87.7%	

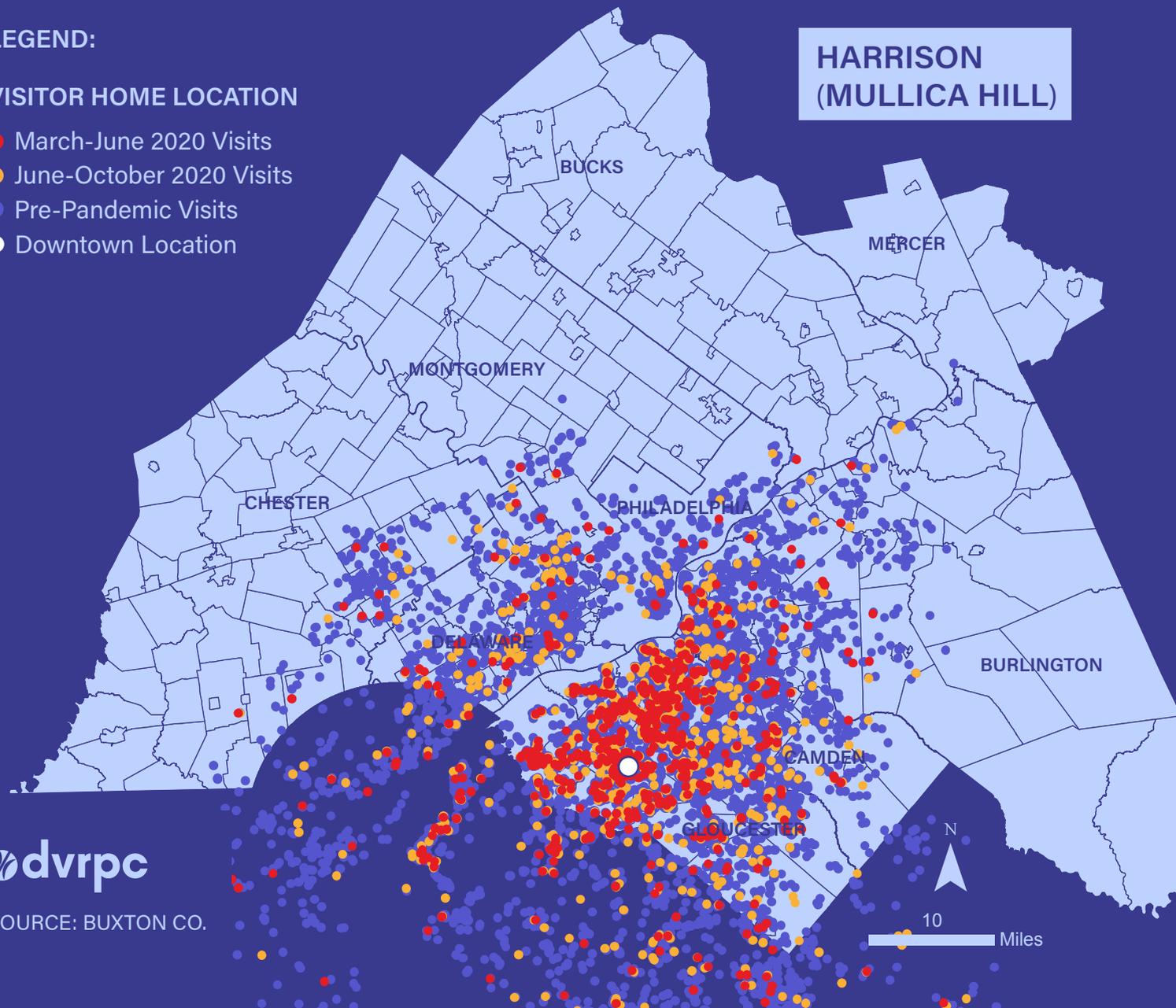


SOURCE: BUXTON CO.

LEGEND:

VISITOR HOME LOCATION

- March-June 2020 Visits
- June-October 2020 Visits
- Pre-Pandemic Visits
- Downtown Location



SOURCE: BUXTON CO.

Visits to Downtown

Pre-pandemic, visitors to Mullica Hill came from throughout southern New Jersey, as well as Delaware and Philadelphia Counties, and Delaware. This continued to be true during the pandemic, but the majority of visits came from within Gloucester County.

Between August 2018 and March 2020, 12,952 people visited the downtown, which is significantly more than the average of 8,800 visits for all of the downtowns.

During the shutdown (March 13 - June 15) there were 788 visits, and during the reopening period (June 16 - October 31) there were 1,337 visits to Mullica Hill.

Shutdown Impact

March 13 - June 15, 2020

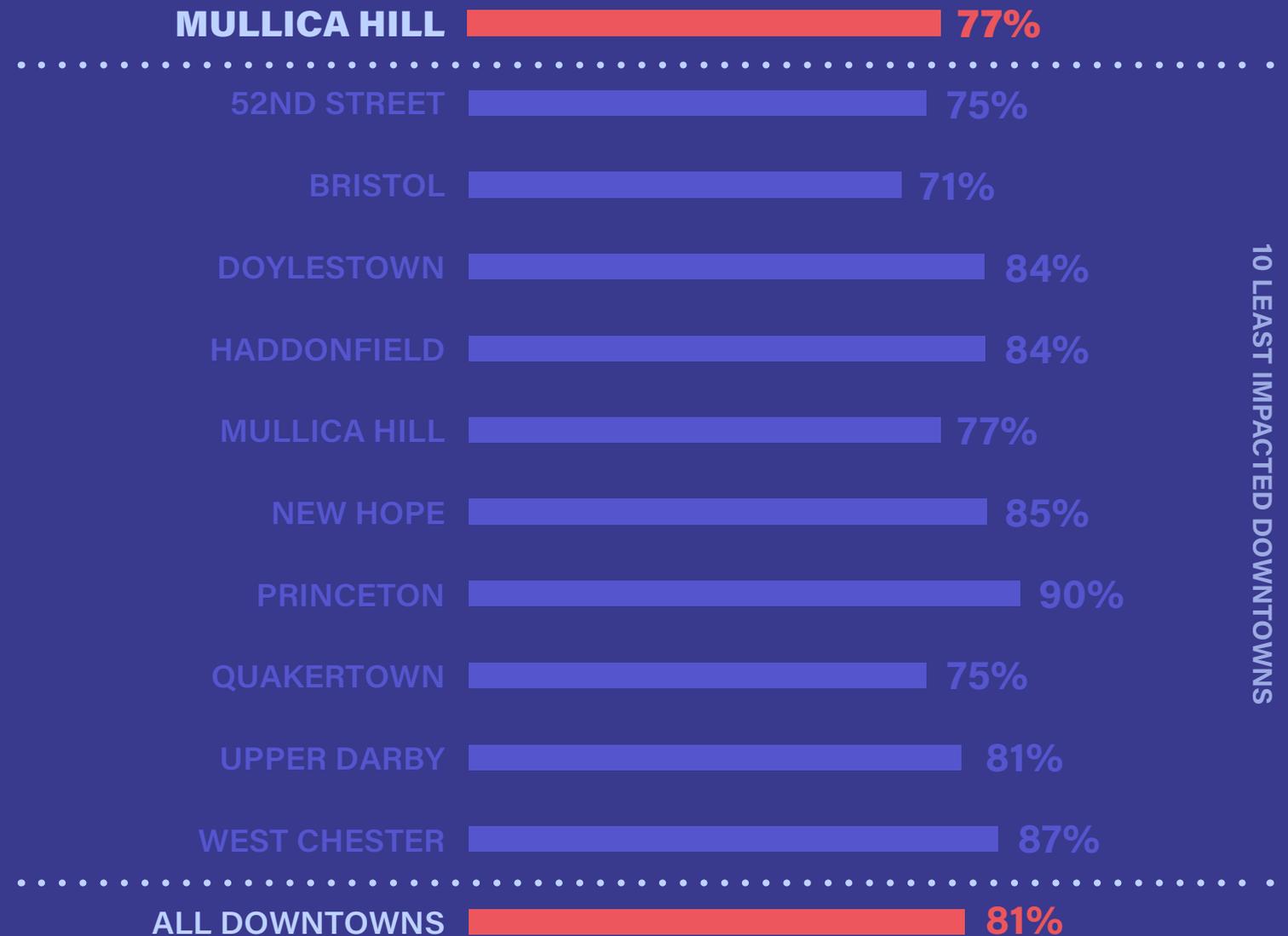
During the economic shutdown, there were 788 visits to Mullica Hill compared to 3,445 visits during the same period in 2019. This equated to a reduction of 77%.

The average number of visits during the shutdown period was 439 compared to 2,450 visits during the same period in 2019, which equated to an average reduction of 81%.

Gloucester City's downtown had the smallest reduction in visits at 66%, and the average for the least impacted downtowns was 81%.



SOURCE: BUXTON CO.



10 LEAST IMPACTED DOWNTOWNS

Reopening Rebound

June 16 - October 31, 2020

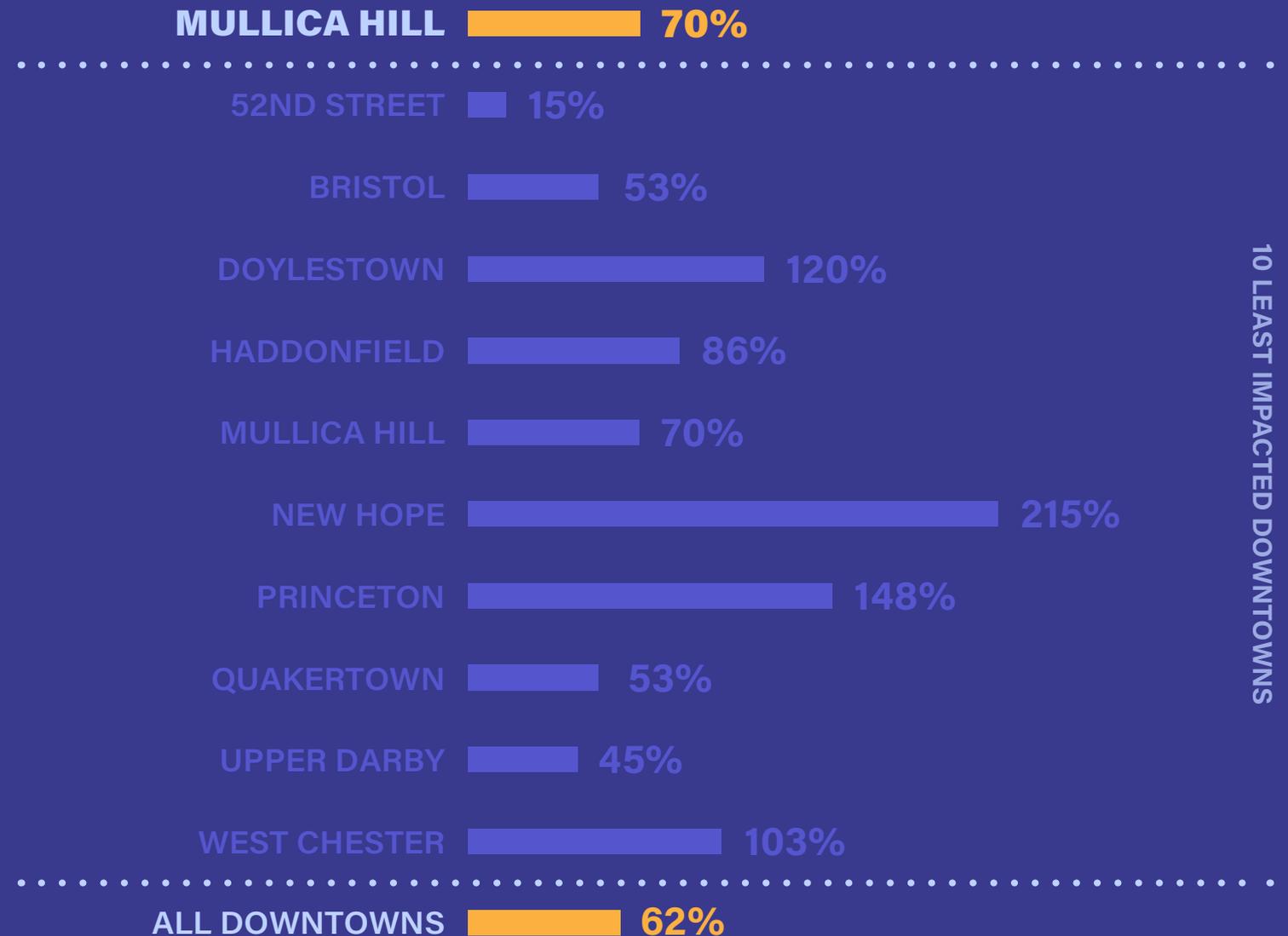
Visits to Mullica Hill increased by 70% during the reopening period to a total of 1,337 visits. This was 79% fewer than the 4,943 visits that occurred during the same period in 2019.

On average, visits increased by 62% for downtowns, to approximately 700 visits, and by 91% for the least impacted downtowns, to approximately 1,700 visits.

New Hope observed the greatest increase at 215%, with more than 2,800 visits during that time.



SOURCE: BUXTON CO.



10 LEAST IMPACTED DOWNTOWNS

Trade Area Recovery

(Drive Time in Minutes)

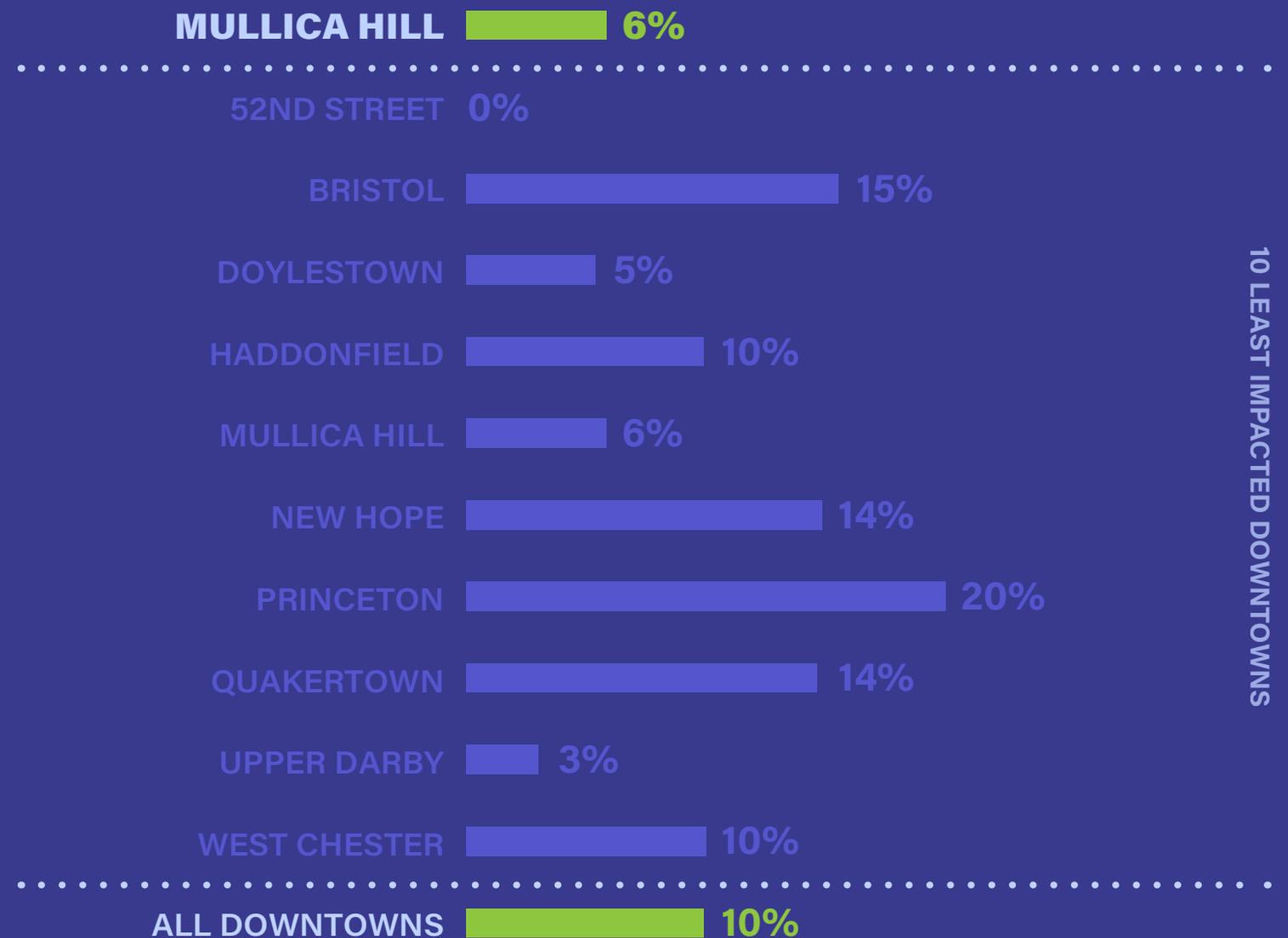
Mullica Hill's pre-pandemic trade area was a 35 minute drive time, which shrank by 17% during the shutdown to 29 minutes. The trade area recovered by 6% during the reopening period to 31 minutes.

The average pre-pandemic trade area was 31 minutes, with a 23% reduction during the shutdown down to 24 minutes. The average recovery was 10% for all downtowns up to 27 minutes.

At 69 minutes, New Hope was the only downtown with a trade area that extended beyond an hour, and that was larger during reopening (72 minutes).



SOURCE: BUXTON CO.



10 LEAST IMPACTED DOWNTOWNS