

# 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 | Swedesboro 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.

Swedesboro has a relatively robust residential population that is one of the most demographically diverse in the region. The downtown also has a number of civic and cultural uses. These qualities are why Swedesboro received a Diversity Score of 46, which indicates that it is slightly more diverse than the average downtown.

Similarly, Swedesboro received a Pandemic Impact Score of 43, which indicates that the downtown was less impacted by the pandemic than the average downtown. These scores also suggest there may be ways to diversify Swedesboro's downtown in order to fortify what is already a relatively resilient downtown.

46

## Diversity Score

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

43

## Pandemic Impact Score

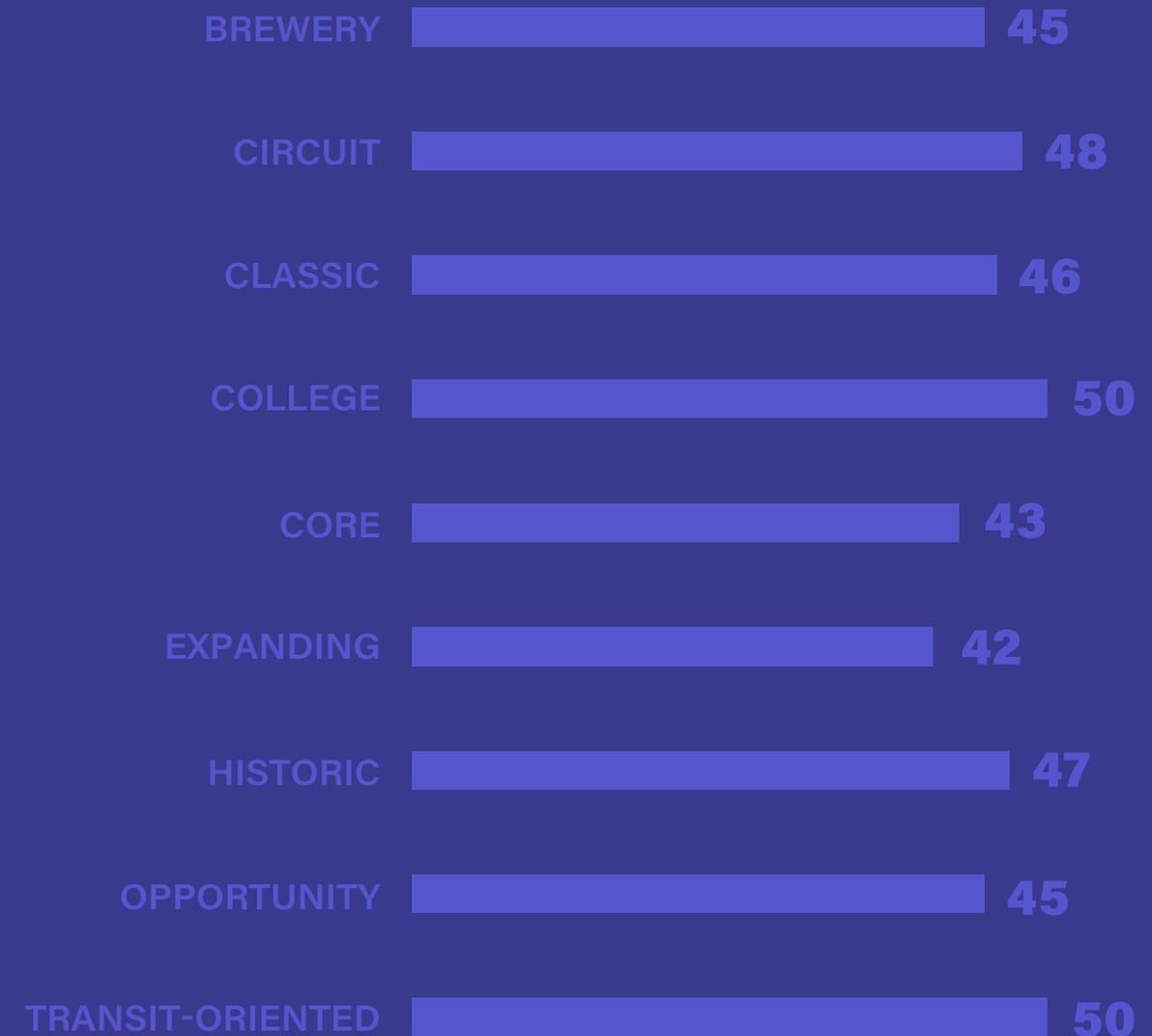
*Visits and trade area pre-pandemic, and during the shut-down and reopening periods*

# 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. Swedesboro, along with four other downtowns, was not considered to be any of the identified typologies.

Downtowns that were not considered to be one of these typologies had an average Pandemic Impact Score of 52.



# Downtown Population

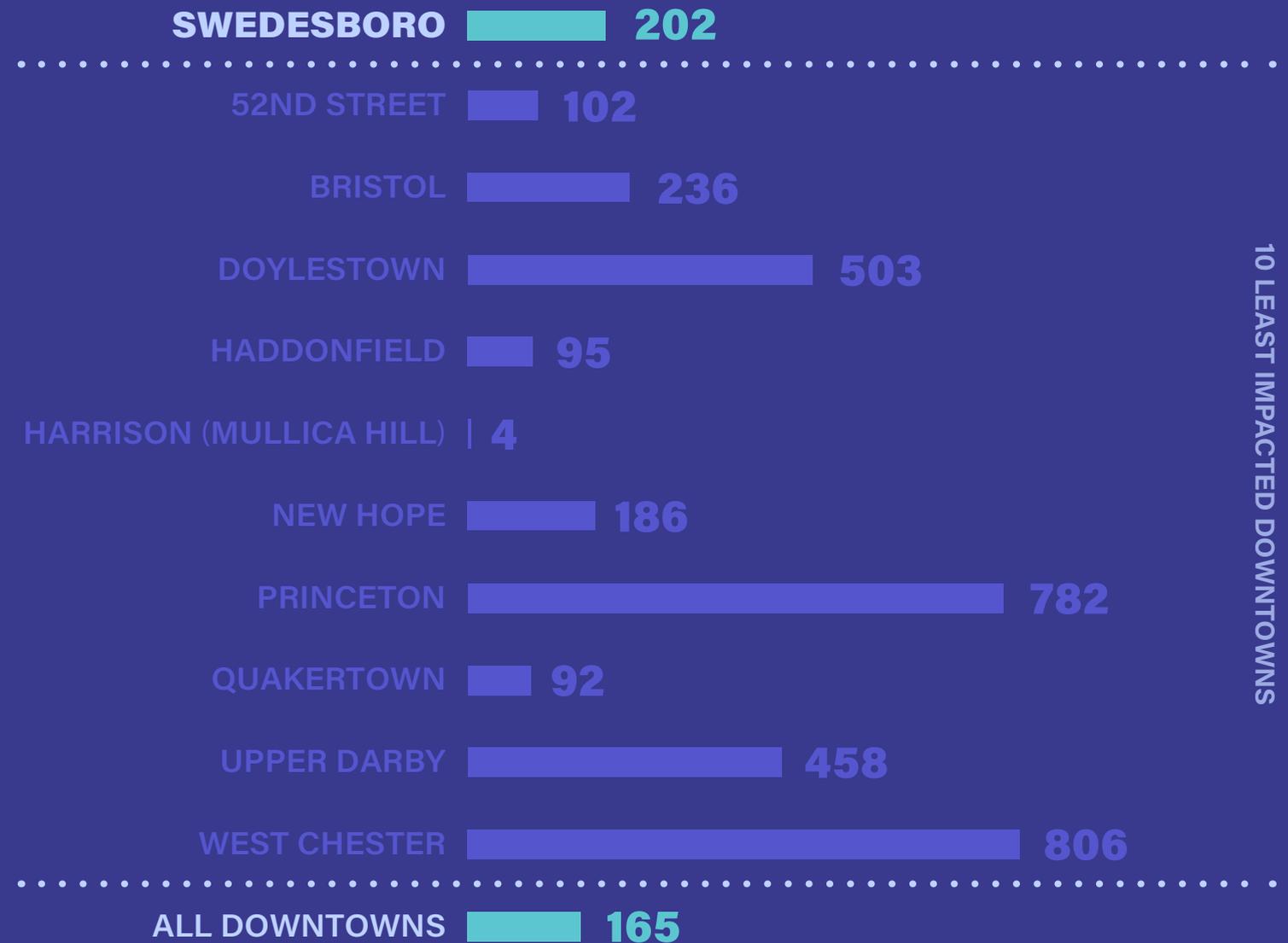
A negative correlation between the estimated population of the region's downtowns and the Pandemic Impact Score was identified. In other words, the larger the downtown population, the smaller the impact.

In 2019, the population in Swedesboro's downtown was estimated to be 202, compared to the average of 165 for all downtowns and 326 for the least impacted downtowns.

Swedesboro's population is one of the most diverse with regards to demographics, with the Black, Hispanic, and White populations accounting for 16%, 29%, and 61%, respectively.



SOURCE: BUXTON CO.



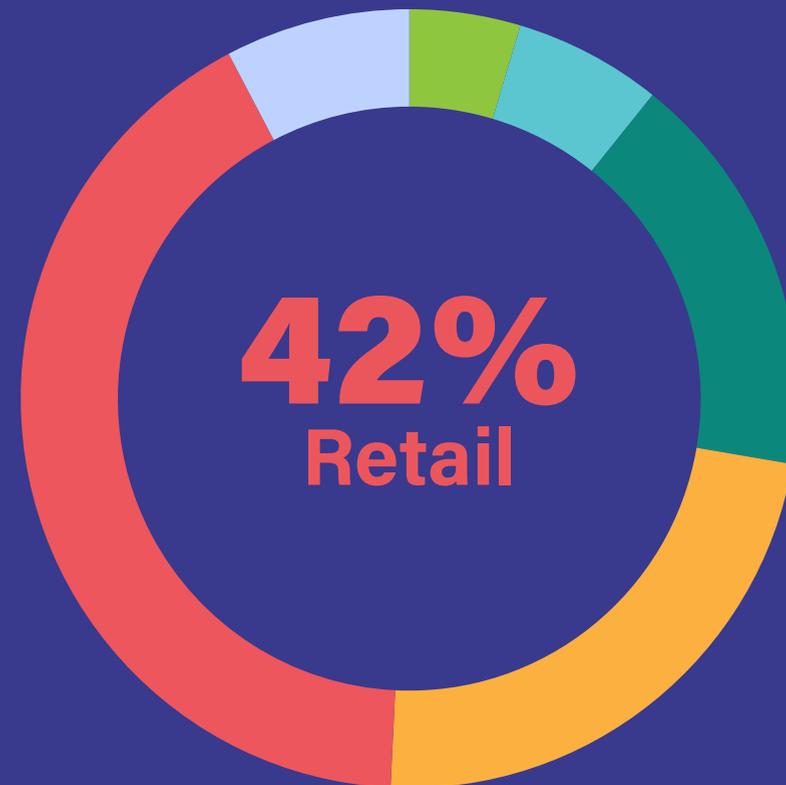
10 LEAST IMPACTED DOWNTOWNS

## Mix of Uses

Retail accounts for 42% of the uses in Swedesboro, which is much less than the averages of 57% for all downtowns and 60% for the least impacted downtowns.

In the least impacted downtowns, the share of *Food & Beverage (FB)* retailers was equal to that in Swedesboro at 30%, but *General Merchandise, Apparel, Furnishings & Other (GAFO)* retailers made up a much larger share of 38%. On average, as the share of each of these increased the Pandemic Impact Score decreased.

Conversely, *Neighborhood Goods & Services (NGS)* retailers made up a much smaller share of 30% in the least impacted downtowns, while the average vacancy rate in the least impacted downtowns was nearly equal at 7.8%. In general, as the share of NGS retailers or the vacancy rate increased, so did the Pandemic Impact Score.



5%  
Civic

6%  
Cultural

0%  
Institutional

17%  
Office

23%  
Residential

8%  
Vacancy

### Retail Mix:

30%

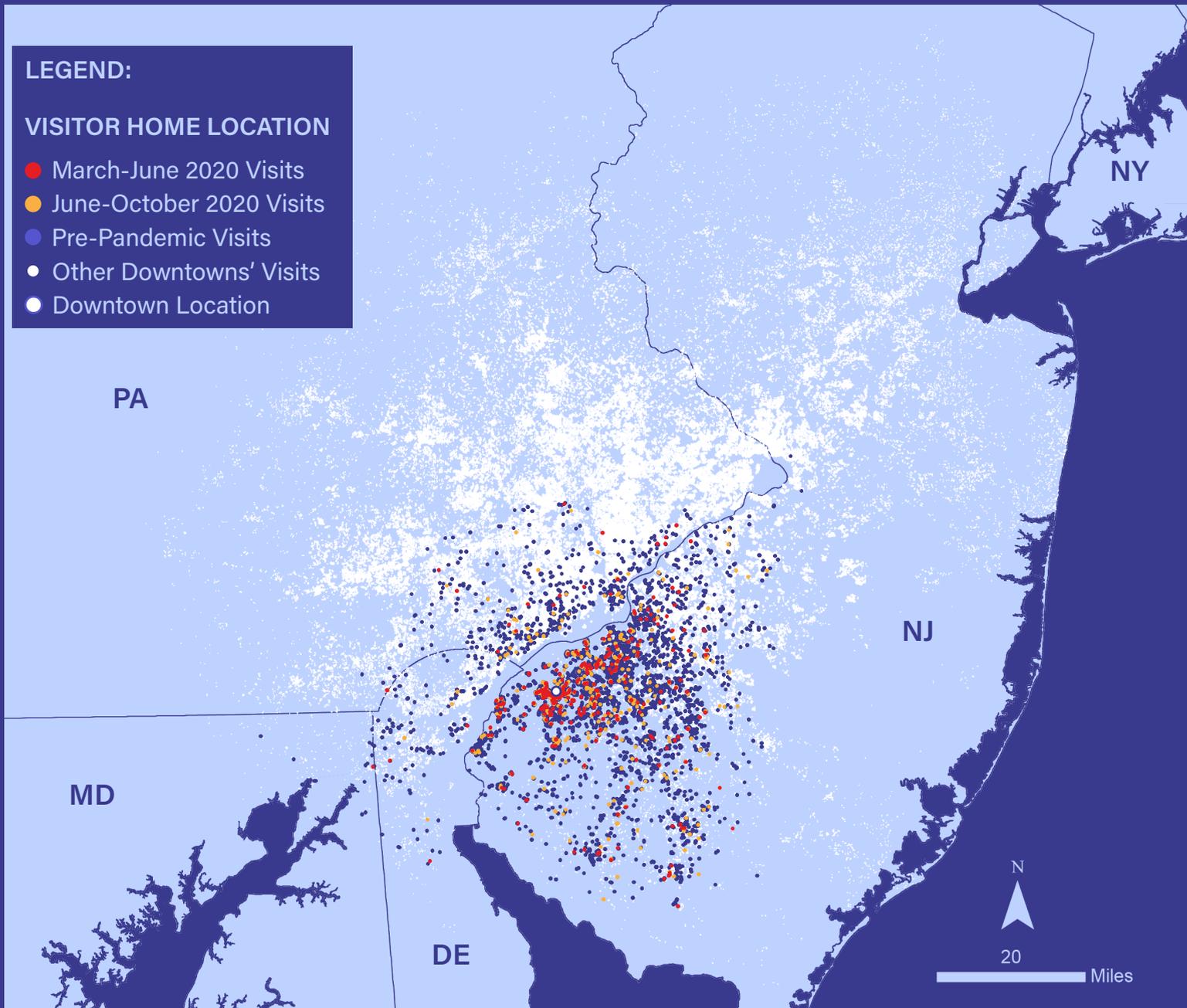
Food & Beverage (FB)

26%

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

44%

Neighborhood Goods  
& Services (NGS)



# 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 Swedesboro were as follows:

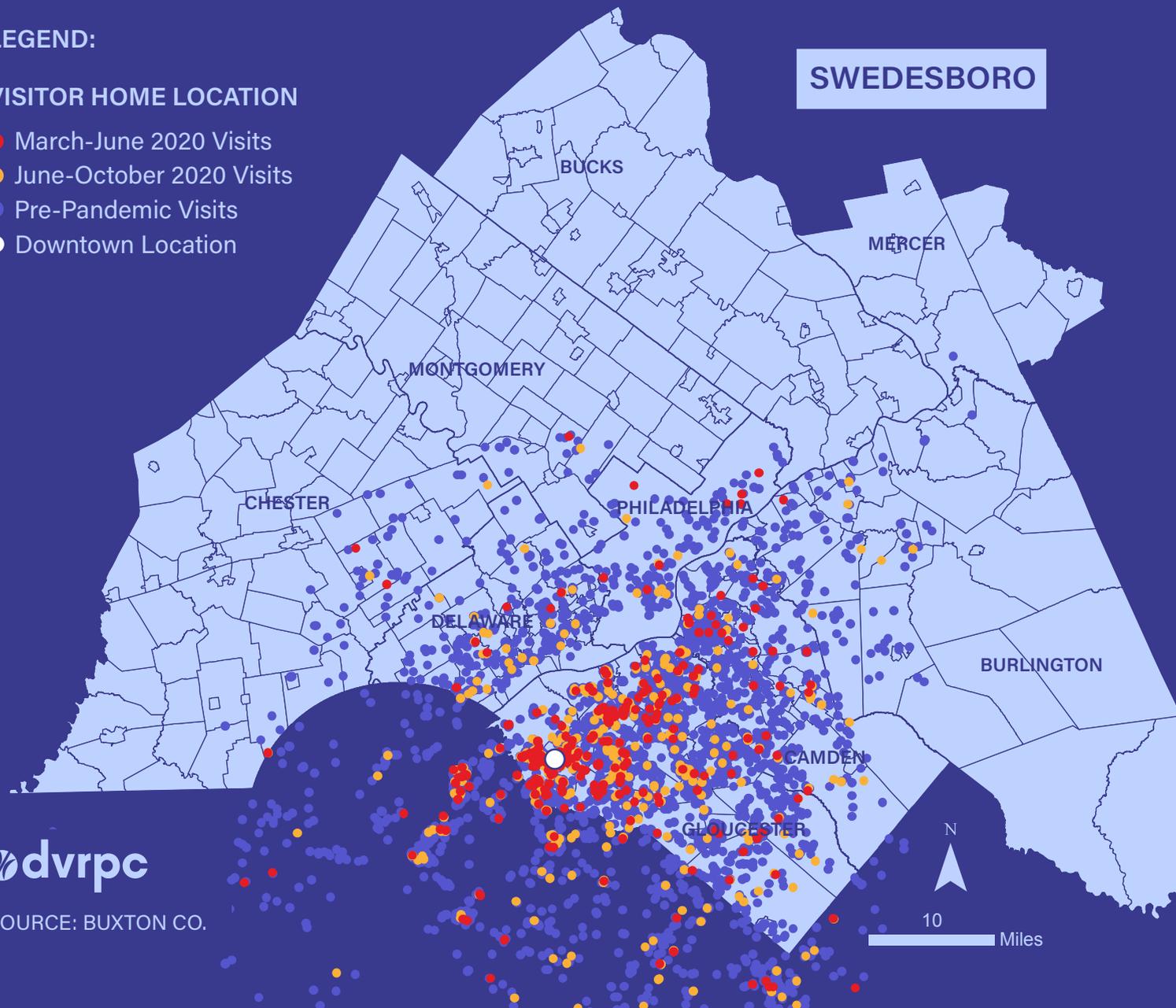
- **Pre-Pandemic**
  - Delaware: 2.4%
  - Maryland: 0.3%
  - New Jersey: 88.5%
  - New York: 0.0%
  - Pennsylvania: 8.8%
- **Shutdown | March 13 - June 15, 2020**
  - Delaware: 1.3%
  - Maryland: 0.3%
  - New Jersey: 92.6%
  - New York: 0.0%
  - Pennsylvania: 5.8%
- **Reopening | June 16 - October 31, 2020**
  - Delaware: 1.3%
  - Maryland: 0.0%
  - New Jersey: 91.5%
  - New York: 0.0%
  - Pennsylvania: 7.2%



LEGEND:

VISITOR HOME LOCATION

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



SOURCE: BUXTON CO.

## Visits to Downtown

Before the pandemic, visitors to Swedesboro primarily came from throughout southern New Jersey, as well as from Delaware and Philadelphia Counties and the Wilmington area. During the pandemic, visitors mostly came from Camden and Gloucester Counties.

Between August 2018 and March 2020, 6,279 people visited the downtown, which was less than the average of 8,800 visits for all of the downtowns.

During the shutdown (March 13 - June 15) there were 370 visits, and during the reopening period (June 16 - October 31) there were 576 visits to Swedesboro.

# Shutdown Impact

March 13 - June 15, 2020

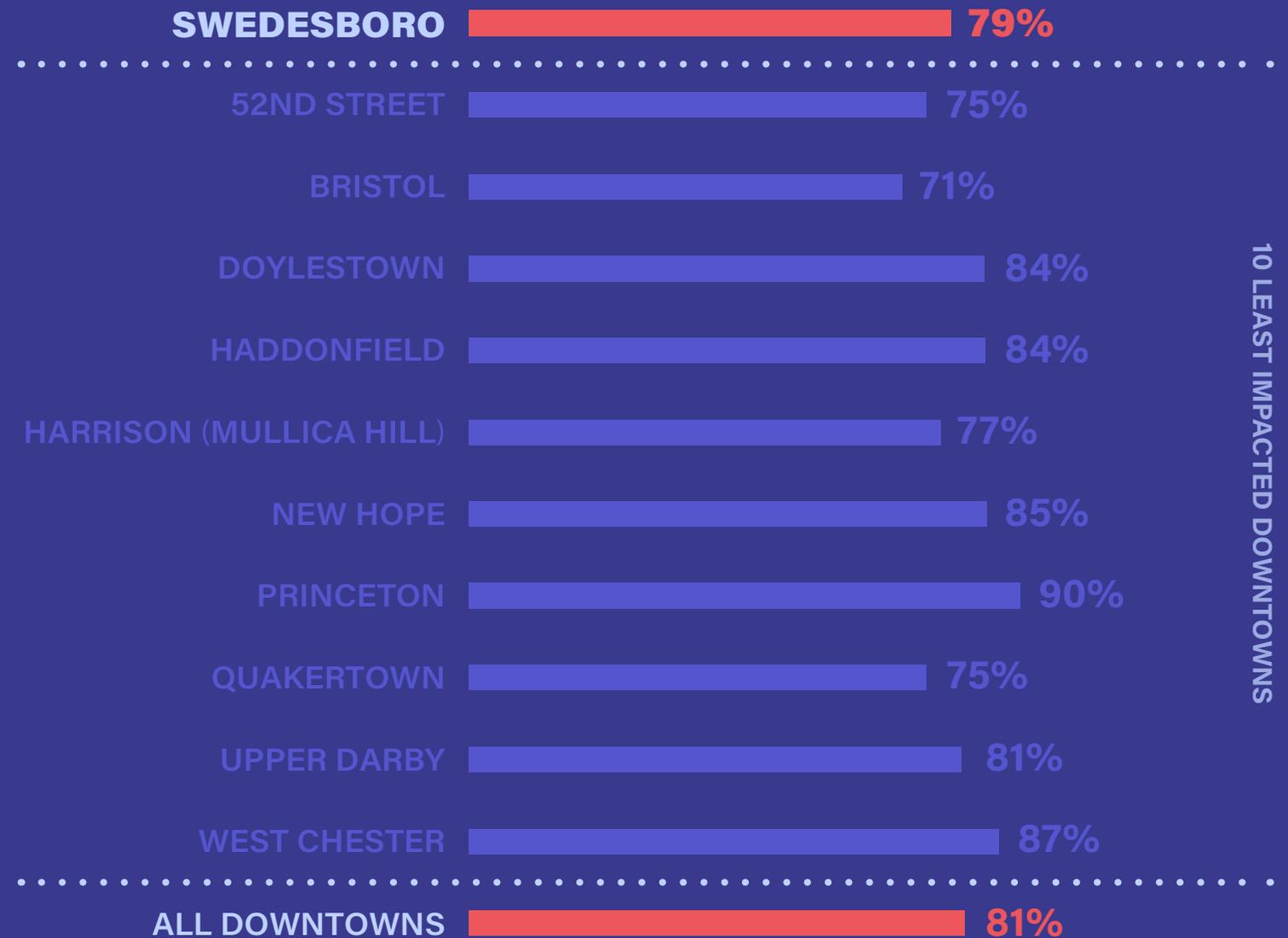
During the economic shutdown, there were 370 visits to Swedesboro compared to 1,745 visits during the same period in 2019. This equated to a 79% reduction.

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%.



SOURCE: BUXTON CO.



10 LEAST IMPACTED DOWNTOWNS

# Reopening Rebound

June 16 - October 31, 2020

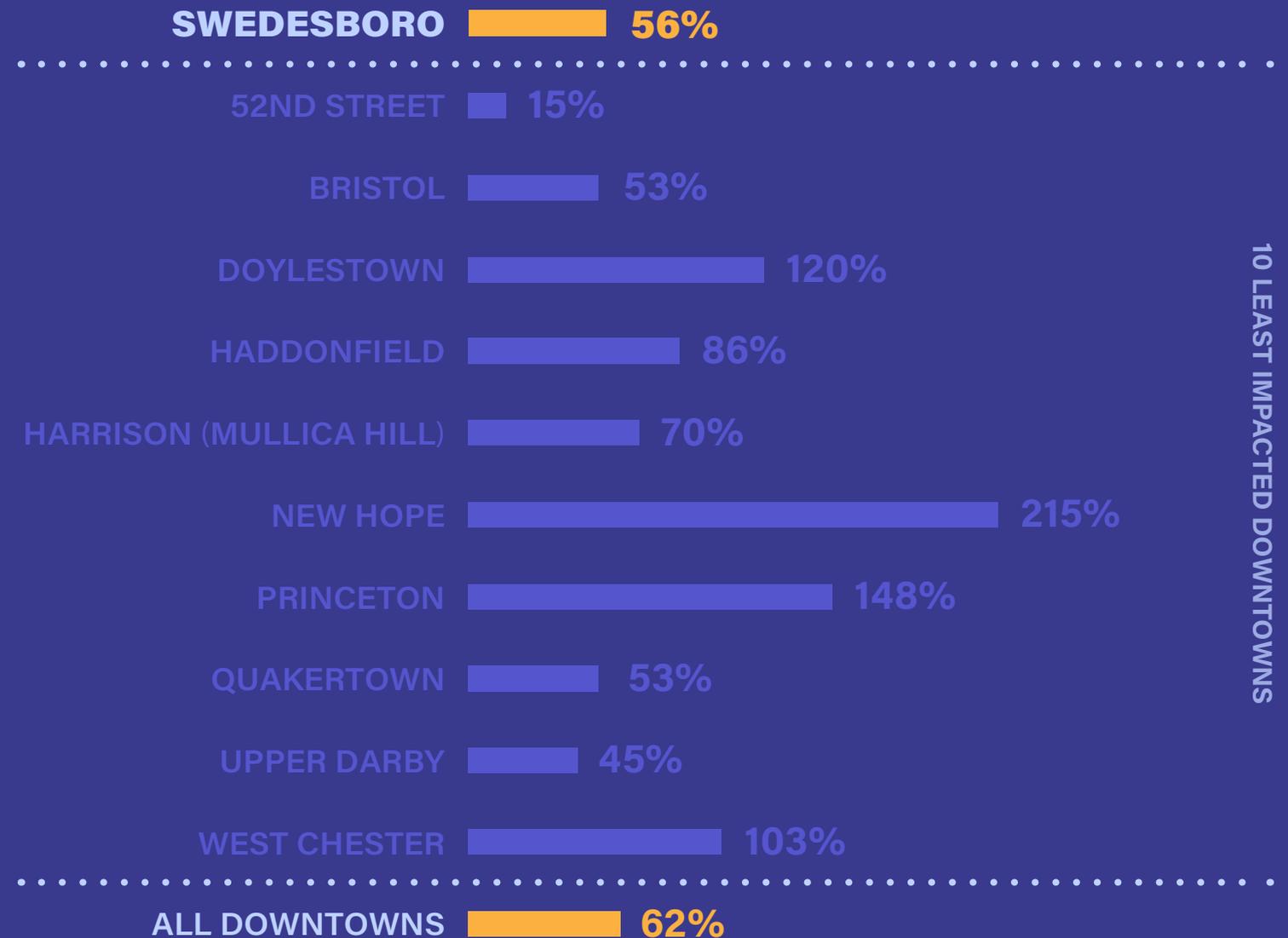
Visits to Swedesboro increased by 56% during the reopening period to a total of 576 visits. This was 73% fewer than the 2,162 visits that occurred during the same period in 2019.

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.



10 LEAST IMPACTED DOWNTOWNS

# Trade Area Recovery

(Drive Time in Minutes)

Swedesboro's pre-pandemic trade area was a 35 minute drive time, and the trade area shrank by 14% during the shutdown to 30 minutes. During reopening, the trade area shrank by an additional 3% to 29 minutes. Swedesboro was one of only five downtowns to have its trade area shrink further during reopening.

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.



SOURCE: BUXTON CO.

