# 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 | Pottstown Borough | 39 | Newtown Borough | 42 |
| West Chester Borough | 34 | Coatesville City | 56 | Berlin Borough | 61 |
| Norristown Borough | 37 | Moorestown Township | 54 | Norwood Borough | 67 |
| Burlington City | 46 | Paulsboro Borough | 58 | Hightstown Borough | 55 |
| Collingswood Borough | 45 | Swedesboro Borough | 43 | Haddon Heights Borough | 58 |
| Upper Darby Township | 32 | Pitman Borough | 50 | Hatboro Borough | 47 |
| Lower Merion Township (Ardmore) | 38 | Lower Merion Township (Bryn Mawr) | 54 | Ridley Park Borough | 69 |
| Glassboro Borough | 39 | Quakertown Borough | 35 | Perkasie Borough | 53 |
| Phoenixville Borough | 44 | Philadelphia (52nd Street) | 33 | Audubon Borough (Merchant St.) | 58 |
| Haddonfield Borough | 35 | Radnor Township (Wayne) | 50 | Pine Hill Borough | 59 |
| Woodbury City | 43 | Ambler Borough | 61 | Jenkintown Borough | 52 |
| Lansdowne Borough | 49 | Palmyra Borough | 47 | Lower Merion Township (Haverford) | 75 |
| Trenton (State Street) | 58 | Marcus Hook Borough | 57 | Riverton Borough | 70 |
| Bristol Borough | 26 | Malvern Borough | 45 | Cheltenham Township (Glenside) | 55 |
| Lansdale Borough | 54 | Narberth Borough | 59 | Yardley Borough | 49 |
| Doylestown Borough | 29 | Downingtown Borough | 42 | Souderton Borough | 73 |
| Bordentown City | 52 | Haddon Township (Westmont) | 38 | Haverford Township (Oakmont) | 59 |
| Riverside Township | 59 | Merchantville Borough | 52 | Morrisville Borough | 60 |
| Mount Holly Township | 48 | Pennsauken Township | 49 | Telford Borough | 59 |
| Kennett Square Borough | 48 | Camden City (Federal Street) | 42 | Westville Borough | 64 |
| Chester City (Avenue of the States) | 41 | Sellersville Borough | 75 | Wenonah Borough | 58 |
| New Hope Borough | 14 | Darby Borough | 55 | Barrington Borough | 74 |
| Swarthmore Borough | 60 | Maple Shade Township | 58 | Haverford Township (Brookline) | 66 |
| Media Borough | 40 | Harrison Township (Mullica Hill) | 27 | East Lansdowne Borough | 60 |
| Gloucester City | 50 | Langhorne Borough | 52 | 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 | Langhorne 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.

Langhorne's downtown has a historic built environment, significant residential population, and a number of office uses. However, it's not as walkable, lacks the cultural uses, and has a high share of Neighborhood Goods & Services (NGS) retailers compared to other downtowns. These characteristics are reflected in its Diversity Score of 58, which indicates that the downtown is slightly less diverse than the average downtown.

Similarly, the pandemic had a slightly higher than average impact in Langhorne, and the downtown earned a Pandemic Impact Score of 52. These findings suggest that efforts to improve dversity may help fortify what is already a relatively resilient downtown.

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## 58
### 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).*

In general, more typologies equated to a lower Pandemic Impact Score. Langhorne is considered to be one typology: *Historic.*

Downtowns that are considered to be one typology had an average Pandemic Impact Score of 61.

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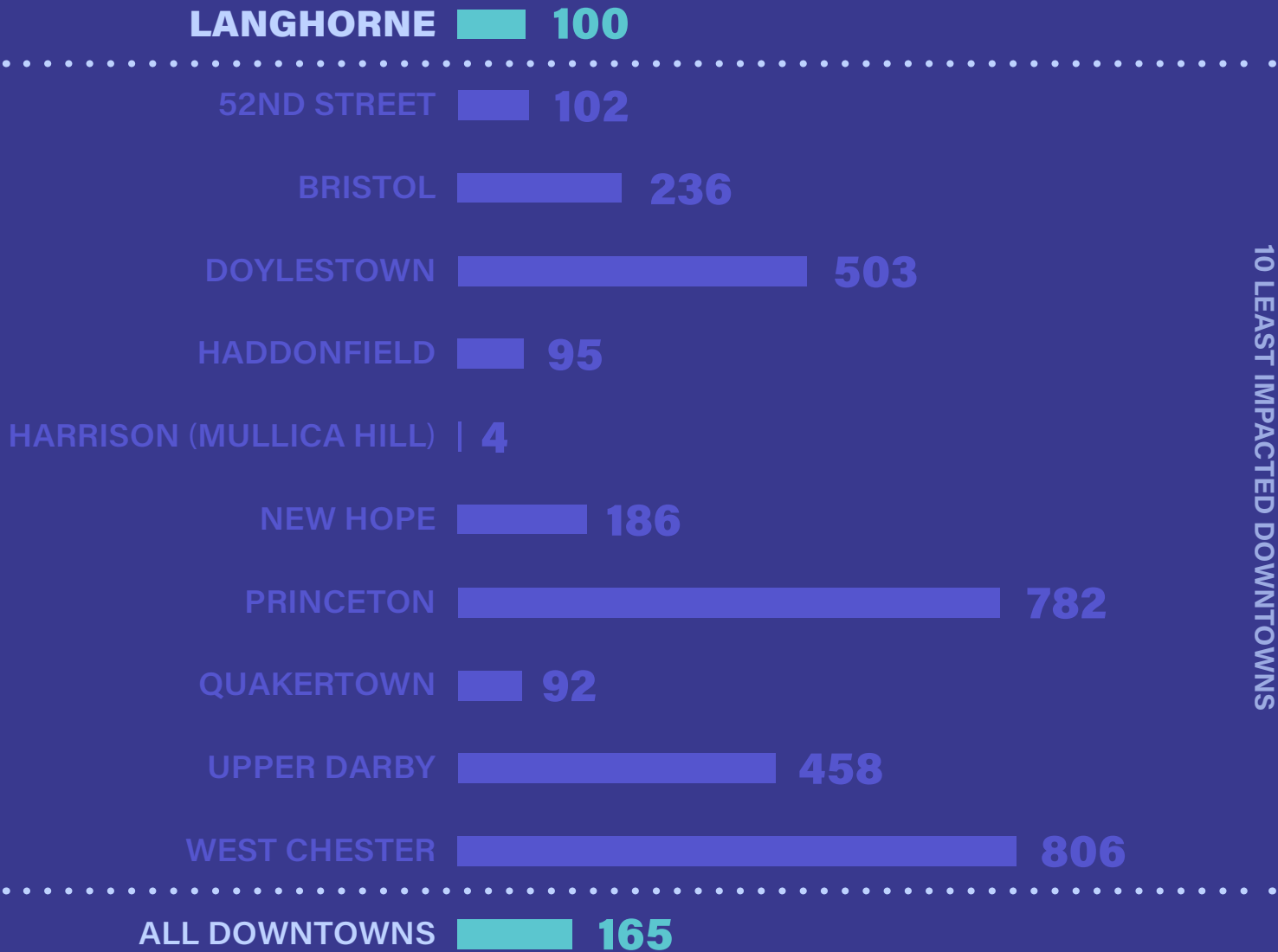| Typology | Score |
|---|---|
| BREWERY | 45 |
| CIRCUIT | 48 |
| CLASSIC | 46 |
| COLLEGE | 50 |
| CORE | 43 |
| EXPANDING | 42 |
| HISTORIC | 47 |
| OPPORTUNITY | 45 |
| TRANSIT-ORIENTED | 50 |
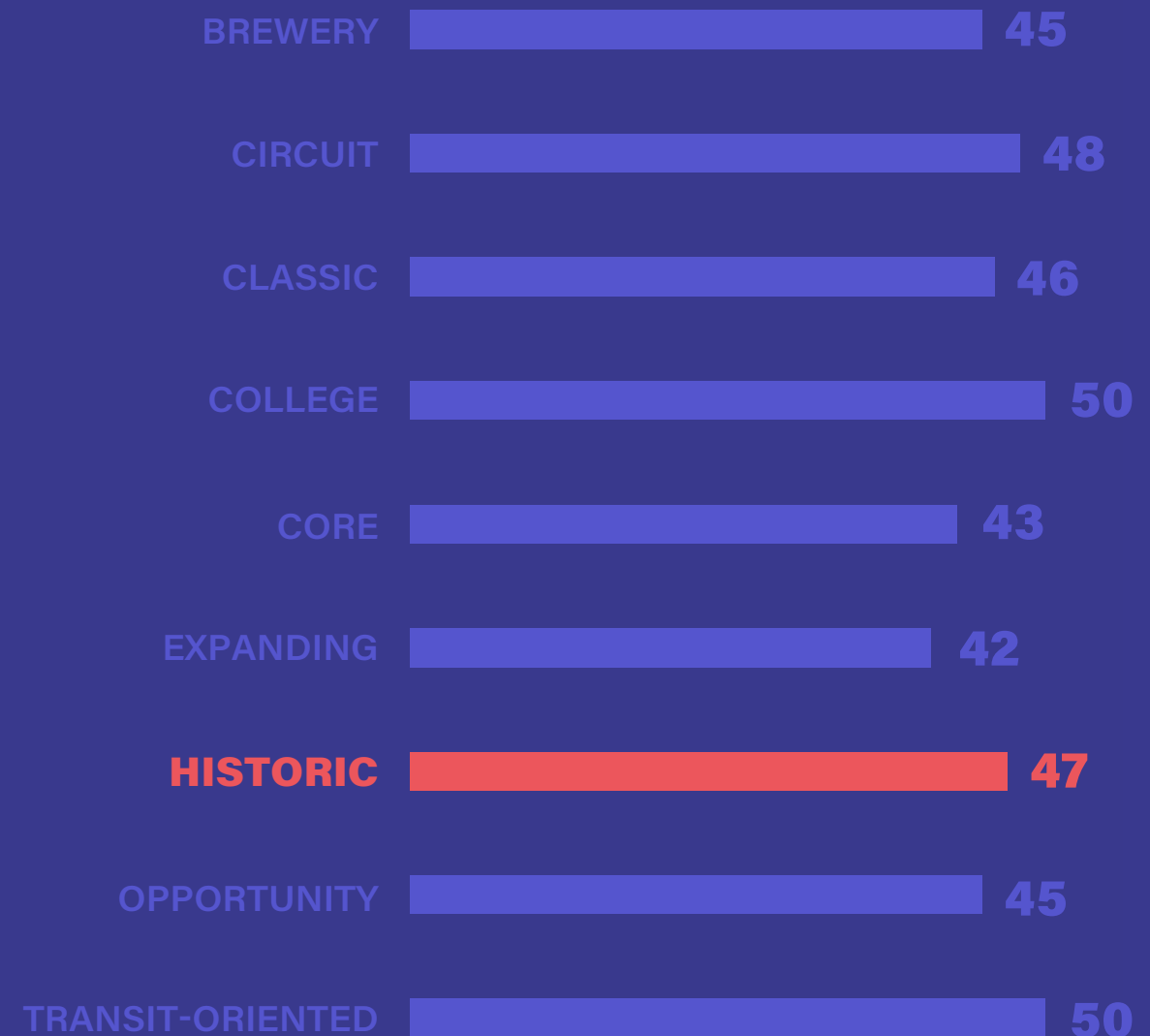
# Downtown Population

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, Langhorne's downtown population was estimated to be 100, which was less than the averages of 165 for all downtowns and 326 for the least impacted downtowns.

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SOURCE: BUXTON CO.

LANGHORNE — 100
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:**
**29%**
Food & Beverage (FB)

**14%**
General Merchandise,
Apparel, Furnishings,
& Other (GAFO)

**54%**
Neighborhood Goods
& Services (NGS)

**42%**
**Retail**

**1%**
Civic

**0%**
Cultural

**0%**
Institutional

**25%**
Office

**30%**
Residential

**1%**
Vacancy

Retail accounts for 42% of the uses in Langhorne's downtown, which is one of the lowest shares observed. It is also less than the averages of 57% for all downtowns and 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 much larger share at 38%. In general, as the share of each of these increased, the Pandemic Impact Score descreased.
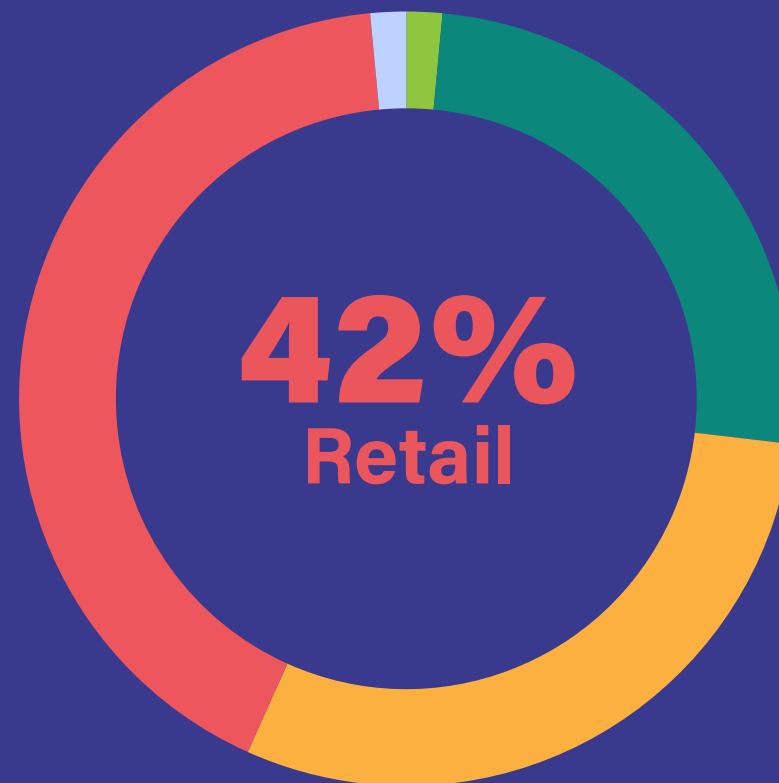
Conversely, *Neighborhood Goods & Services* (NGS) retailers made up a significantly smaller share in the least impacted downtowns at 30%. On average, as the share of NGS retailers or a downtown's vacancy rate increased, so did the Pandemic Impact Score. Langhorne has a vacancy rate of 1%, compared to 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 Langhorne were as follows:

**● Pre-Pandemic**

Delaware: 0.0%        New York: 0.0%
Maryland: 0.0%        Pennsylvania: 94.1%
New Jersey: 5.9%

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

Delaware: 0.0%        New York: 0.0%
Maryland: 0.0%        Pennsylvania: 94.6%
New Jersey: 5.4%

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

Delaware: 0.0%        New York: 0.0%
Maryland: 0.0%        Pennsylvania: 95.4%
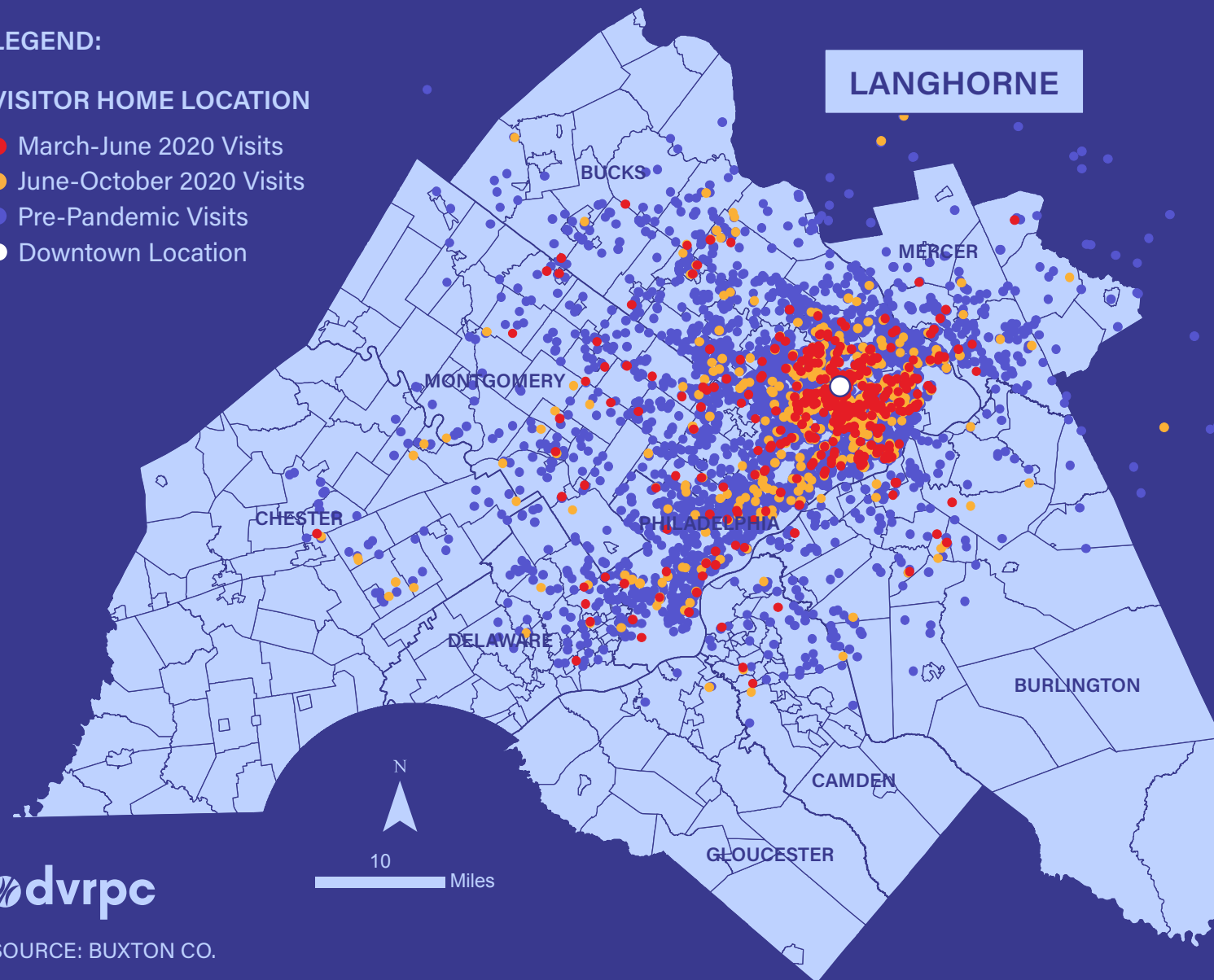New Jersey: 4.6%

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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

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

LANGHORNE

BUCKS

MERCER

MONTGOMERY

CHESTER

PHILADELPHIA

DELAWARE

BURLINGTON

CAMDEN

GLOUCESTER

N

10 Miles

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# Visits to Downtown

**Pre-pandemic, visitors to Langhorne were primarily from lower Bucks, Montgomery, and Philadelphia Counties. During the pandemic, most visitors came from lower Bucks County.**

**Between August 2018 and March 2020, 7,923 people visited the downtown. This was less than the average of 8,800 visits for all of the downtowns.**

**During the shutdown (March 13 - June 15) there were 452 visits, and during the reopening period (June 16 - October 31) there were 689 visits to Langhorne's downtown.**
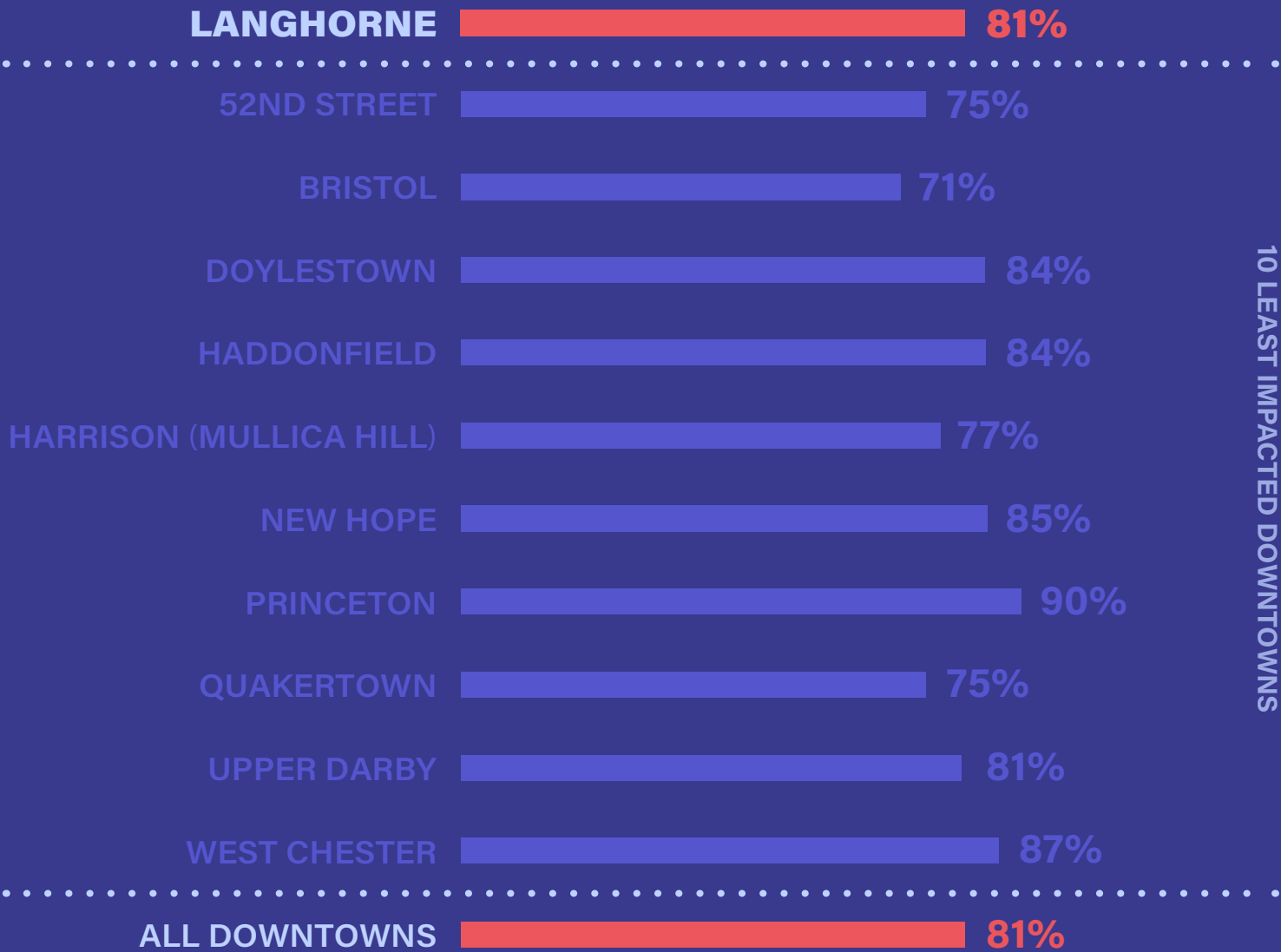
# Shutdown Impact
## March 13 - June 15, 2020

During the economic shutdown, there were 452 visits to Langhorne's downtown compared to 2,373 visits during the same period in 2019. This equated to an 81% 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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**LANGHORNE** — **81%**

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
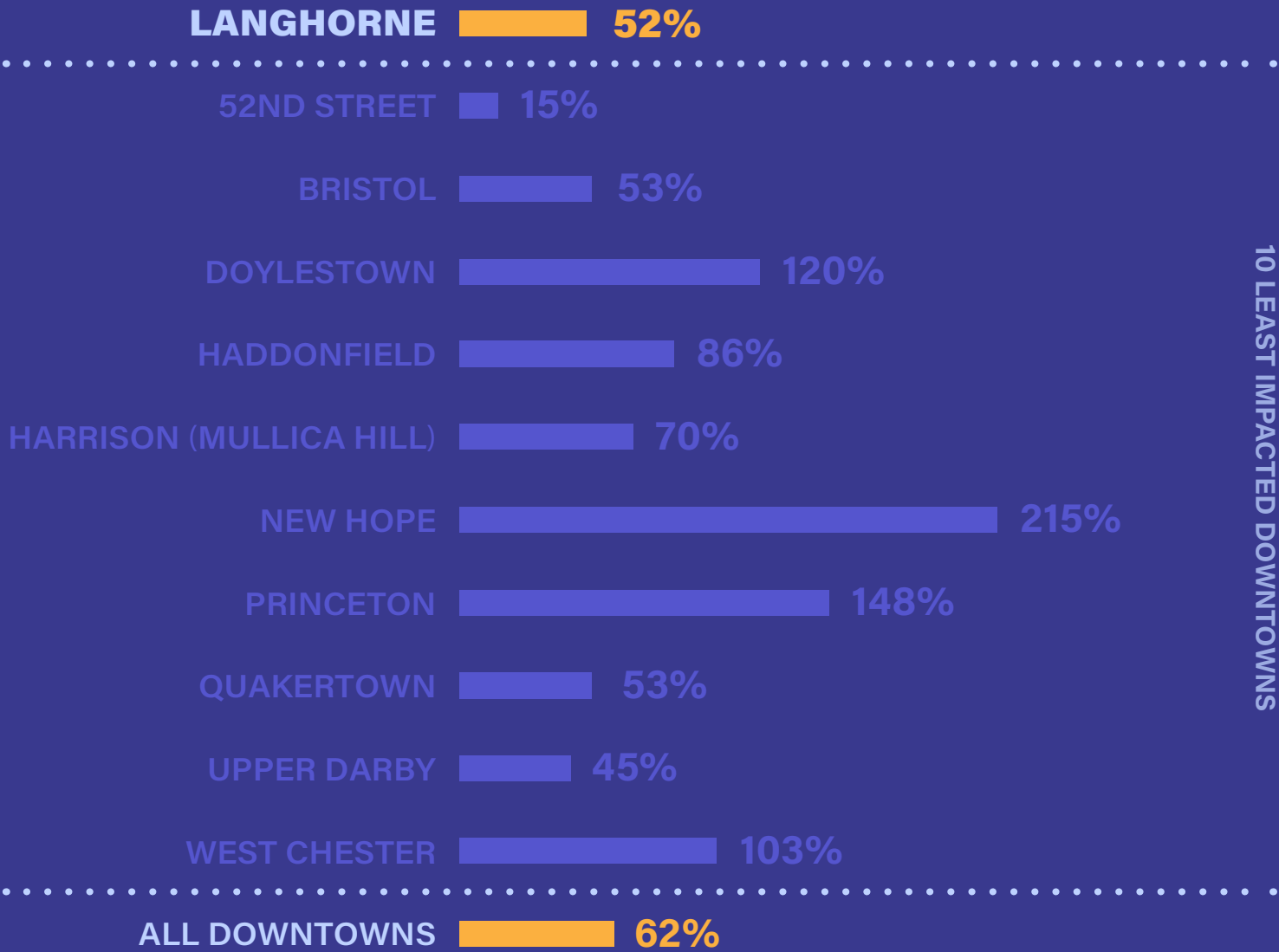
# Reopening Rebound

June 16 - October 31, 2020

Visits to Langhorne's downtown increased by 52% during the reopening period to a total of 689 visits. This was 77% fewer than the 3,010 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

| | |
|---|---|
| **LANGHORNE** | **52%** |
| 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)

Langhorne's pre-pandemic trade area was a 26 minute drive time, which shrank by 19% during the shutdown to 21 minutes. During reopening, the trade area recovered by 4% to 22 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.

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LANGHORNE **4%**

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