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 | Hatboro Borough, PA

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.

Hatboro has a relatively walkable downtown, and in recent years adaptive reuse of a former auto-oriented retail use added a brewery to the downtwon helping to diversify the mix of retail uses. However, the downtown lacks a residential population, and the number of civic, cultural and office uses that other downtowns have. These characteristics are why the downtown earned a Diversity Score of 61, which makes it one of the least diverse downtowns in the region.

However, despite its lacking the diversity of other downtowns, the pandemic had a lower than average impact on Hatboro with the downtown earning a Pandemic Impact Score of 47. This suggests that there may be ways to increase diversity to fortify what is already a relatively resilient downtown.

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61 Diversity Score
Built environment, mix of uses, population, transportation, and types of downtowns
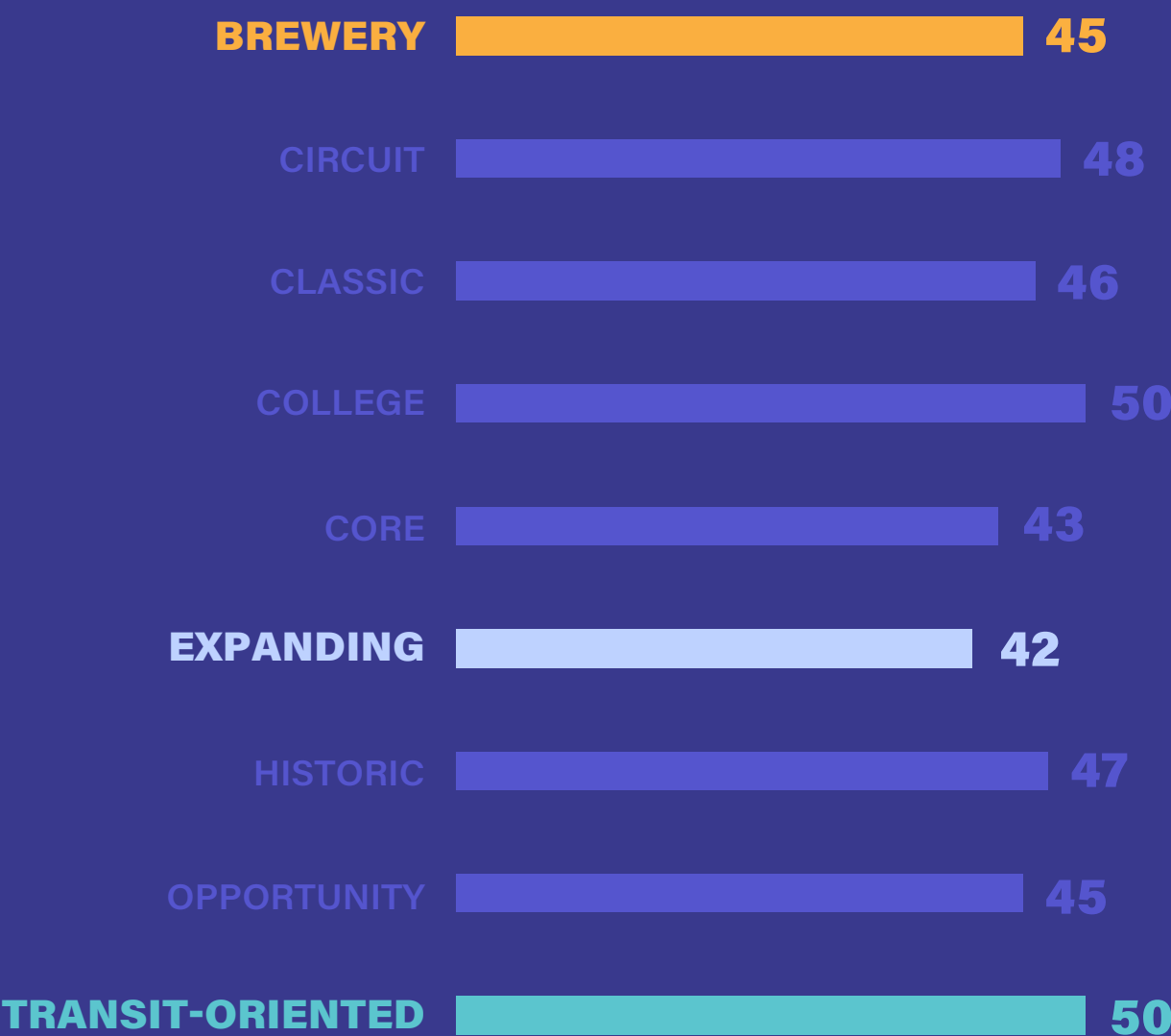
47 Pandemic Impact Score
Visits and trade area pre-pandemic, and during the shut-down and reopening periods

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. Hatboro is considered to be three typologies: *Brewery*, *Expanding* and *Transit-Oriented*. Downtowns that are considered to be three typologies had an average Pandemic Impact Score of 53.

Hatboro is considered *Expanding* because of the addition of the new brewery at the edge of downtown, which most likely helped mitigate the pandemic's impacts since *Brewery* and *Expanding* downtowns were some of the least impacted on average.
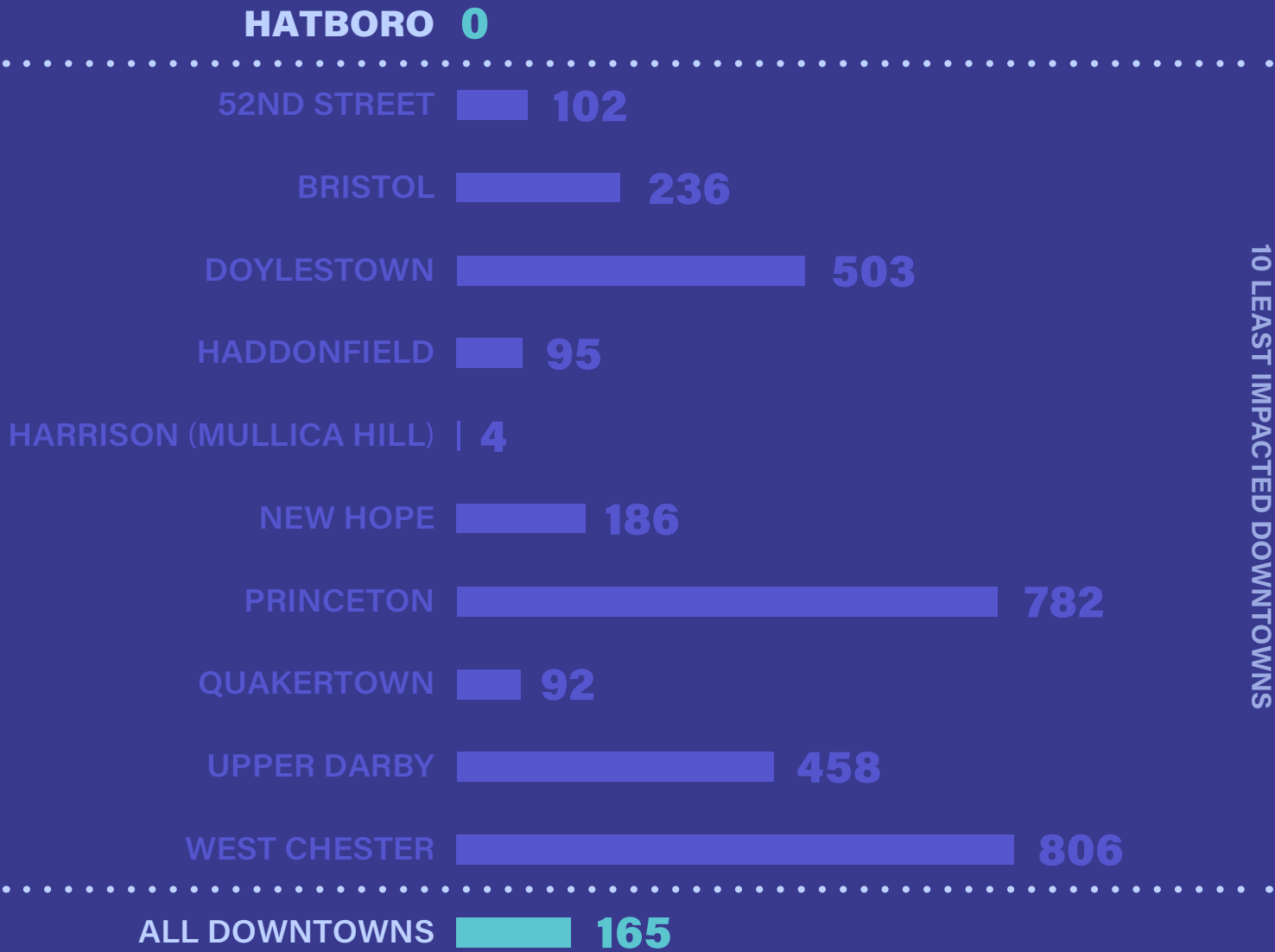
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Typology	Score
BREWERY	45
CIRCUIT	48
CLASSIC	46
COLLEGE	50
CORE	43
EXPANDING	42
HISTORIC	47
OPPORTUNITY	45
TRANSIT-ORIENTED	50

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, Hatboro's downtown population was estimated to be 0, compared to the average of 165 for all downtowns and the average population of 326 for the least impacted downtowns.

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SOURCE: BUXTON CO.

HATBORO	0
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:

26%
Food & Beverage (FB)

43%
General Merchandise,
Apparel, Furnishings,
& Other (GAFO)

32%
Neighborhood Goods
& Services (NGS)

71%
Retail

3%
Civic

2%
Cultural

0%
Institutional

15%
Office

0%
Residential

9%
Vacancy

Retail accounts for 71% of the uses in Hatboro, 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 larger share at 30%, while *General Merchandise, Apparel, Furnishings & Other* (GAFO) retailers made up a slightly smaller share at 38%. In general, as the share of each of these increased, the Pandemic Impact Score descreased.
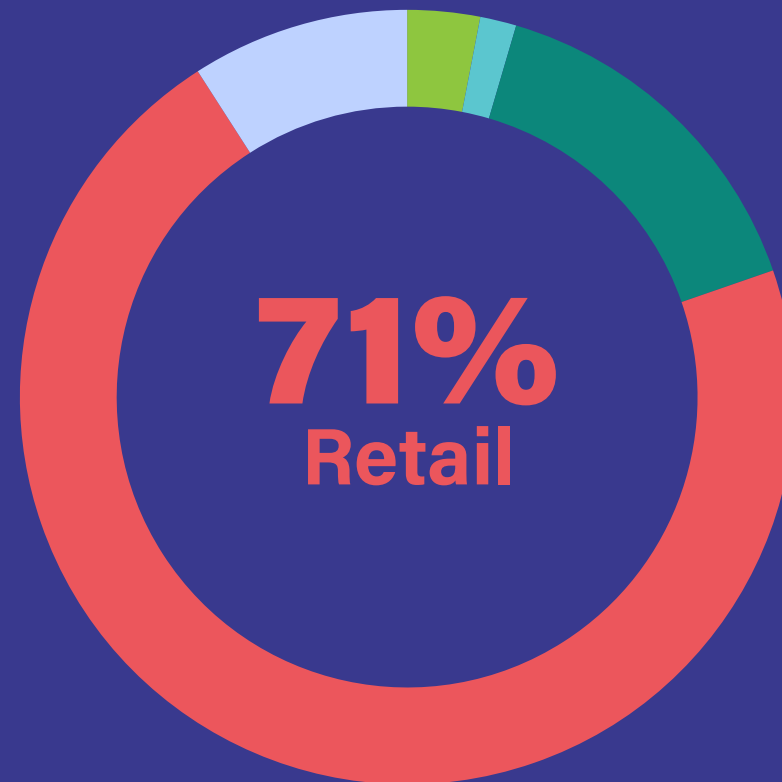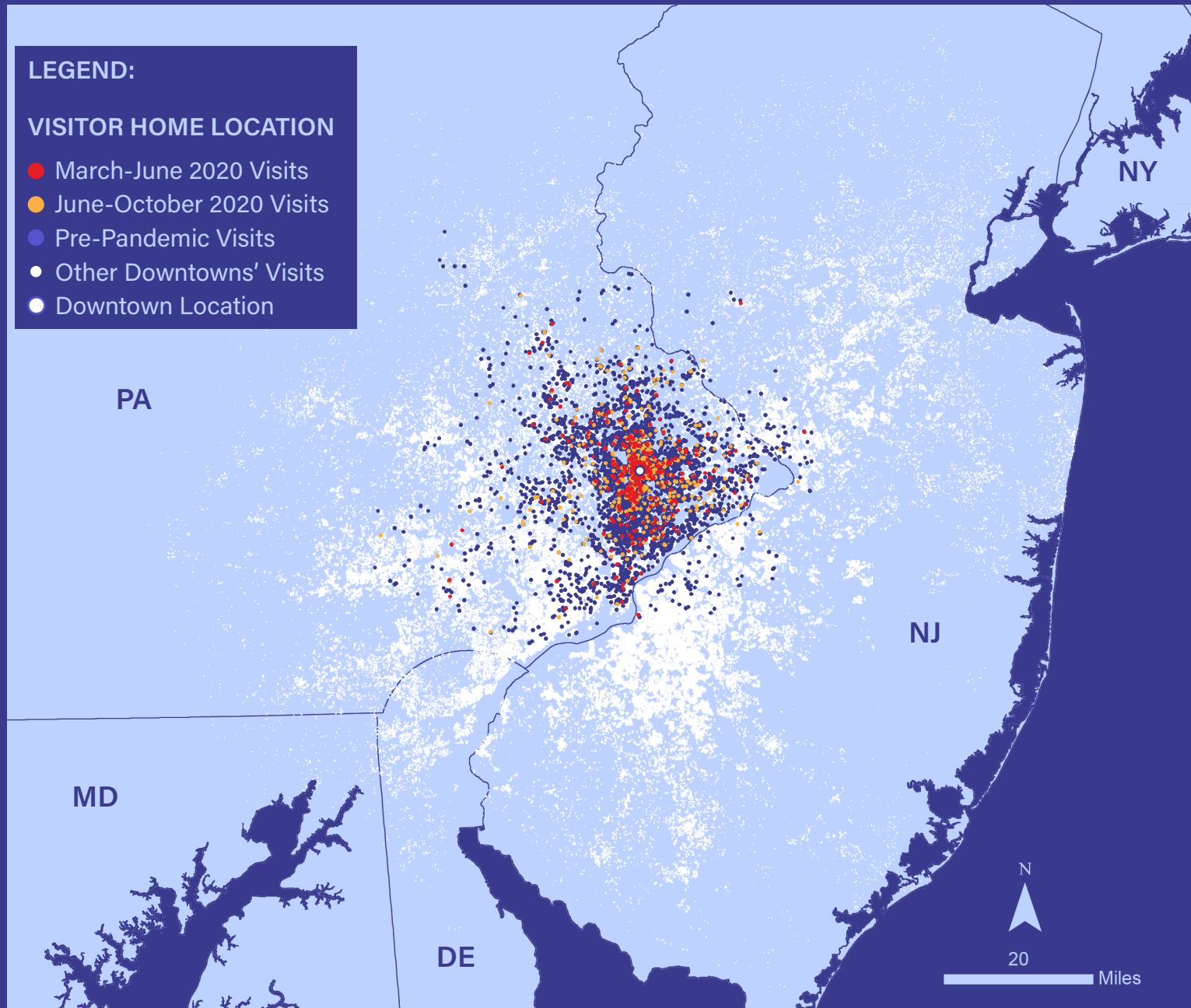
Neighborhood Goods & Services (NGS) retailers also made up a smaller share in the least impacted downtowns at 30%. On average, as the share of NGS retailers or a downtown's vacancy rate increased, so did the Pandemic Impact Score. Hatboro's vacancy rate is below average for the region, and only slightly higher than 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 Hatboro were as follows:

● Pre-Pandemic

Delaware: 0.0%	New York: 0.0%
Maryland: 0.0%	Pennsylvania: 98.5%
New Jersey: 1.5%	

● Shutdown | March 13 - June 15, 2020

Delaware: 0.0%	New York: 0.0%
Maryland: 0.0%	Pennsylvania: 99.2%
New Jersey: 0.8%	

● Reopening | June 16 - October 31, 2020

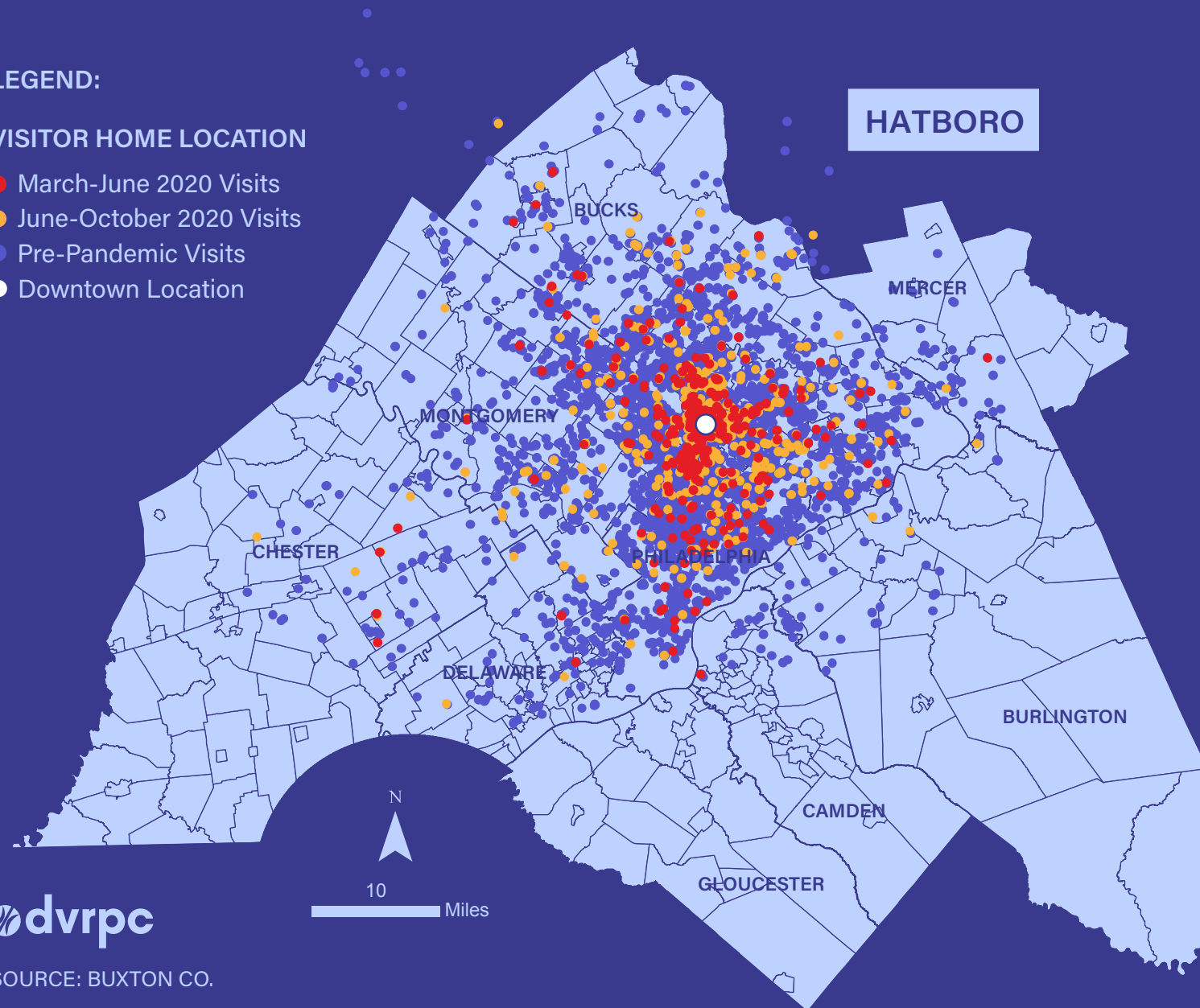| Delaware: 0.0% | New York: 0.0% |
| Maryland: 0.0% | Pennsylvania: 99.2% |
| New Jersey: 0.8% | |

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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

Visits to Downtown

Pre-pandemic, visitors to Hatboro came from throughout Bucks, Montgomery, and Philadelphia Counties. During the pandemic, visitors came from more proximate areas in nearby Bucks and Montgomery Counties.

Between August 2018 and March 2020, 7,781 people visited the downtown. This was slightly less than the average of 8,800 visits for all of the downtowns.

During the shutdown (March 13 - June 15) there were 388 visits, and during the reopening period (June 16 - October 31) there were 676 visits to Hatboro.
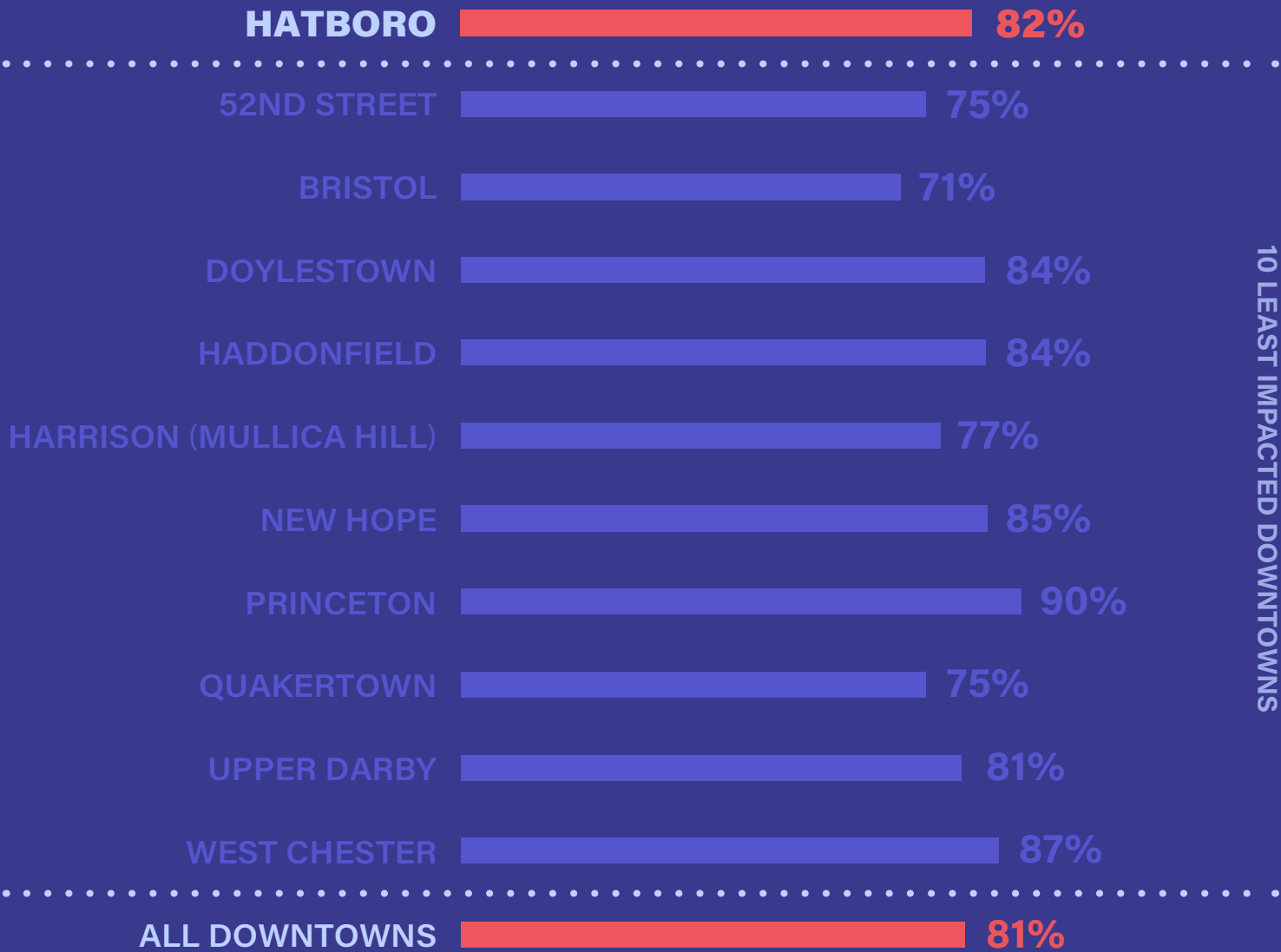
Shutdown Impact
March 13 - June 15, 2020

During the economic shutdown, there were 388 visits to Hatboro compared to 2,201 visits during the same period in 2019. This equated to an 82% 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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HATBORO — 82%
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%

10 LEAST IMPACTED DOWNTOWNS
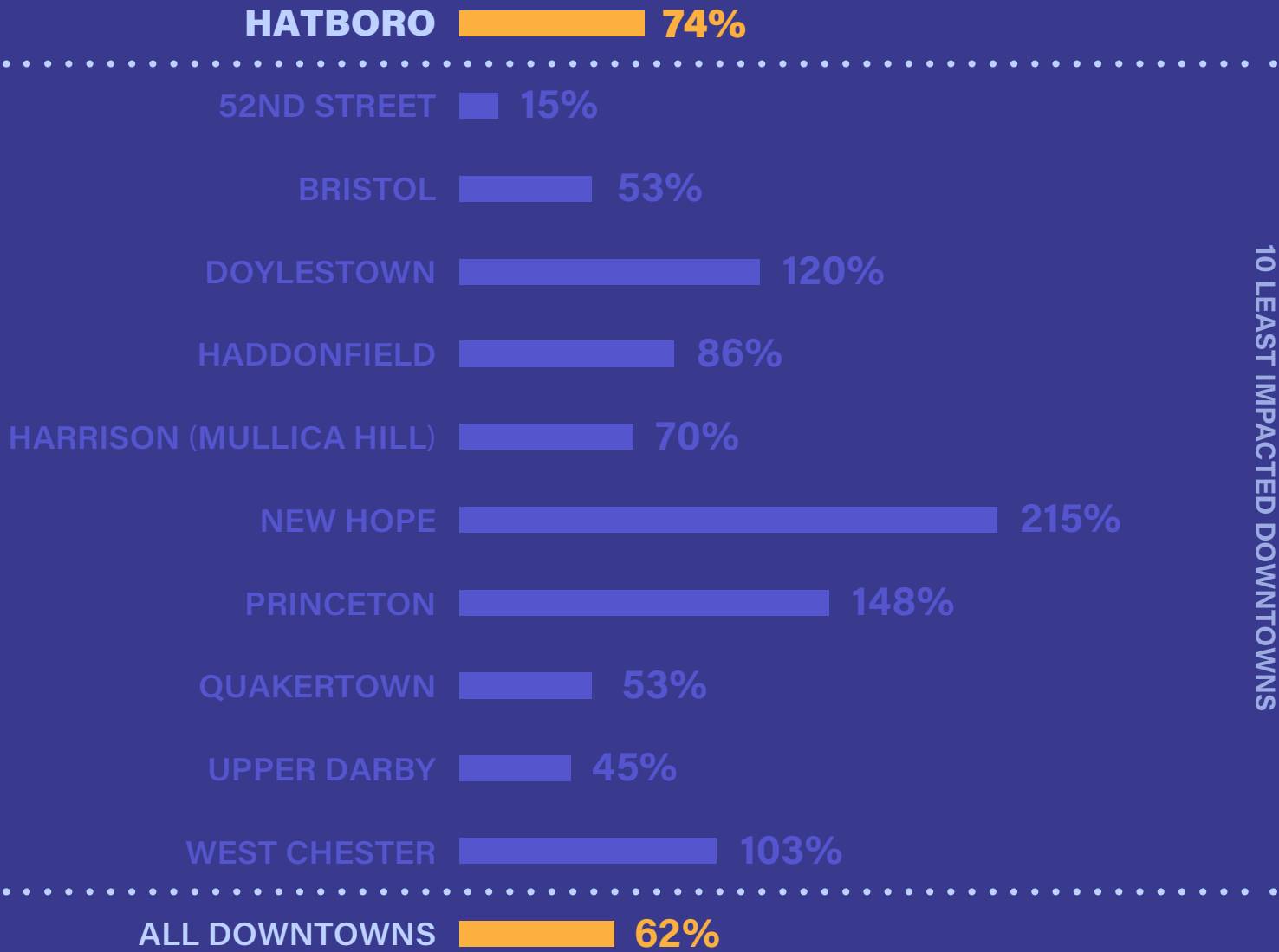
Reopening Rebound

June 16 - October 31, 2020

Visits to Hatboro increased by 74% during the reopening period to a total of 676 visits. This was 74% fewer than the 2,621 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.

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SOURCE: BUXTON CO.

10 LEAST IMPACTED DOWNTOWNS

HATBORO **74%**

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%**
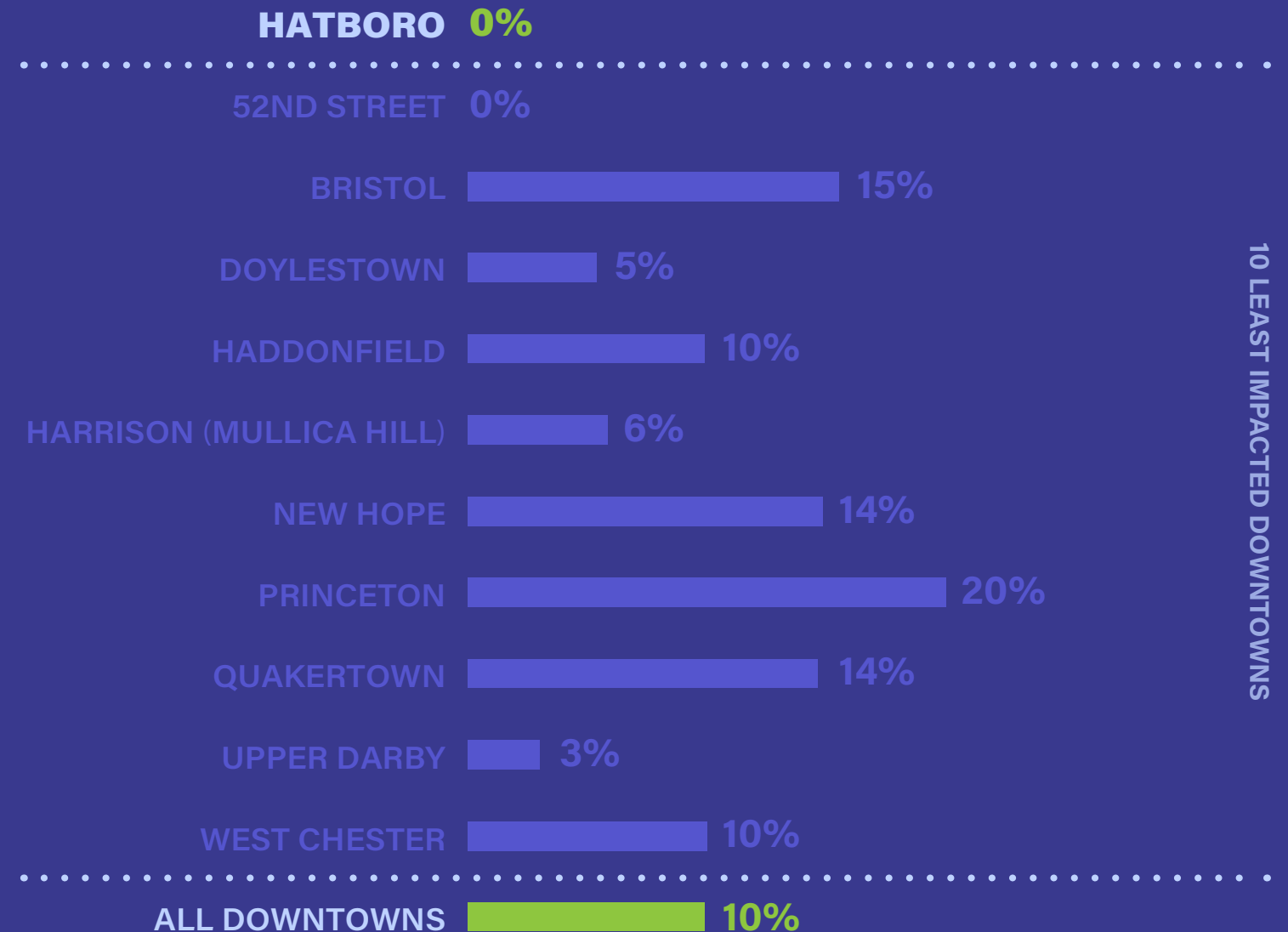
Trade Area Recovery
(Drive Time in Minutes)

Hatboro's pre-pandemic trade area was a 29 minute drive time, which shrank by 17% during the shutdown to 24 minutes. The trade area did not recover during the reopening period and remained at 24 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.

HATBORO	**0%**
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