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.

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DELAWARE VALLEY
REGIONAL
PLANNING COMMISSION

Column 1

- 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

Column 2

- 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

Column 3

- 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 | Haddon Township (Westmont), 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.

Westmont is somewhat walkable with a robust residential population, and a number of civic and office uses. However, it is overly reliant upon Neighborhood Goods & Services (NGS) retailers and has a relatively high vacancy rate (which is partly attributable to the unfilled retail spaces in the relatively new Haddon Town Center development). These characteristics are why the downtown earned a Diversity Score of 53, which indicates that the downtown is slightly less diverse than the average downtown.

Only 11 downtowns were less impacted by the pandemic than Westmont, despite its lacking the diversity of other downtowns, and the downtown earned Pandemic Impact Score of 38.

53

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

**38**

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

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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. Westmont is considered to be two typologies: *Expanding* and *Transit-Oriented*. Downtowns that are considered to be two typologies had an average Pandemic Impact Score of 52.

The Haddon Town Center development most likely helped mitigate the pandemic's impact, since *Expanding* downtowns, those that have seen infill development occur in recent years, were the least impacted with an average Pandemic Impact Score of 42.
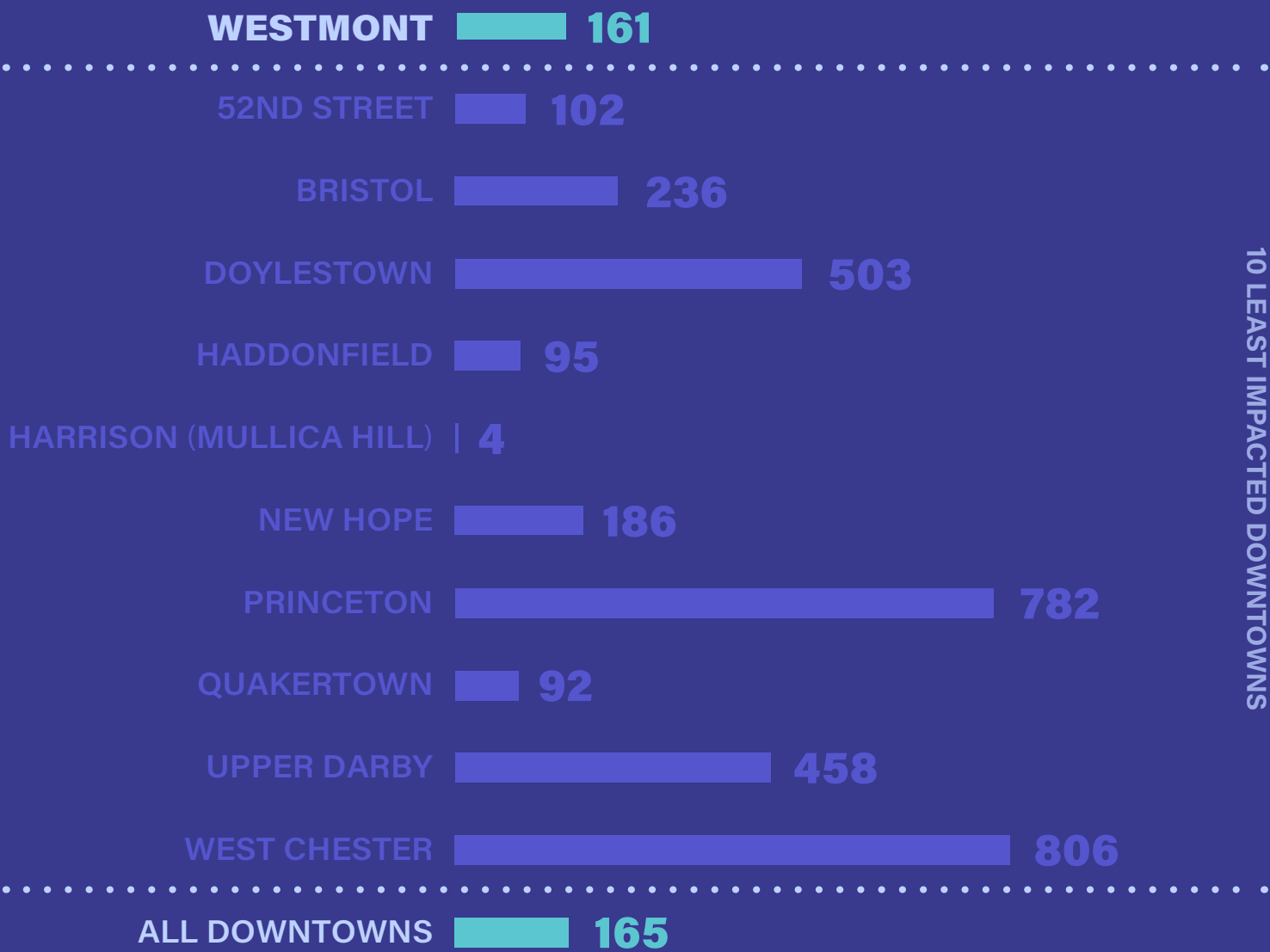
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Typology	Score
BREWERY	45
CIRCUIT	48
CLASSIC	46
COLLEGE	50
CORE	43
EXPANDING	**42**
HISTORIC	47
OPPORTUNITY	45
TRANSIT-ORIENTED	**50**
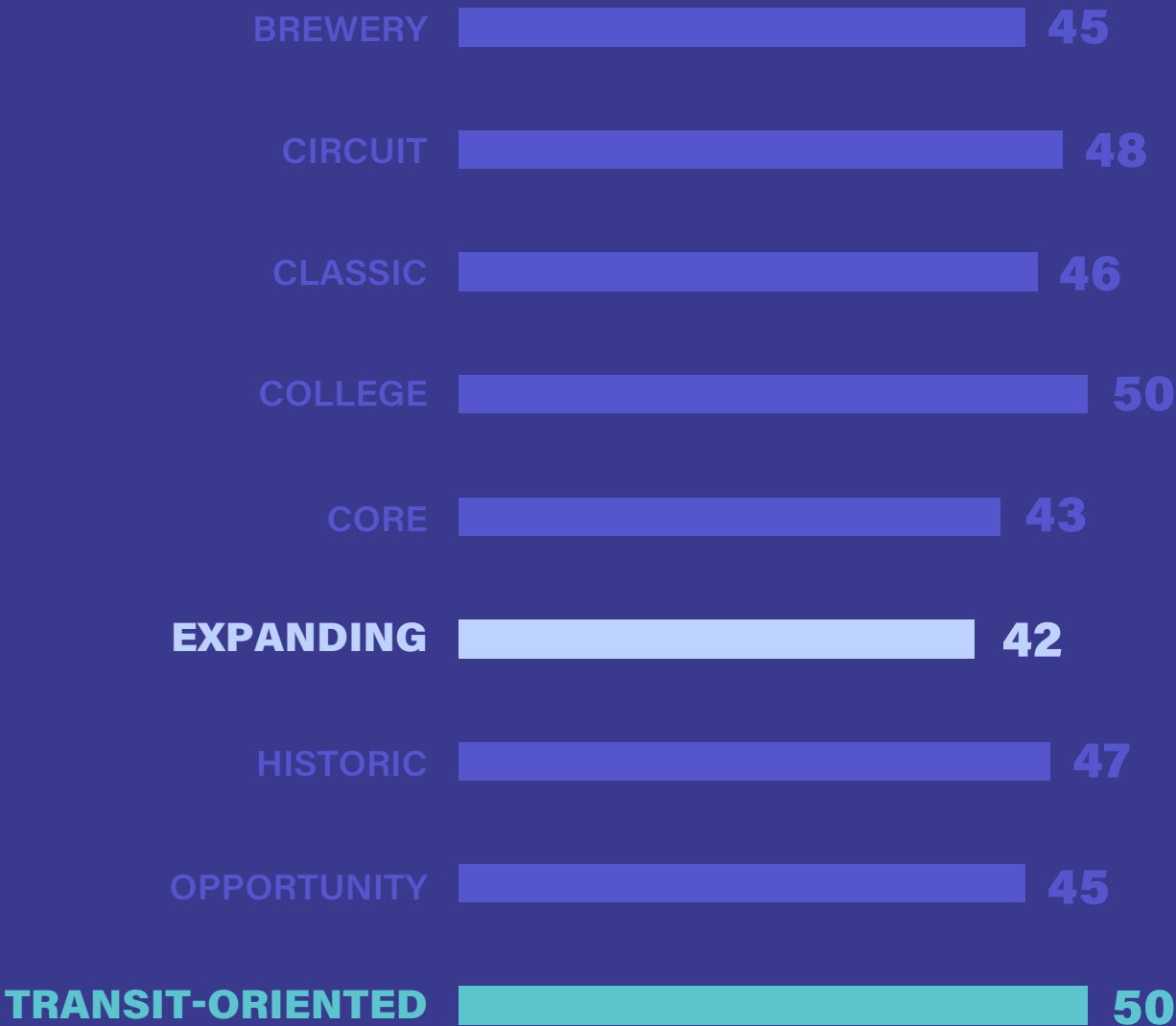
Downtown Population

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, Westmont's population was estimated to be 161, which was nearly equal to the average of 165 for all downtowns and less than the average population of 326 for the least impacted downtowns.

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SOURCE: BUXTON CO.

Downtown	Population
WESTMONT	161
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:

32%
Food & Beverage (FB)

19%
General Merchandise,
Apparel, Furnishings,
& Other (GAFO)

49%
Neighborhood Goods
& Services (NGS)

70%
Retail

2%
Civic

1%
Cultural

0%
Institutional

13%
Office

2%
Residential

11%
Vacancy

Retail accounts for 70% of the uses in Westmont, which is relatively high. The average for all downtowns was 57%, and it was 60% for the least impacted downtowns.

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

Conversely, *Neighborhood Goods & Services* (NGS) retailers made up a 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.

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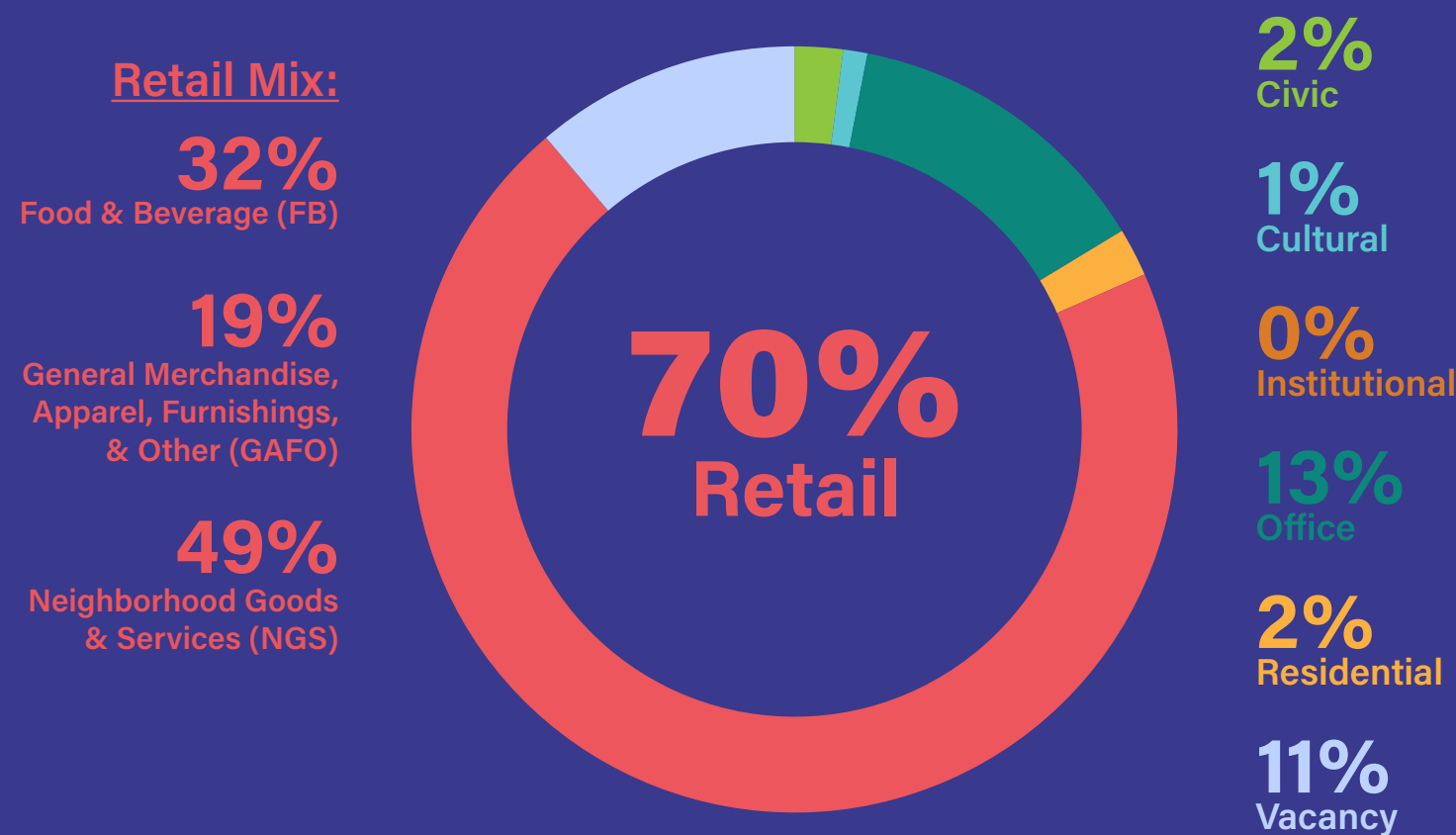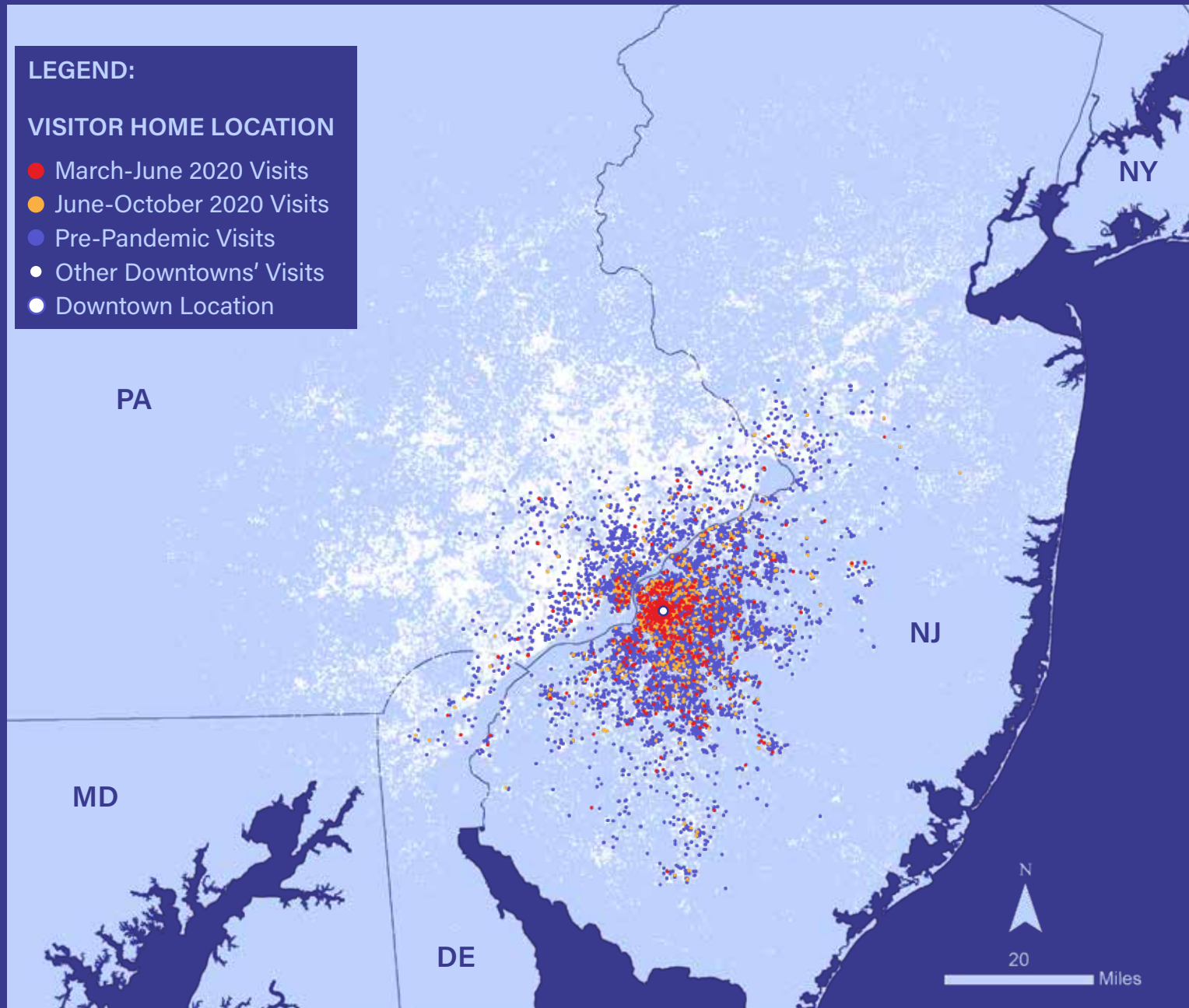
Visits to Downtown

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 Westmont were as follows:

LEGEND:

VISITOR HOME LOCATION
- 🔴 March-June 2020 Visits
- 🟠 June-October 2020 Visits
- 🟣 Pre-Pandemic Visits
- ⚪ Other Downtowns' Visits
- ⚪ Downtown Location

- 🟣 **Pre-Pandemic**

  Delaware: 0.4%   New York: 0.0%
  Maryland: 0.0%   Pennsylvania: 11.4%
  New Jersey: 88.2%

- 🔴 **Shutdown** | March 13 - June 15, 2020

  Delaware: 0.6%   New York: 0.0%
  Maryland: 0.0%   Pennsylvania: 6.7%
  New Jersey: 92.7%

- 🟠 **Reopening** | June 16 - October 31, 2020

  Delaware: 0.6%   New York: 0.0%
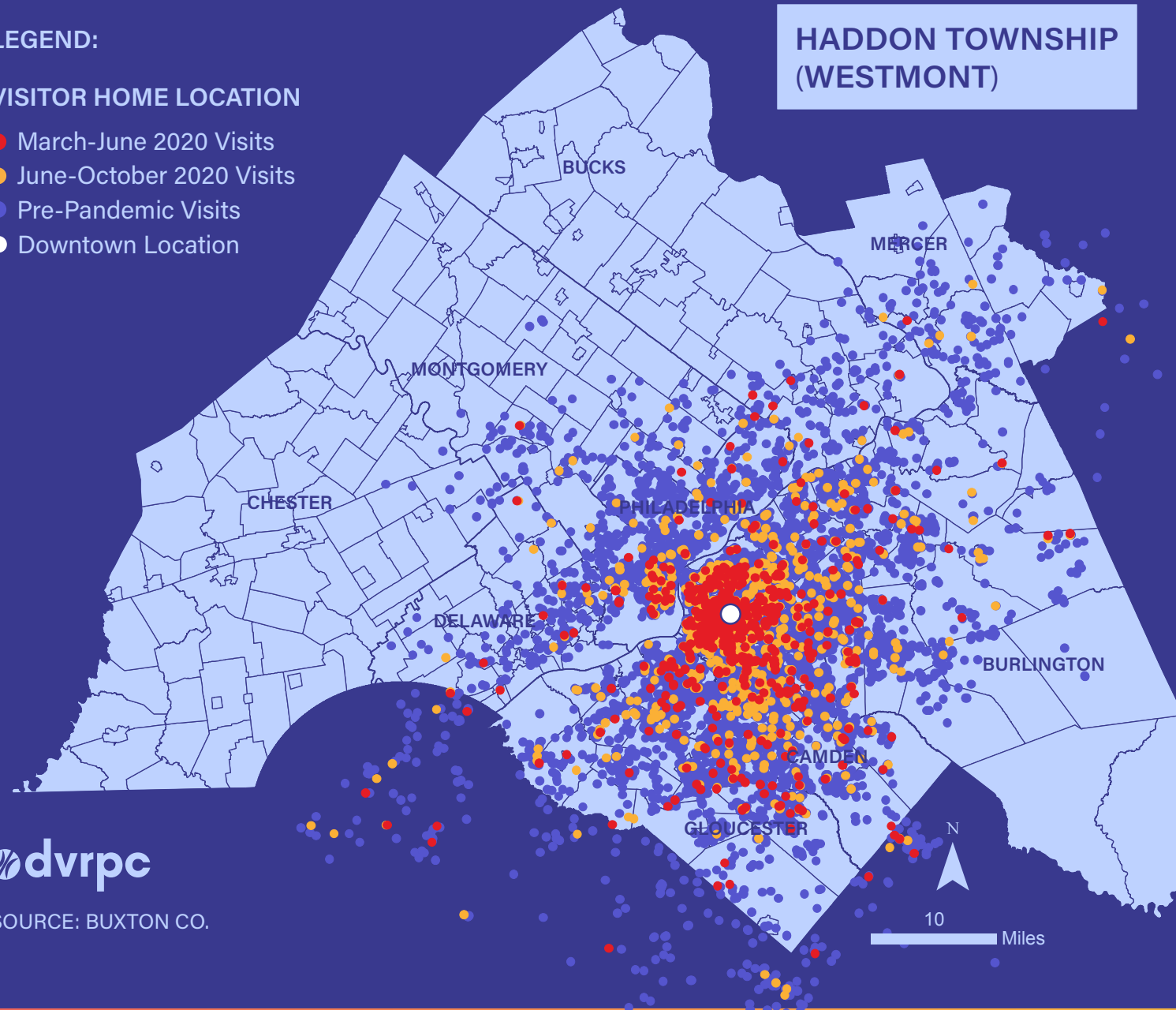 Maryland: 0.0%   Pennsylvania: 7.6%
  New Jersey: 91.8%

dvrpc

SOURCE: BUXTON CO.

NY

PA

NJ

MD

DE

N

20 Miles

LEGEND:

VISITOR HOME LOCATION

- 🔴 March-June 2020 Visits
- 🟠 June-October 2020 Visits
- 🟣 Pre-Pandemic Visits
- ⚪ Downtown Location

HADDON TOWNSHIP (WESTMONT)

BUCKS

MERCER

MONTGOMERY

CHESTER

PHILADELPHIA

DELAWARE

BURLINGTON

CAMDEN

GLOUCESTER

N

10 Miles

dvrpc

Visits to Downtown

Pre-pandemic, visitors to Westmont came from throughout southern New Jersey, as well as Delaware and Philadelphia Counties and from outside of the region. However, during the pandemic, the majority of visits came from within Camden and Gloucester Countes, as well as Center City Philadelphia.

Between August 2018 and March 2020, 15,836 people visited the downtown. This was nearly double the average of 8,800 visits for all of the downtowns.

During the shutdown (March 13 - June 15) there were 785 visits, and during the reopening period (June 16 - October 31) there were 1,332 visits to Westmont.
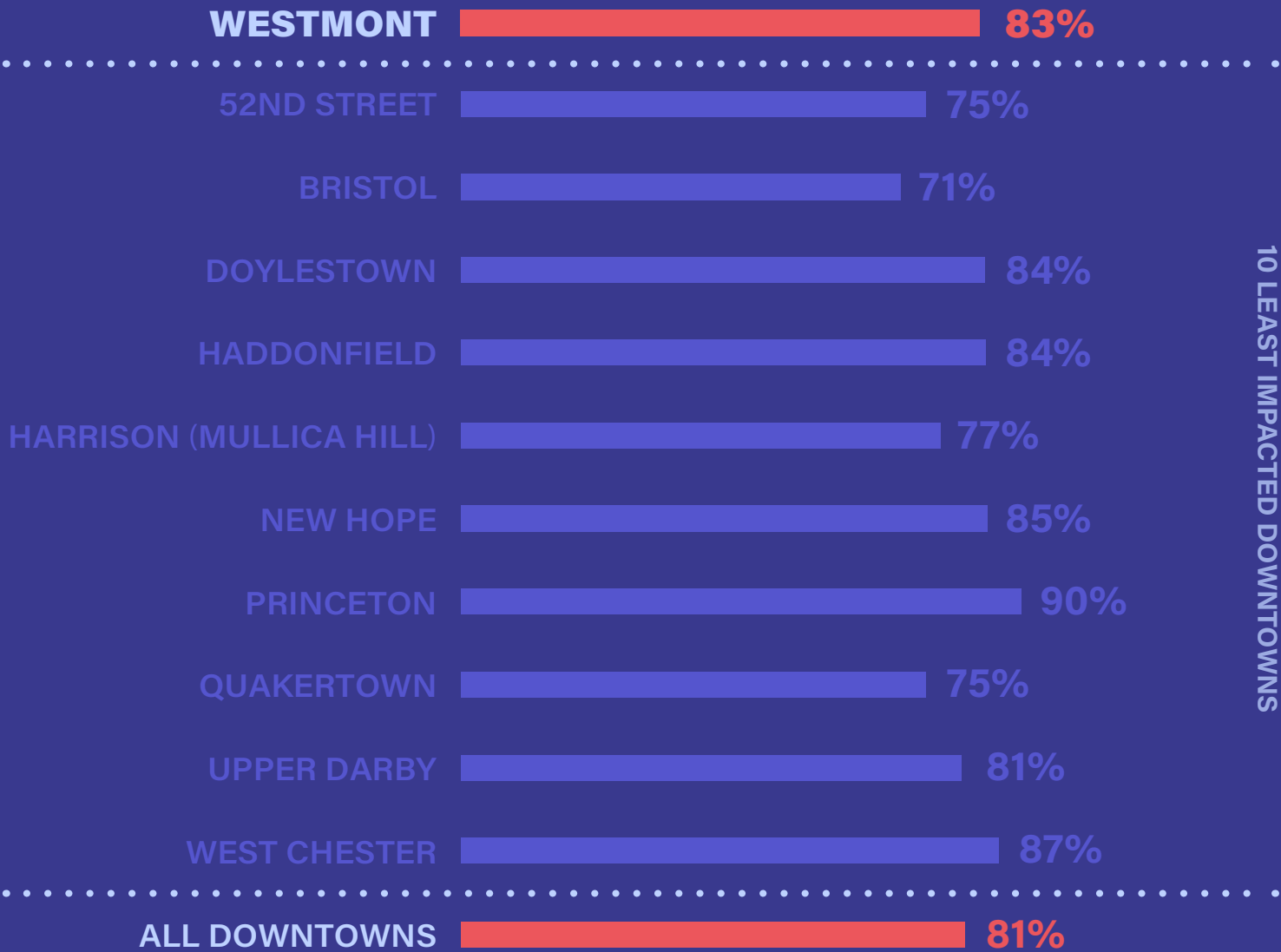
Shutdown Impact

March 13 - June 15, 2020

During the economic shutdown, there were 785 visits to Westmont compared to 4,621 visits during the same period in 2019. This equated to an 83% 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%.

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

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10 LEAST IMPACTED DOWNTOWNS

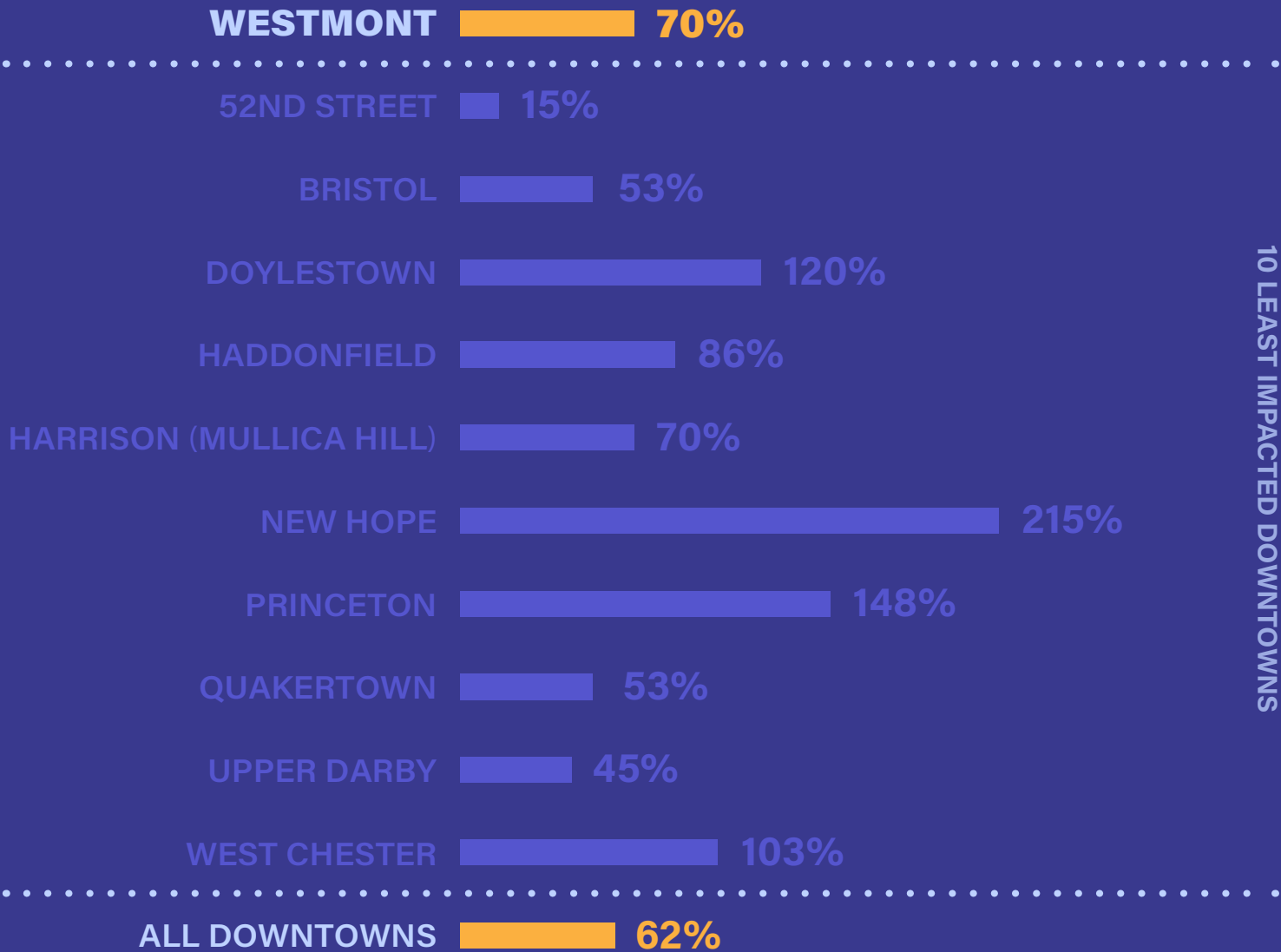|	
WESTMONT	**83%**
52ND STREET	75%
BRISTOL	71%
DOYLESTOWN	84%
HADDONFIELD	84%
HARRISON (MULLICA HILL)	77%
NEW HOPE	85%
PRINCETON	90%
QUAKERTOWN	75%
UPPER DARBY	81%
WEST CHESTER	87%
ALL DOWNTOWNS	**81%**

Reopening Rebound

June 16 - October 31, 2020

Visits to Westmont increased by 70% during the reopening period to a total of 1,332 visits. This was 76% fewer than the 5,663 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.

WESTMONT ████ **70%**

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%**

10 LEAST IMPACTED DOWNTOWNS

Trade Area Recovery
(Drive Time in Minutes)

Westmont's pre-pandemic trade area was a 31 minute drive time, which shrank by 19% during the shutdown to 25 minutes. During reopening, the trade area recovered by 6% to 27 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. It was also the only downtown to have a larger trade area during reopening (72 minutes) than it did pre-pandemic.

⬤dvrpc

SOURCE: BUXTON CO.

WESTMONT **6%**

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%**

10 LEAST IMPACTED DOWNTOWNS