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.

DELAWARE VALLEY
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REGIONAL PLANNING COMMISSION

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.

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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.

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Diverse Downtowns | Laurel Springs Borough, 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.

The civic uses in Laurel Springs' downtown add to the downtown's overall diversity. However, it lacks the walkable built environment, residential population, and mix of uses observed in other downtowns. Laurel Springs also has the greatest share of Neighborhood Goods & Services (NGS) retailers in the region, and one of the highest vacancy rates as well. These qualities are why the downtown received a Diversity Score of 81, which indicates that the downtown is the least diverse in the region.

Laurel Springs' lack of diversity and reliance on NGS retailers exacerbated the pandemic's impact. This is reflected in the downtown's Pandemic Impact Score of 81, the highest in the region.

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81

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

81

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. Laurel Springs is considered to be one typology: *Circuit* (although the trail does not currently exist). Downtowns that are considered to be one typology had an average Pandemic Impact Score of 61.

Circuit downtowns without an existing trail had an average score of 53, compared to a score of 48 for those that have already built their Circuit Trail.

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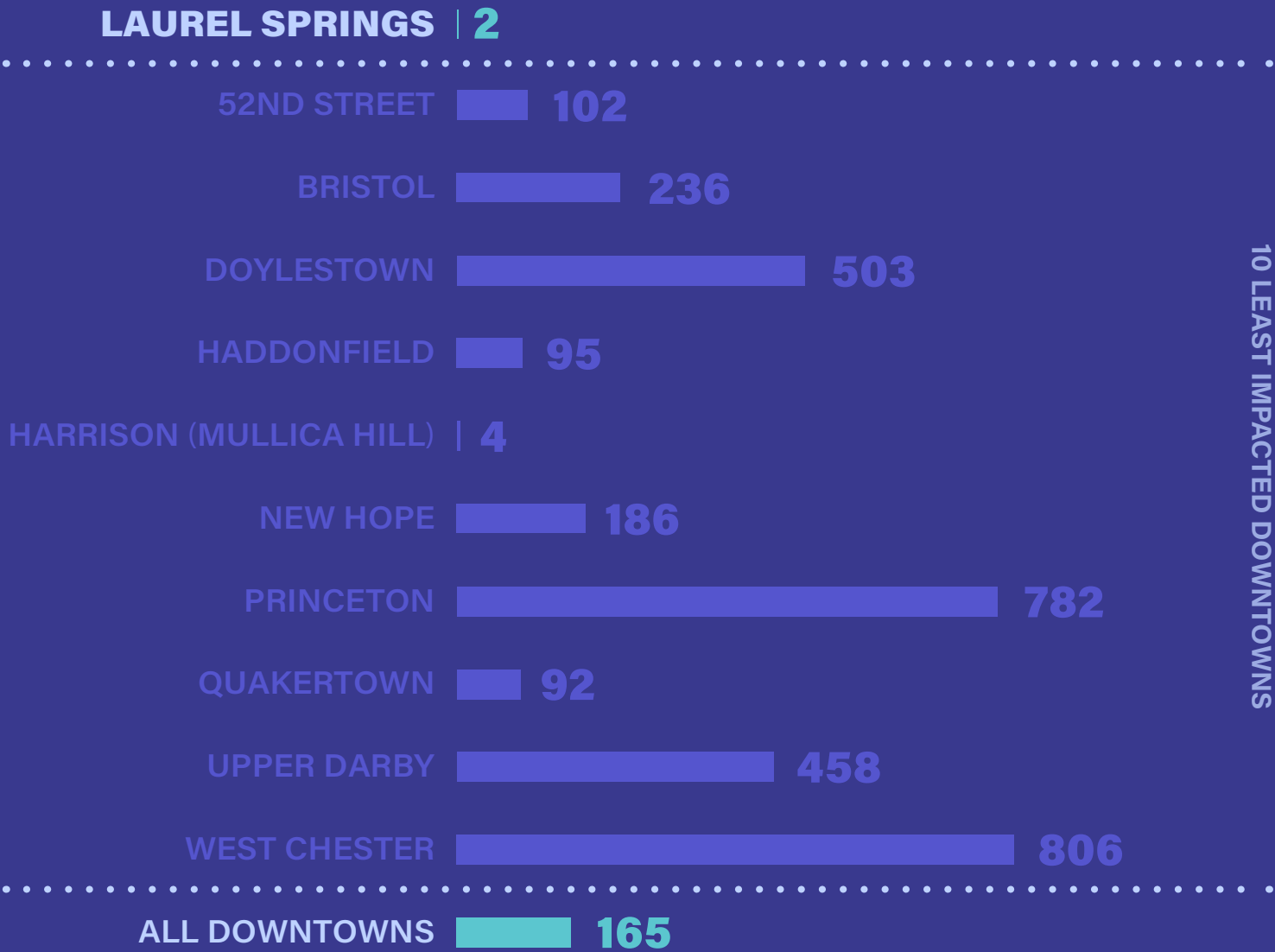| Typology	Score
BREWERY	45
CIRCUIT	48
CLASSIC	46
COLLEGE	50
CORE	43
EXPANDING	42
HISTORIC	47
OPPORTUNITY	45
TRANSIT-ORIENTED	50
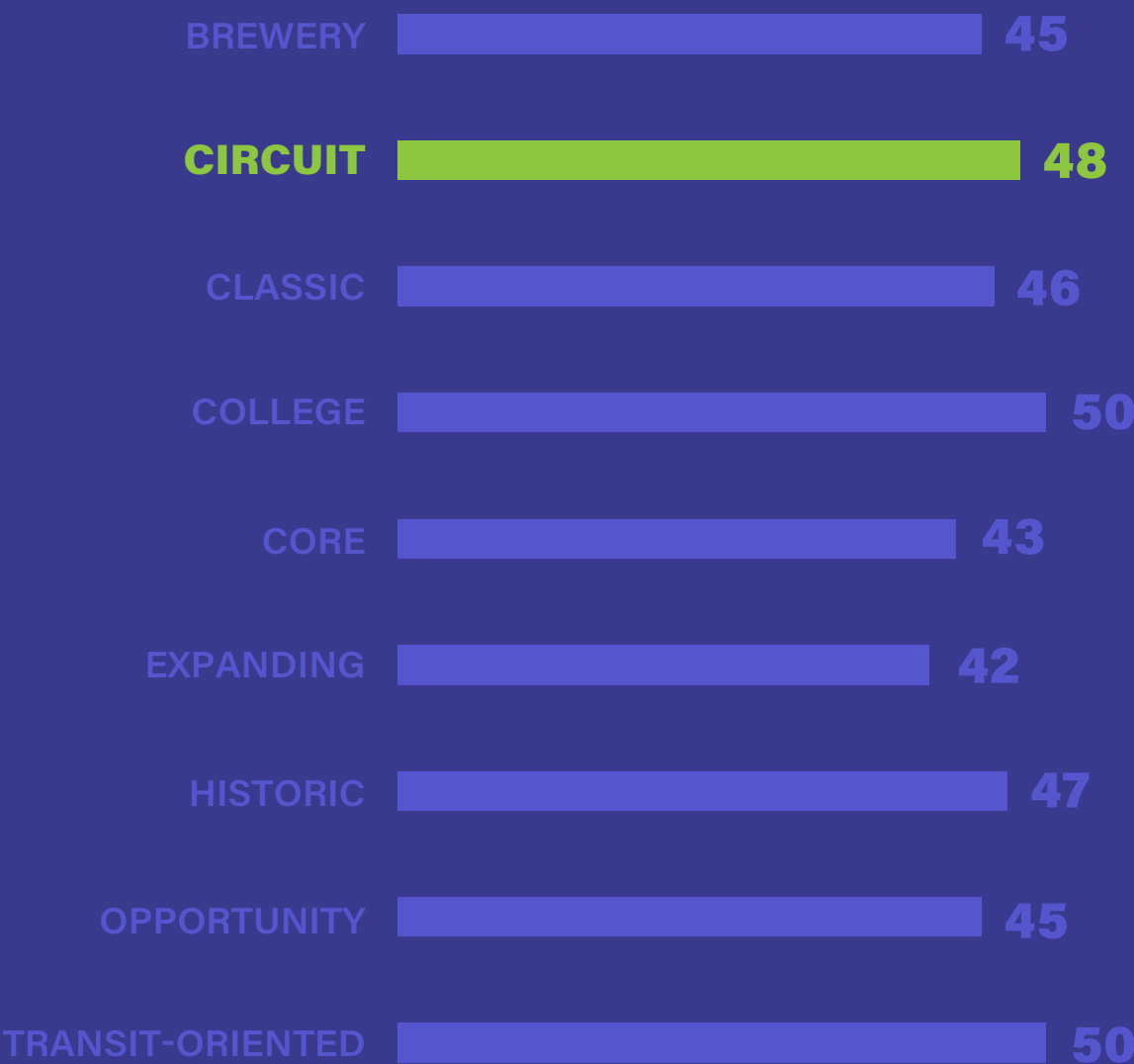
Downtown Population

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, Laurel Springs' downtown population was estimated to be 2, which was much less than the averages of 165 for all downtowns and 326 for the least impacted downtowns.

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SOURCE: BUXTON CO.

LAUREL SPRINGS	2
52ND STREET	102
BRISTOL	236
DOYLESTOWN	503
HADDONFIELD	95
HARRISON (MULLICA HILL)	4
NEW HOPE	186
PRINCETON	782
QUAKERTOWN	92
UPPER DARBY	458
WEST CHESTER	806
ALL DOWNTOWNS	165

Mix of Uses

Retail Mix:
11%
Food & Beverage (FB)

11%
General Merchandise,
Apparel, Furnishings,
& Other (GAFO)

78%
Neighborhood Goods
& Services (NGS)

53%
Retail

12%
Civic

0%
Cultural

0%
Institutional

12%
Office

0%
Residential

24%
Vacancy

Retail accounts for 53% of the uses in Laurel Springs' downtown, which is slightly less than the averages of 57% for all downtowns and 60% for the least impacted downtowns.

In the least impacted downtowns, *Food & Beverage* (FB) and *General Merchandise, Apparel, Furnishings & Other* (GAFO) retailers each made up significantly larger shares at 30% and 38%, respectively. In general, as the share of each of these increased, the Pandemic Impact Score descreased.

Conversely, *Neighborhood Goods & Services* (NGS) retailers made up a much smaller share in the least impacted downtowns at 30%. On average, as the share of NGS retailers or a downtown's vacancy rate increased, so did the Pandemic Impact Score. Laurel Springs has the highest share of NGS retailers in the region, and the vacancy rate of 24% is more than three times the average of 7.8% for the least impacted downtowns.

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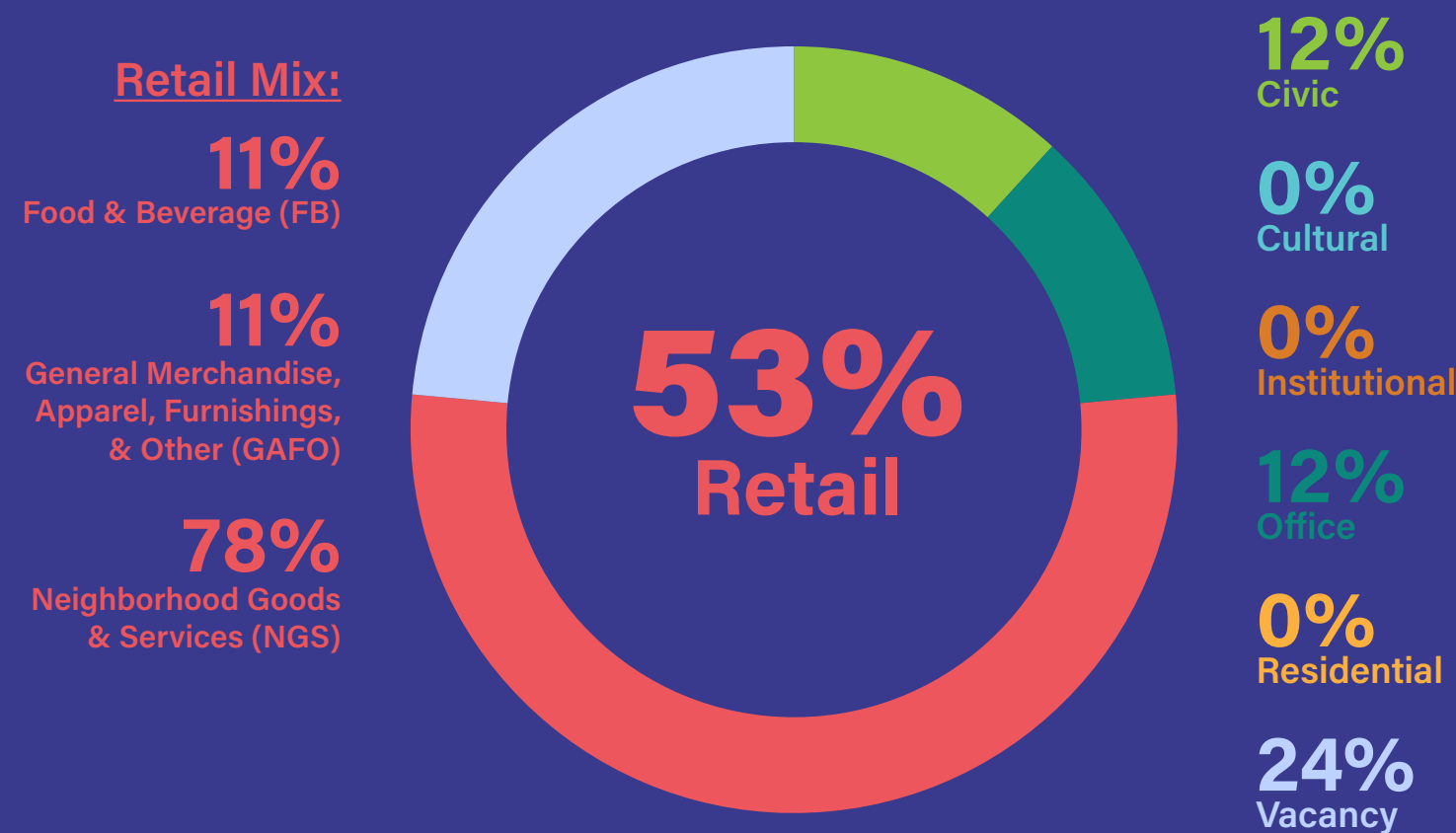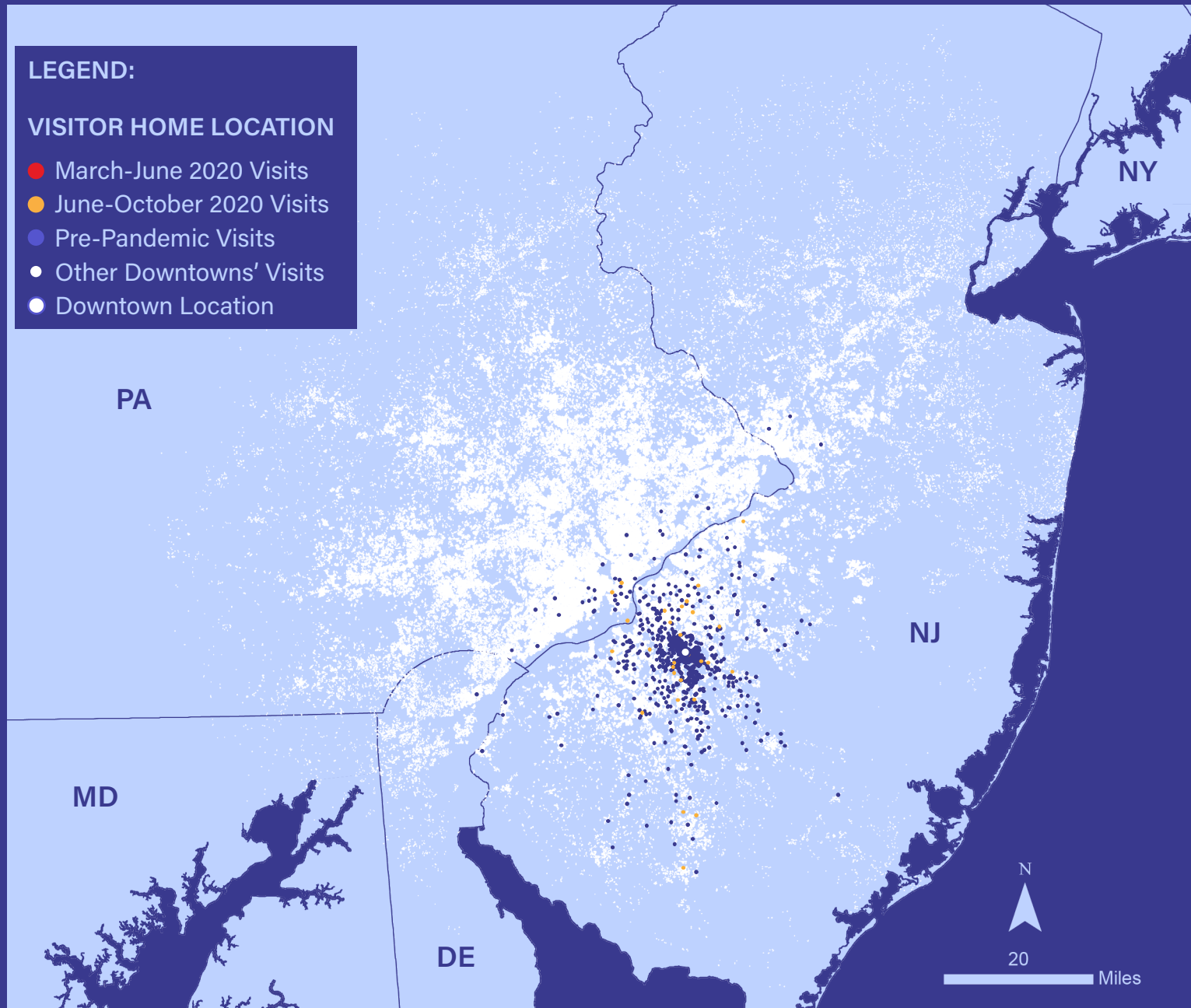
Visits to Downtown

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 Laurel Springs were as follows:

● Pre-Pandemic

Delaware: 0.1%   New York: 0.0%
Maryland: 0.0%   Pennsylvania: 3.5%
New Jersey: 96.4%

● Shutdown | March 13 - June 15, 2020

Visits during this period were below Buxton's privacy threshold of 50. Therefore, there is no data available on visits to Laurel Springs during the shutdown period.

● Reopening | June 16 - October 31, 2020

Delaware: 0.0%   New York: 0.0%
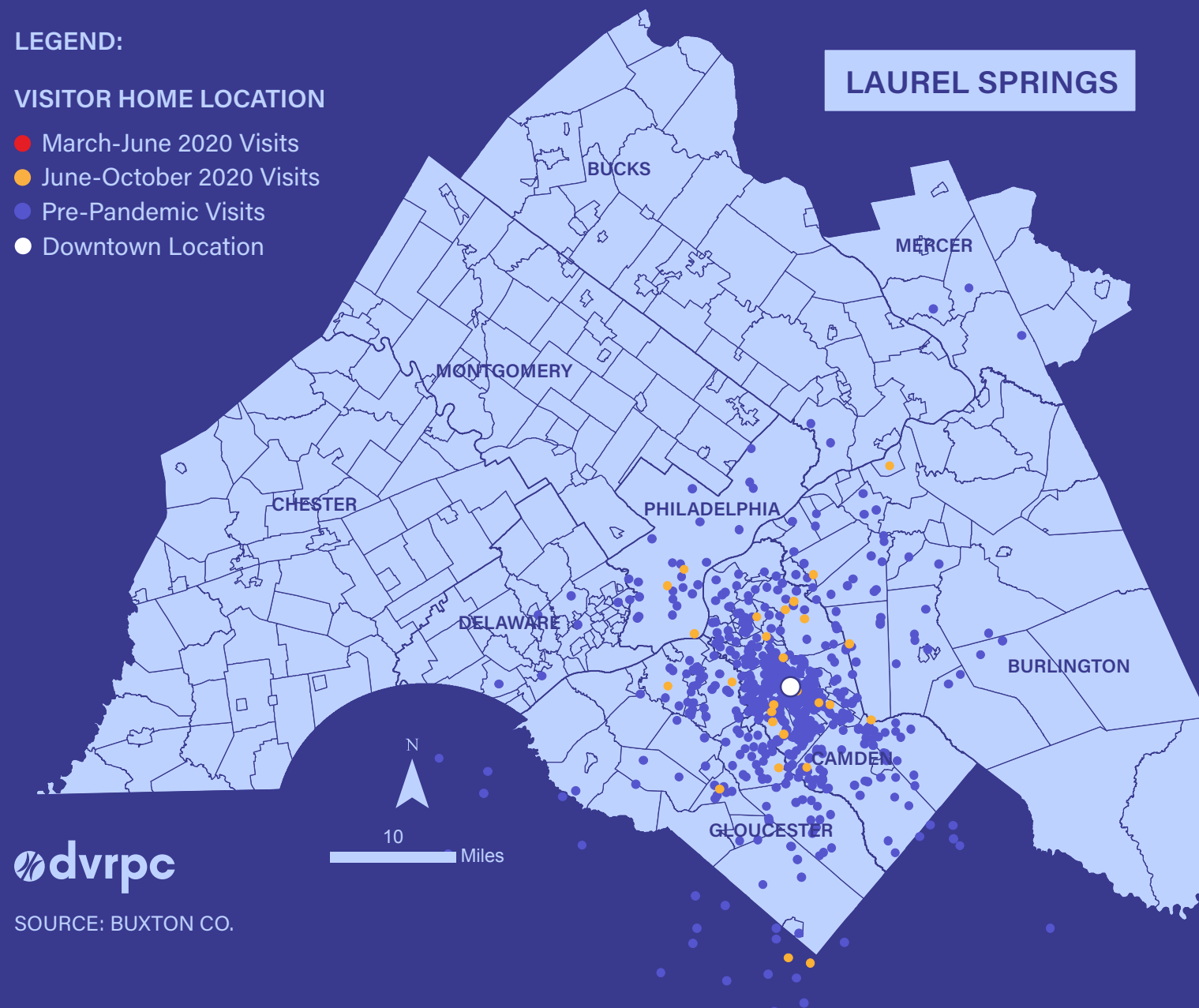Maryland: 0.0%   Pennsylvania: 9.7%
New Jersey: 90.3%

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SOURCE: BUXTON CO.

LEGEND:

VISITOR HOME LOCATION

● March-June 2020 Visits
● June-October 2020 Visits
● Pre-Pandemic Visits
● Other Downtowns' Visits
● Downtown Location

PA

NY

NJ

MD

DE

N

20 ▬▬▬ Miles

LAUREL SPRINGS

BUCKS

MERCER

MONTGOMERY

CHESTER

PHILADELPHIA

DELAWARE

BURLINGTON

CAMDEN

GLOUCESTER

N

10 Miles

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Visits to Downtown

The majority of visits to Laurel Springs came from within Camden County, both prior to and during the pandemic.

Between August 2018 and March 2020, 1,043 people visited the downtown. This was significantly lower than the average of 8,800 visits for all of the downtowns.

During the shutdown (March 13 - June 15) the number of visits was below Buxton's privacy threshold of 50. Therefore, no data is available on visits that occured during this period.

During the reopening period (June 16 - October 31) there were 59 visits to Laurel Springs' downtown.
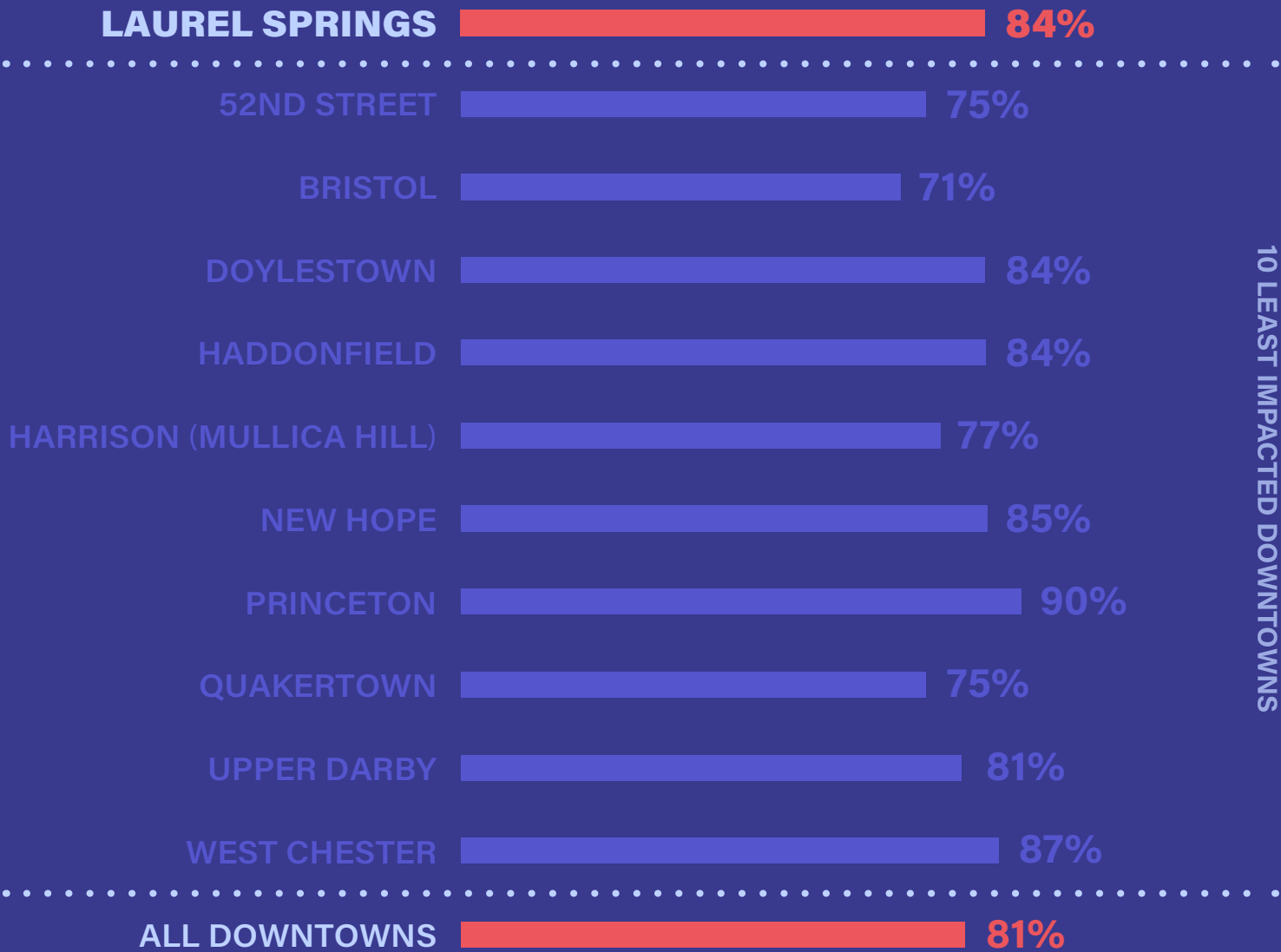
Shutdown Impact
March 13 - June 15, 2020

During the economic shutdown, there were fewer than 50 visits to Laurel Springs' downtown. In order to protect the identity of visitors, Buxton does not provide data when there are fewer than 50 visits. Laurel Springs was the only downtown to have fewer than 50 visits during this period.

For analysis purposes, a total of 49 visits was used. This equated to a reduction of 84% from the 306 visits that occurred during the same period in 2019.

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%.

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10 LEAST IMPACTED DOWNTOWNS

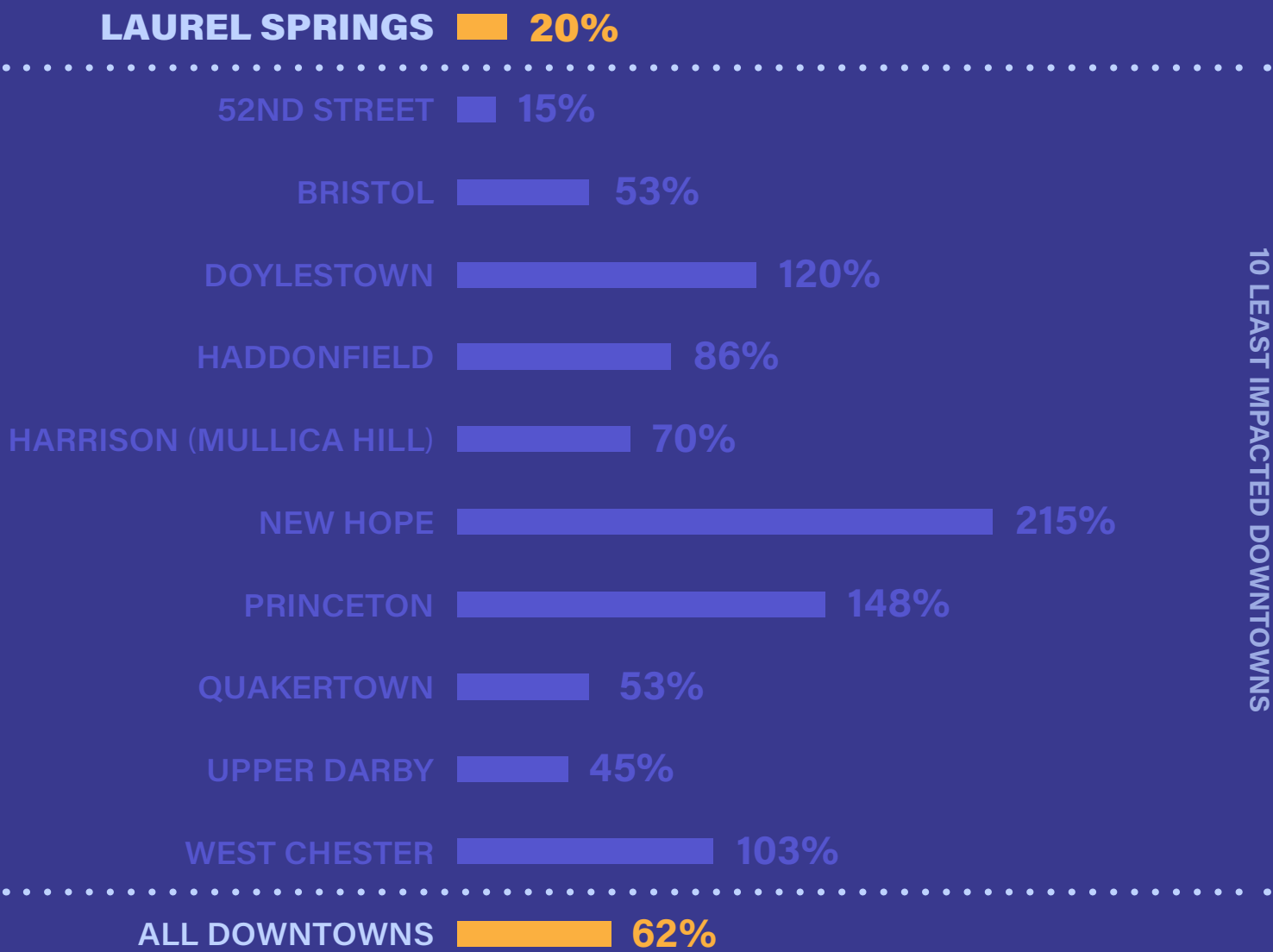|	
LAUREL SPRINGS	**84%**
52ND STREET	75%
BRISTOL	71%
DOYLESTOWN	84%
HADDONFIELD	84%
HARRISON (MULLICA HILL)	77%
NEW HOPE	85%
PRINCETON	90%
QUAKERTOWN	75%
UPPER DARBY	81%
WEST CHESTER	87%
ALL DOWNTOWNS	**81%**

Reopening Rebound

June 16 - October 31, 2020

There were 59 visits during the reopening period. This was above Buxton's privacy threshold of 50, and represents an increase of 20% from our assumption of 49 visits during the shutdown period. However, 59 visits was still 85% fewer than the 395 visits that occurred during the same period in 2019. Only one other downtown had a greater reduction during reopening compared to the prior year.

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

dvrpc

SOURCE: BUXTON CO.

10 LEAST IMPACTED DOWNTOWNS

LAUREL SPRINGS	20%
52ND STREET	15%
BRISTOL	53%
DOYLESTOWN	120%
HADDONFIELD	86%
HARRISON (MULLICA HILL)	70%
NEW HOPE	215%
PRINCETON	148%
QUAKERTOWN	53%
UPPER DARBY	45%
WEST CHESTER	103%
ALL DOWNTOWNS	62%

Trade Area Recovery
(Drive Time in Minutes)

Laurel Springs' pre-pandemic trade area was a 23 minute drive time. However, since no data is available for the shutdown period, the exact impact on the trade area is not known. Additionally, during reopening Buxton reports that the trade area was less than 10 minutes, but an exact drive time is not known. Therefore, the exact impact on the downtown's trade area is not available, and Laurel Springs is the only downtown to have its trade area impacted to this extent.

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.

dvrpc

SOURCE: BUXTON CO.

LAUREL SPRINGS Not Available

52ND STREET	0%
BRISTOL	15%
DOYLESTOWN	5%
HADDONFIELD	10%
HARRISON (MULLICA HILL)	6%
NEW HOPE	14%
PRINCETON	20%
QUAKERTOWN	14%
UPPER DARBY	3%
WEST CHESTER	10%

ALL DOWNTOWNS 10%