

# 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 | Bordentown City, 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.

Bordentown's downtown scores 41 for diversity. Despite its relatively walkable built environment, residential population, diverse mix of uses, and mix of retail types, the downtown still has an average Pandemic Impact Score of 52.

Impacts to ridership on the Riverline most likely had ripple effects in the downtown as *Transit-Oriented* downtowns were some of the most impacted in the region.

41

## Diversity Score

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

52

## Pandemic Impact Score

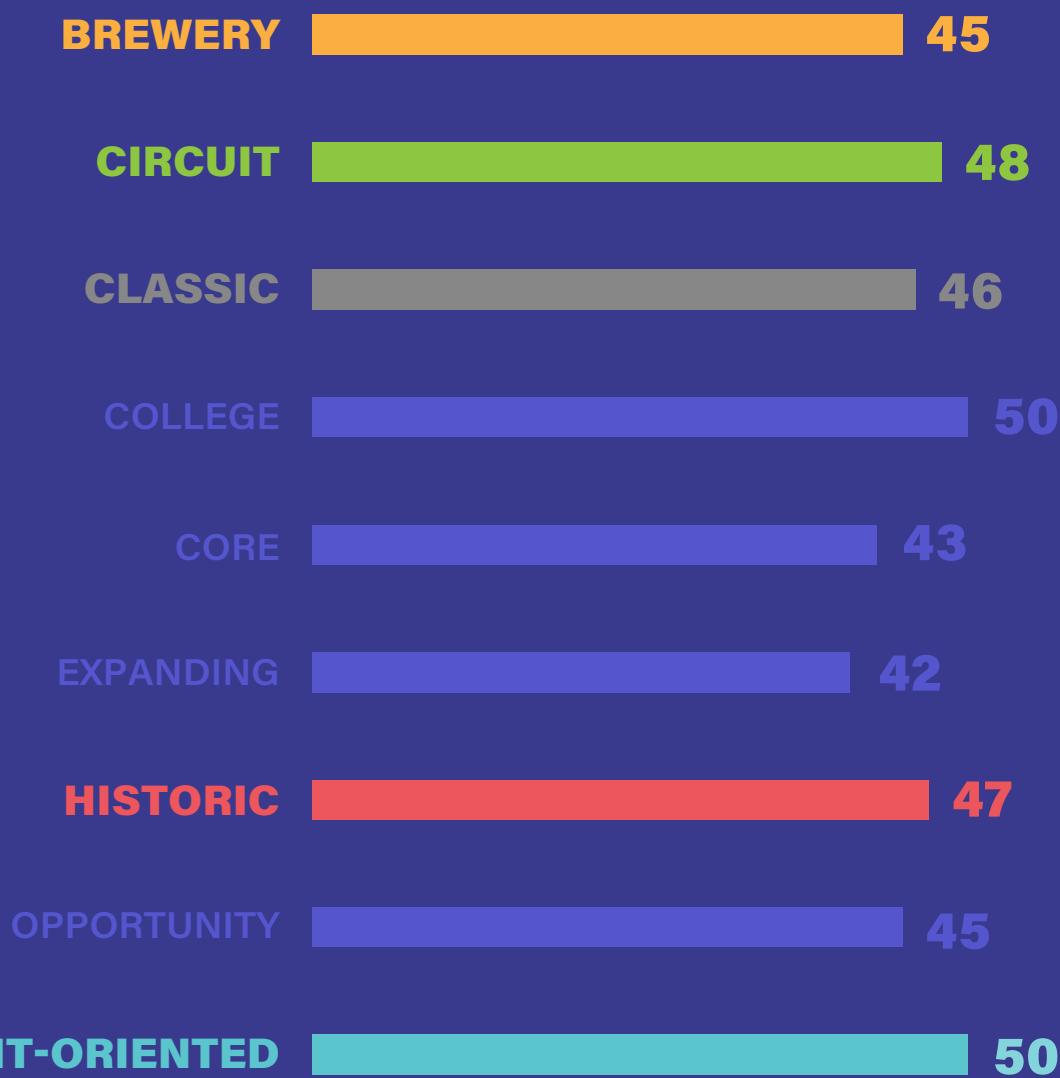
*Visits and trade area pre-pandemic, and during the shut-down and reopening periods*

# 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).*

On average, the more typologies that a downtown fell into, the lower the Pandemic Impact Score, and Bordentown is considered to be five of these typologies: *Brewery, Circuit, Classic, Historic, and Transit-Oriented.*

Downtowns that are considered to be five typologies on average had a Pandemic Impact Score of 42. Although Bordentown’s score is higher at 52, this is in-line with the average score of 50 for *Transit-Oriented* downtowns.



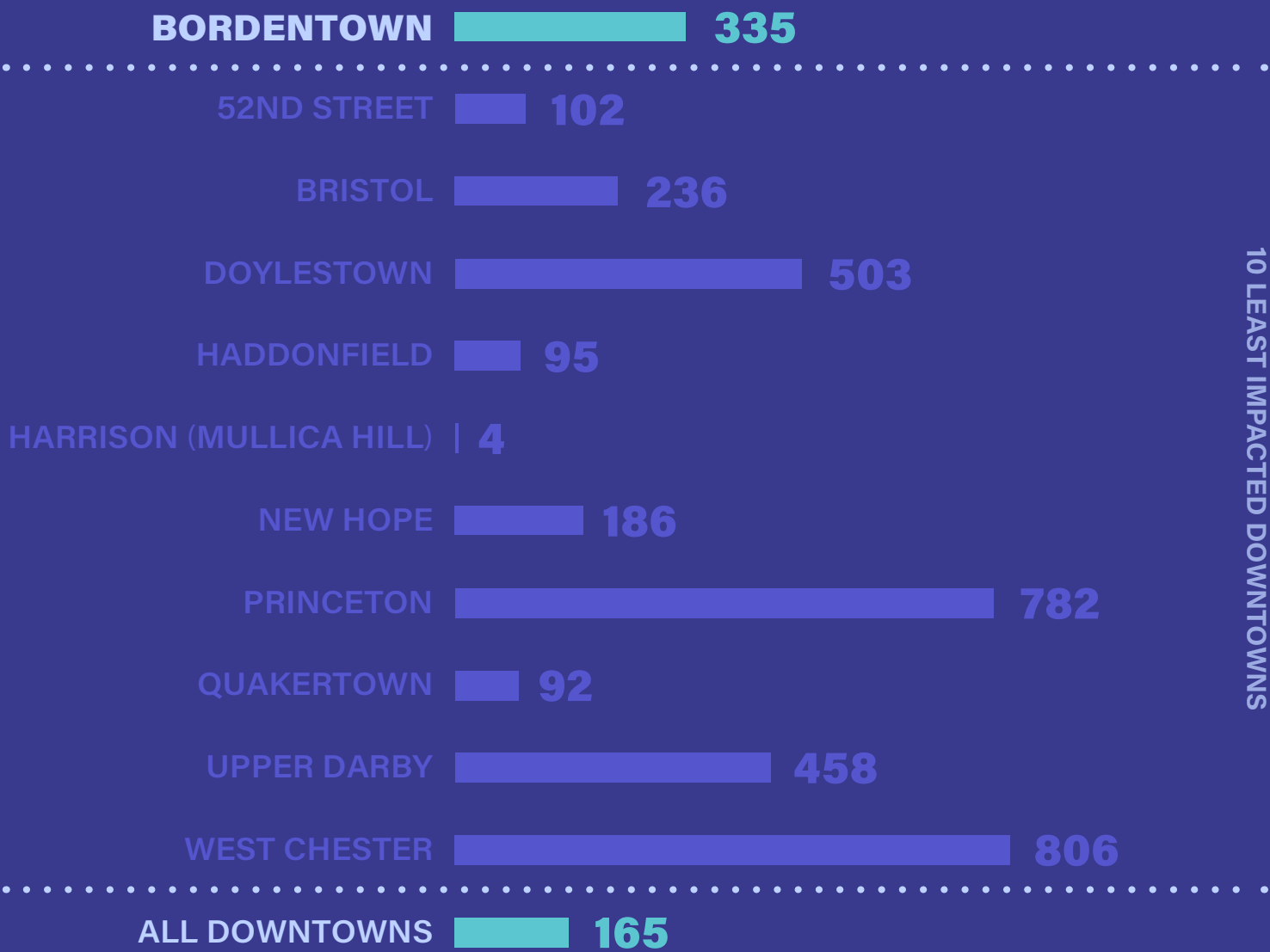
# Downtown Population

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, Bordentown’s downtown population was estimated to be 335, which is approximately double the average for all downtowns (165 residents) and nearly equal to that of the least impacted downtowns (326 residents).



SOURCE: BUXTON CO.



10 LEAST IMPACTED DOWNTOWNS

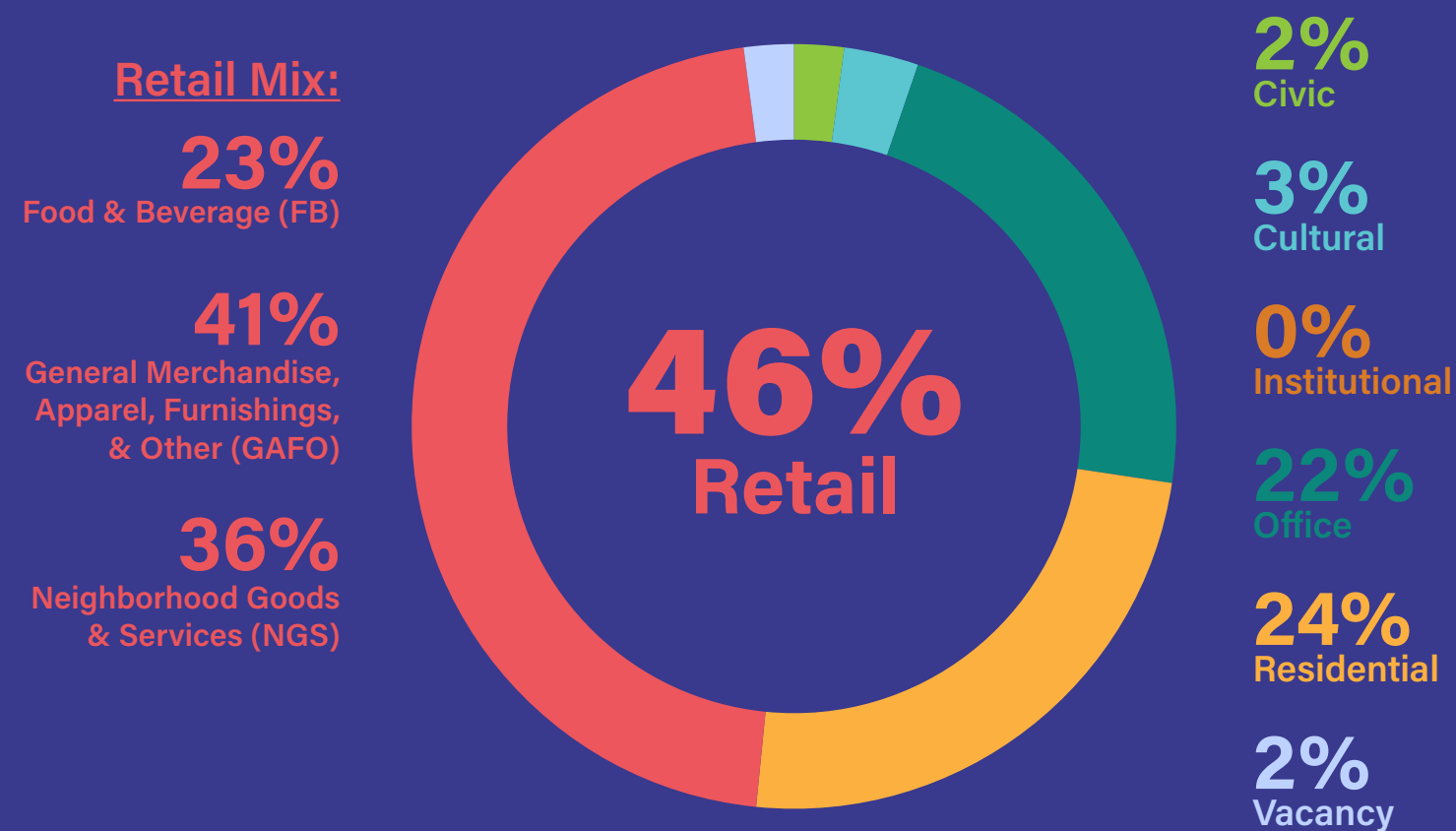
## Mix of Uses

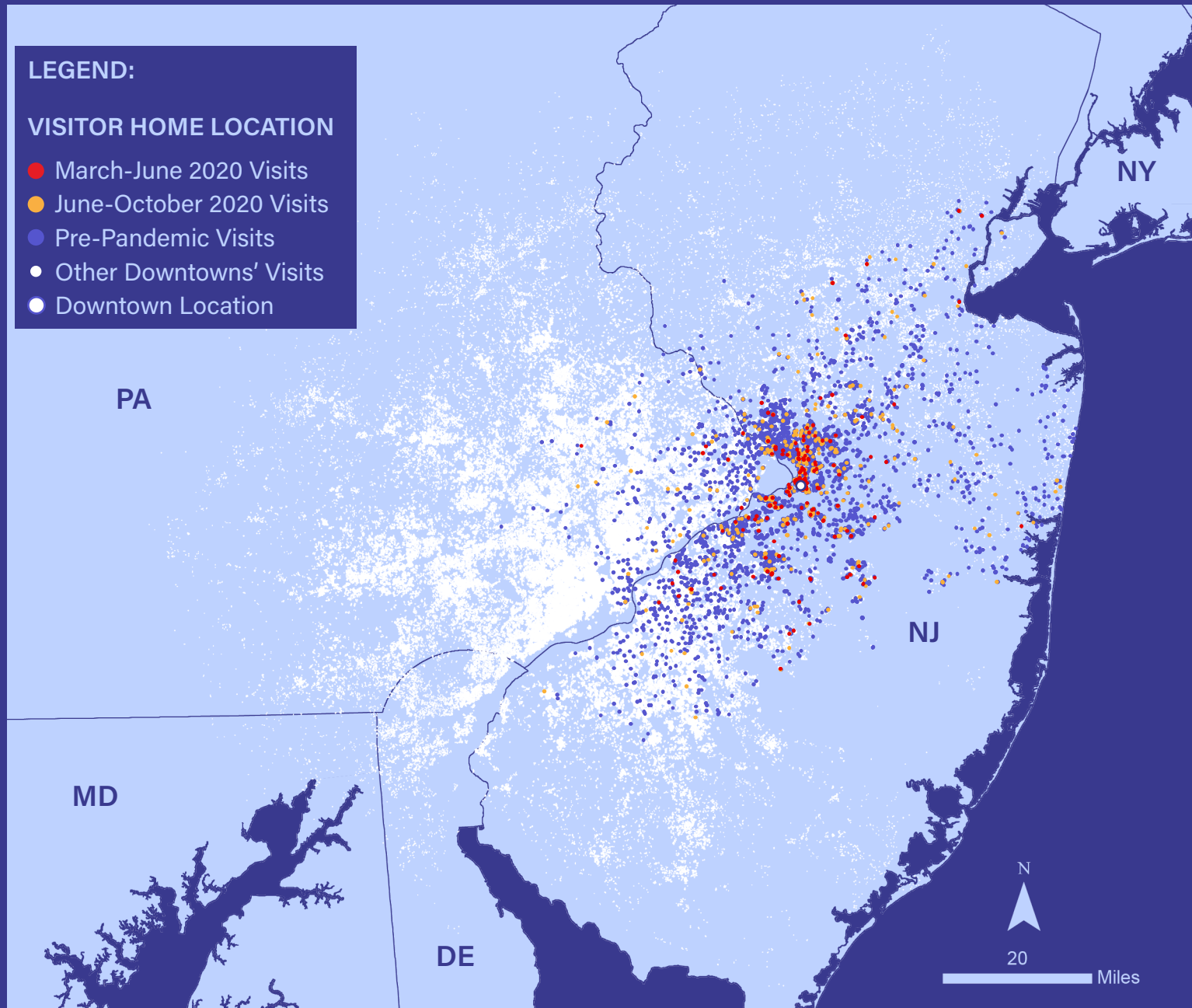
Retail accounts for 46% of the uses in Bordentown's downtown, which is one of the lowest shares observed across the region's downtowns.

On average retail accounts for 57% of uses, and it accounts for 60% of uses in the least impacted downtowns.

Additionally, in the least impacted downtowns, *Food & Beverage (FB)* retailers made up larger shares of retail on average at 30%. Conversely, *General Merchandise, Apparel, Furnishings & Other (GAFO)* and *Neighborhood Goods & Services (NGS)* retailers made up smaller shares at 38% and 32% respectively.

In general, the greater the share of NGS retail or the higher the vacancy rate, the higher the Pandemic Impact Score.





## 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 Bordentown were as follows:

### ● Pre-Pandemic

Delaware: 0.0%	New York: 0.0%
Maryland: 0.0%	Pennsylvania: 7.6%
New Jersey: 92.4%	

### ● Shutdown | March 13 - June 15, 2020

Delaware: 0.0%	New York: 0.0%
Maryland: 0.0%	Pennsylvania: 3.4%
New Jersey: 96.6%	

### ● Reopening | June 16 - October 31, 2020

Delaware: 0.0%	New York: 0.0%
Maryland: 0.0%	Pennsylvania: 7.5%
New Jersey: 92.5%	



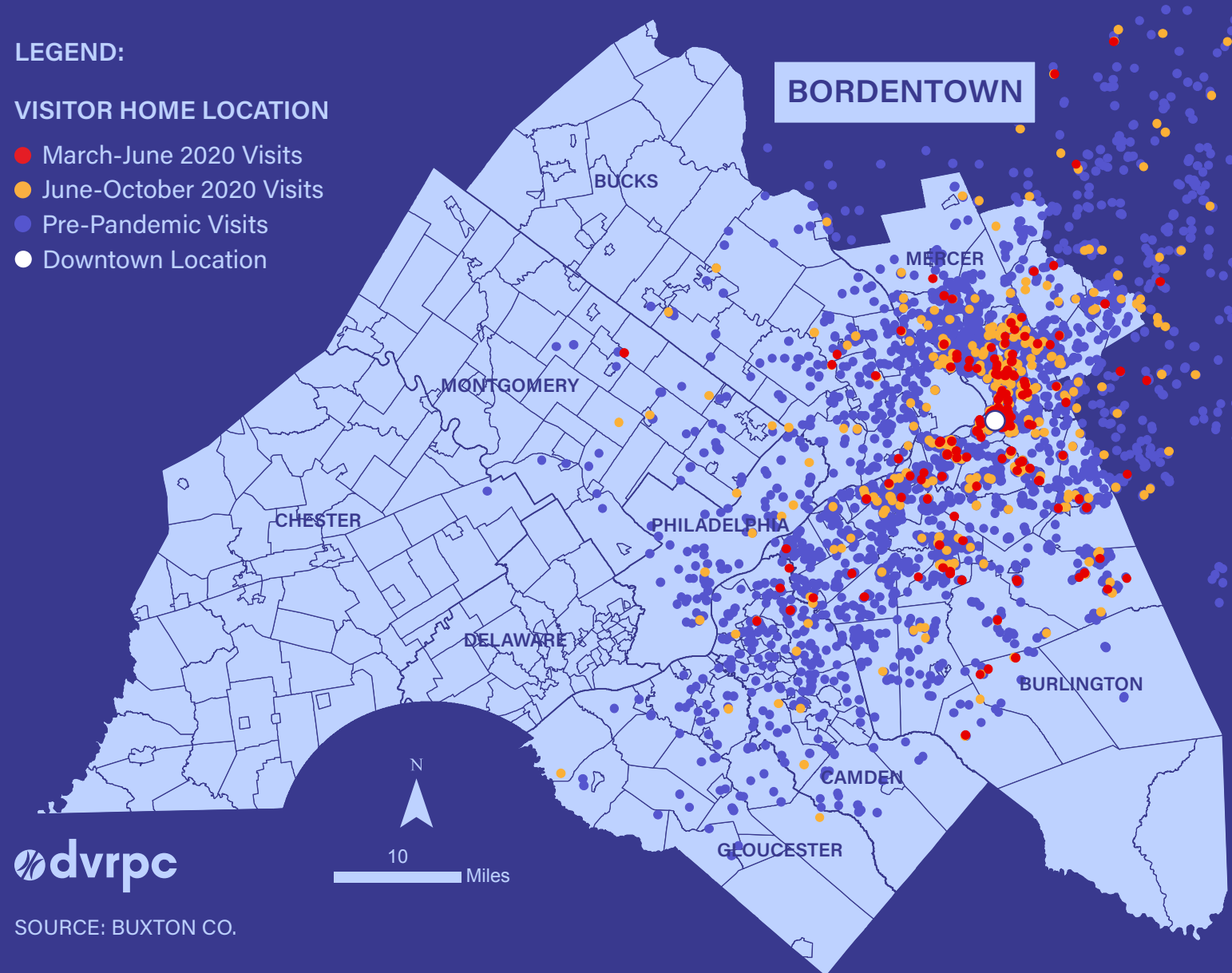
SOURCE: BUXTON CO.



LEGEND:

VISITOR HOME LOCATION

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



SOURCE: BUXTON CO.

## Visits to Downtown

Prior to the pandemic, people visiting Bordentown's downtown primarily lived in New Jersey and to some degree in Lower Bucks County.

Between August 2018 and March 2020, 5,952 people visited the downtown. This was nearly 3,000 fewer than the average of 8,800 for all of the downtowns.

During the shutdown (March 13 - June 15) there were 229 visits to Bordentown's downtown, and during the reopening period (June 16 - October 31) there were 524 visits.

# Shutdown Impact

March 13 - June 15, 2020

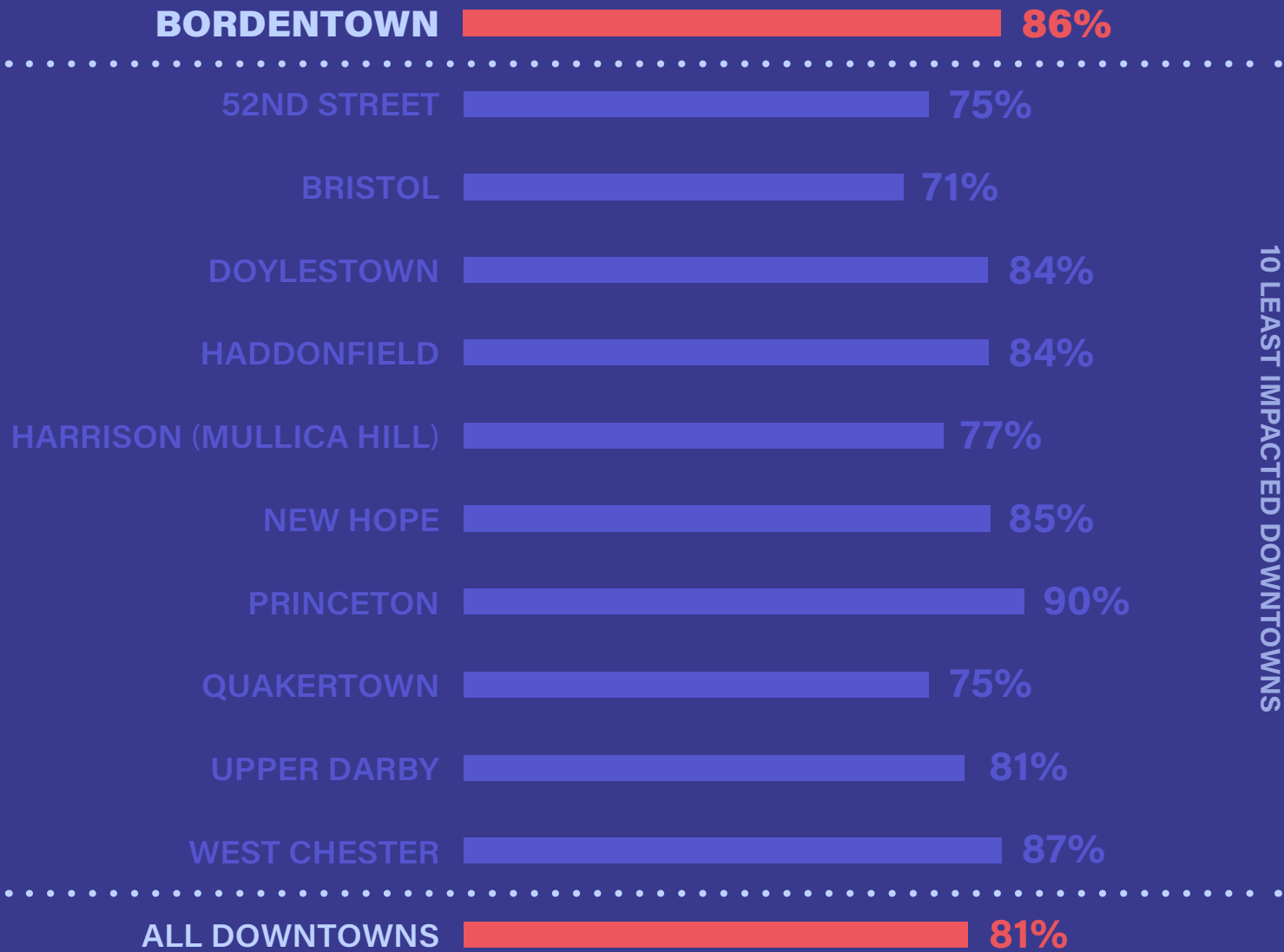
During the economic shutdown, there were 229 visits to Bordertown’s downtown compared to 1,653 visits during the same period in 2019. This equated to an 86% reduction.

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%.

With 432 visits during the shutdown, compared to 1,268 during the same period in 2019, Gloucester City’s downtown had the smallest reduction in visits at 66%.



SOURCE: BUXTON CO.



10 LEAST IMPACTED DOWNTOWNS

# Reopening Rebound

June 16 - October 31, 2020

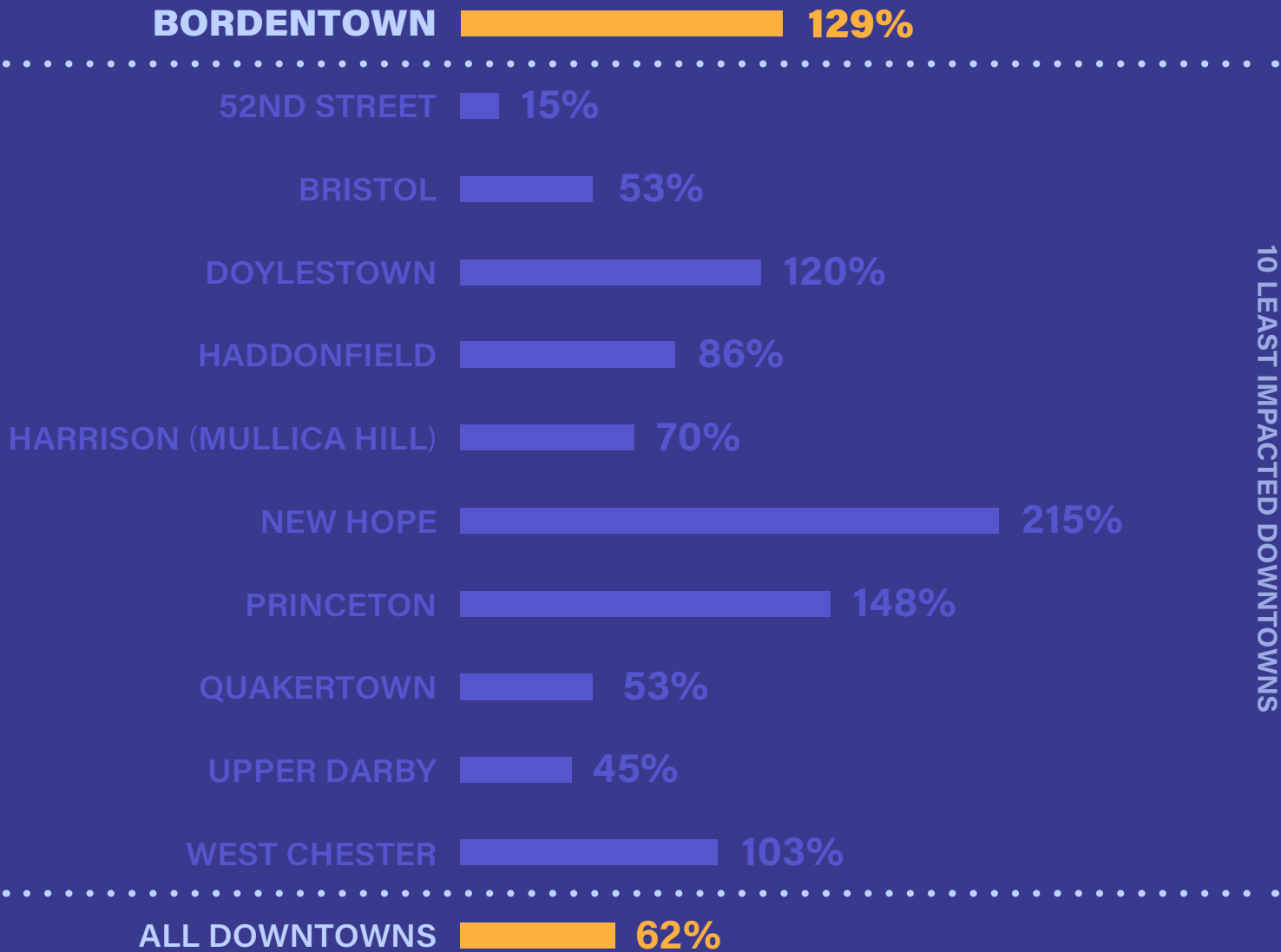
Visits to Bordentown’s downtown increased by 129% during the reopening period to a total of 524 visits, which was still 74% fewer than the 2,002 visits that occurred during the same period in 2019.

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.

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



SOURCE: BUXTON CO.



# Trade Area Recovery

(Drive Time in Minutes)

Bordentown's pre-pandemic trade area was a 30 minute drive time, which shrank by 30% during the shutdown to 21 minutes. During reopening, the trade area recovered by 20% to 27 minutes, which was the average drive time for all downtowns.

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%.

At 69 minutes, New Hope was the only downtown with a trade area that extended beyond an hour. It was also the only downtown to have a larger trade area during reopening (72 minutes) than it did pre-pandemic.



SOURCE: BUXTON CO.

