Defining Downtown Using LED

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How did we get involved defining downtown in the first place?

ABOUT THE CENTER CITY DISTRICT & OUR WORK DOWNTOWN

The Center City District is Philadelphia's largest Business Improvement District (BID)

- Enabled by the PA legislature
- Reauthorized by City Council every 5 years
- $20 million operating budget

220 downtown blocks in the heart of the 5th largest U.S. city

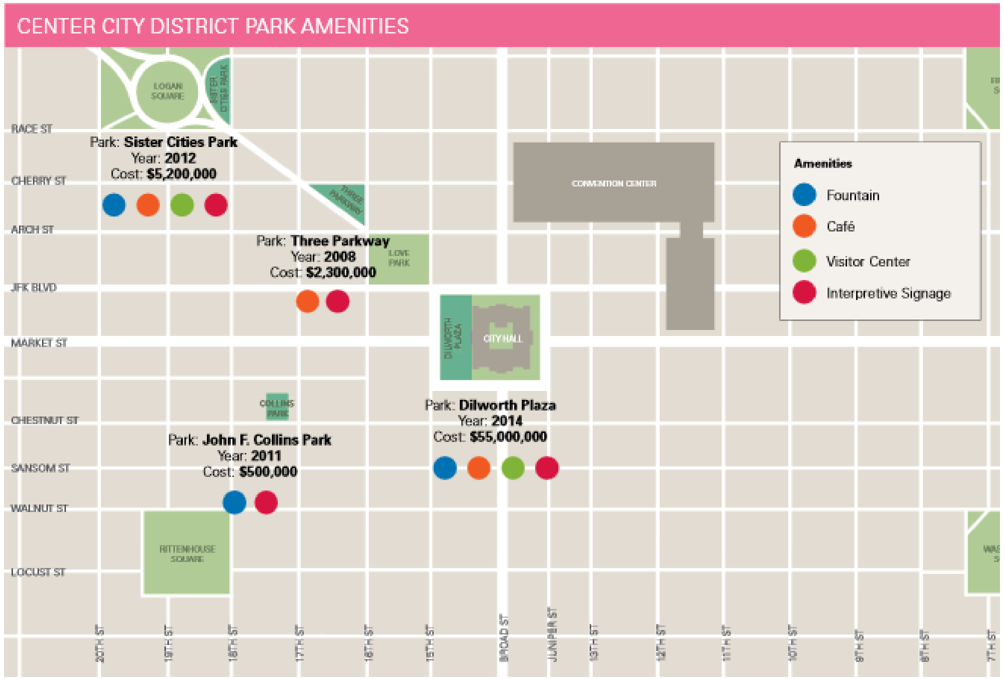
In addition to the provision of basic services, the CCD makes or facilitates capital investments in Center City Philadelphia

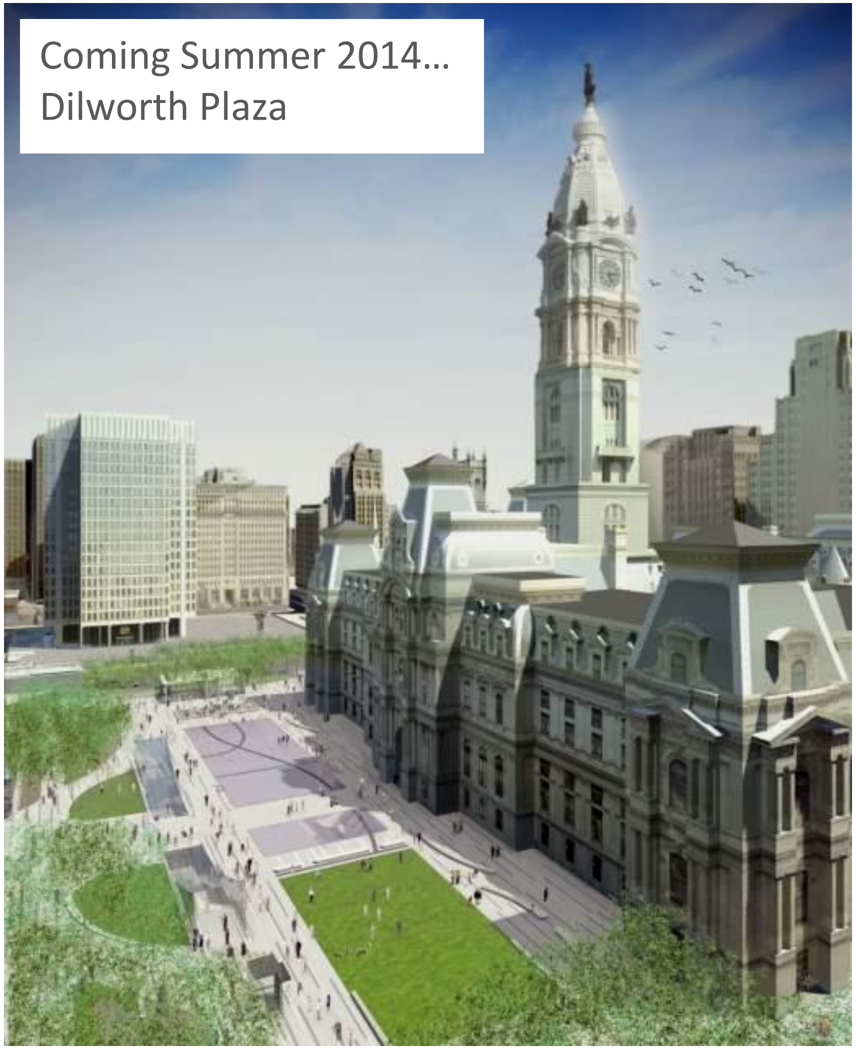
More than:

- 893 trees & 72 planters
- 233 pedestrian & vehicular signs
- 222 pedestrian & 132 vehicular lights
- 108 subway navigational signs

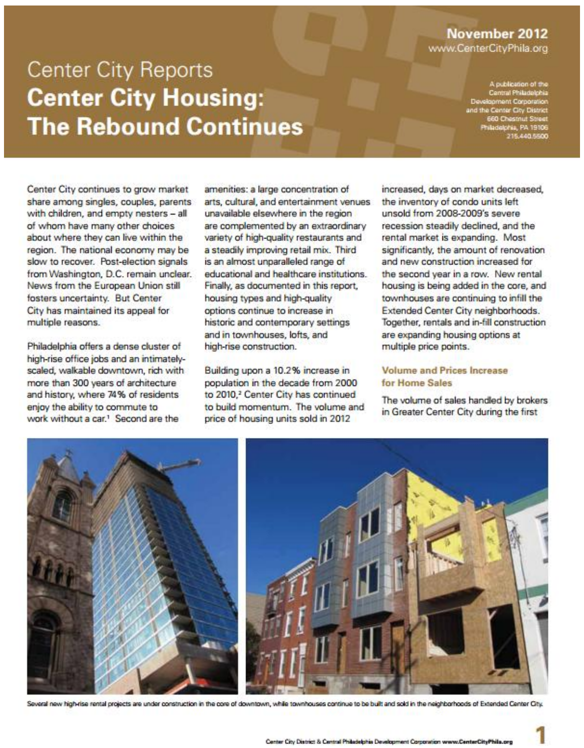
…and lots of other field assets

Some of our biggest investments have been in Center City parks and plazas





The CCD also quantifies and tells the story of Center City Philadelphia



November 2012
www.CenterCityPhila.org

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660 Chestnut Street
Philadelphia, PA 19106
215.440.5500

Center City Reports
Center City Housing: The Rebound Continues

Center City continues to grow market share among singles, couples, parents with children, and empty nesters – all of whom have many other choices about where they can live within the region. The national economy may be slow to recover. Post-election signals from Washington, D.C. remain unclear. News from the European Union still fosters uncertainty. But Center City has maintained its appeal for multiple reasons.

Philadelphia offers a dense cluster of high-rise office jobs and an intimately-scaled, walkable downtown, rich with more than 300 years of architecture and history, where 74% of residents enjoy the ability to commute to work without a car.[1] Second are the amenities: a large concentration of arts, cultural, and entertainment venues unavailable elsewhere in the region are complemented by an extraordinary variety of high-quality restaurants and a steadily improving retail mix. Third is an almost unparalleled range of educational and healthcare institutions. Finally, as documented in this report, housing types and high-quality options continue to increase in historic and contemporary settings and in townhouses, lofts, and high-rise construction.

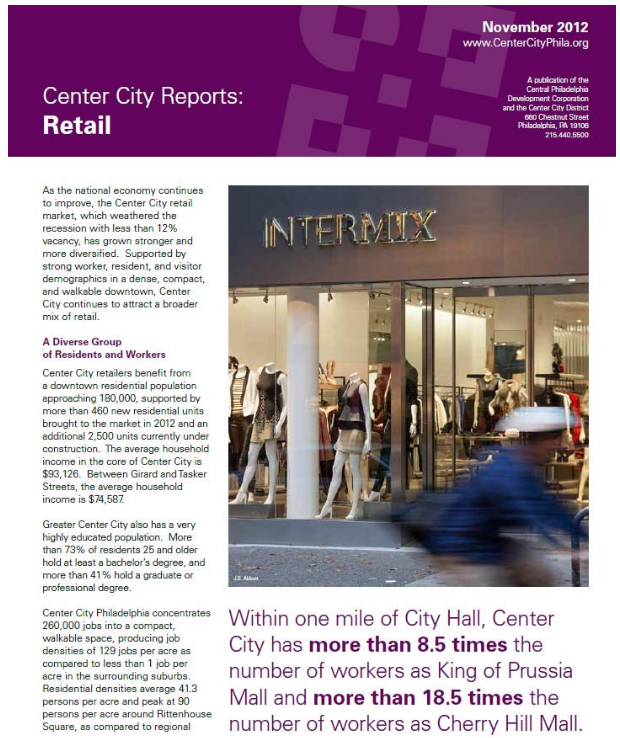
Building upon a 10.2% increase in population in the decade from 2000 to 2010,[2] Center City has continued to build momentum. The volume and price of housing units sold in 2012 increased, days on market decreased, the inventory of condo units left unsold from 2008-2009's severe recession steadily declined, and the rental market is expanding. Most significantly, the amount of renovation and new construction increased for the second year in a row. New rental housing is being added in the core, and townhouses are continuing to infill the Extended Center City neighborhoods. Together, rentals and in-fill construction are expanding housing options at multiple price points.

Volume and Prices Increase for Home Sales

The volume of sales handled by brokers in Greater Center City during the first

Several new high-rise rental projects are under construction in the core of downtown, while townhouses continue to be built and sold in the neighborhoods of Extended Center City.

Center City District & Central Philadelphia Development Corporation **www.CenterCityPhila.org** 1



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Center City Reports:
Retail

As the national economy continues to improve, the Center City retail market, which weathered the recession with less than 12% vacancy, has grown stronger and more diversified. Supported by strong worker, resident, and visitor demographics in a dense, compact, and walkable downtown, Center City continues to attract a broader mix of retail.

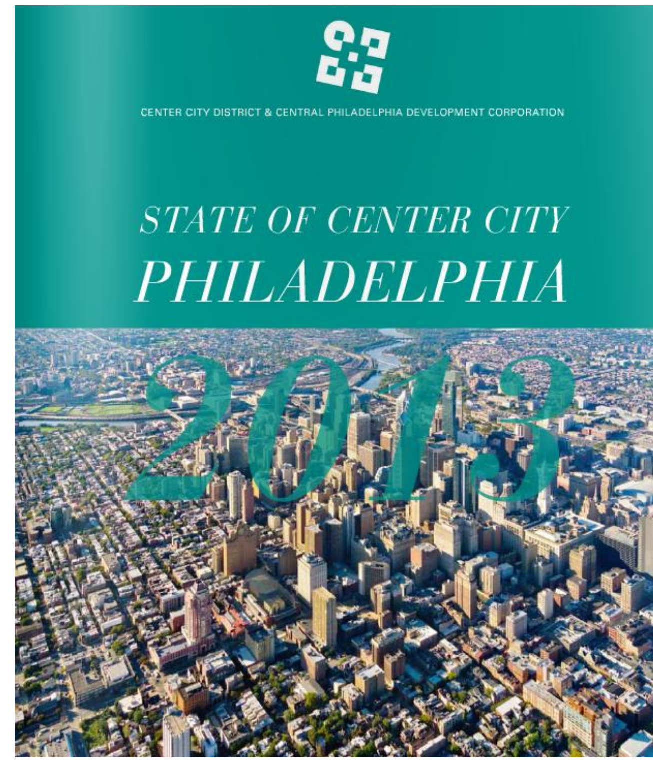
A Diverse Group of Residents and Workers

Center City retailers benefit from a downtown residential population approaching 180,000, supported by more than 460 new residential units brought to the market in 2012 and an additional 2,500 units currently under construction. The average household income in the core of Center City is $93,126. Between Girard and Tasker Streets, the average household income is $74,587.

Greater Center City also has a very highly educated population. More than 73% of residents 25 and older hold at least a bachelor's degree, and more than 41% hold a graduate or professional degree.

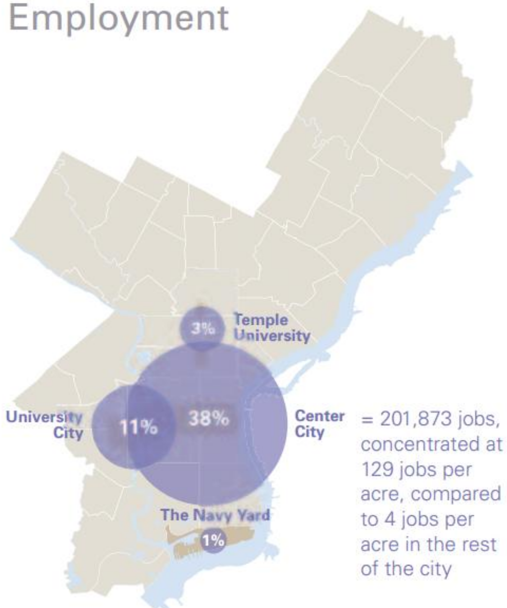
Center City Philadelphia concentrates 260,000 jobs into a compact, walkable space, producing job densities of 129 jobs per acre as compared to less than 1 job per acre in the surrounding suburbs. Residential densities average 41.3 persons per acre and peak at 90 persons per acre around Rittenhouse Square, as compared to regional

Within one mile of City Hall, Center City has **more than 8.5 times** the number of workers as King of Prussia Mall and **more than 18.5 times** the number of workers as Cherry Hill Mall.



Part of which we do using the LED dataset

Percent of Philadelphia Employment

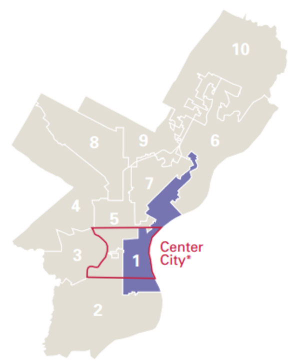


= 201,873 jobs, concentrated at 129 jobs per acre, compared to 4 jobs per acre in the rest of the city

● Percent of Philadelphia Employment, 2010

Source: OnTheMap, 2012

District 1

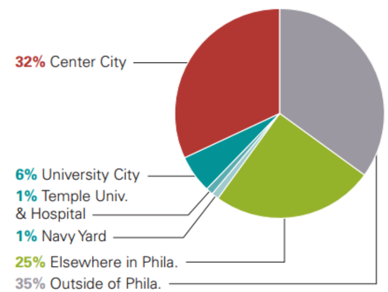


55,976 workers

106,436 private-sector jobs

23.5% of residents work in District 1

Where District Residents Work



Where outside of the city do residents work?

10,682 Suburban PA

5,267 Outside of the Region

3,440 Suburban NJ

Top Industries for All District Workers

Top Industries for All Workers	Percent
Health Care & Social Assistance	19.1%
Professional, Scientific & Technical Services	12.7%
Accommodation & Food Services	10.7%
Educational Services	10.2%
Finance & Insurance	8.4%

Top Suburban Work Destinations

Top Suburban Work Destinations	Workers
King of Prussia, PA	689
Conshohocken, PA	490
Camden, NJ	468
Bala Cynwyd, PA	459
Bensalem, PA	407
Cherry Hill, NJ	394
Wayne, PA	379
Malvern, PA	316
Merchantville, NJ	312
Feasterville Trevose, PA	280

We also share best practices with peer institutions and advocate for downtowns across the country

We are part of a network of more than 1,400 BIDs in the U.S. & Canada

- CCD is one of the largest U.S. BIDs
- All BIDs share the need to quantify downtown and benchmark performance at the sub county level, specifically for:
  - Job trends
  - Residential trends
- This project is a coordinated effort through the International Downtown Association, the trade association of downtown organizations

“The Holy Grail of Downtown Research”

DEFINING DOWNTOWN

This study builds on the work of Dr. Eugenie Birch

- Conducted using local definitions of downtown (though somewhat subjectively defined)
- Analysis of Decennial Census data from 1970-2000
- Characterizes downtown population and household growth rates, as well as some demographic characteristics
- Develops "downtown typologies"


THE BROOKINGS INSTITUTION

"Downtown housing provides visible and tangible evidence of urban vitality that has important psychological and economic impacts."

LivingCities CensusSeries

METROPOLITAN POLICY PROGRAM

Who Lives Downtown

Eugenie L. Birch[1]

Findings

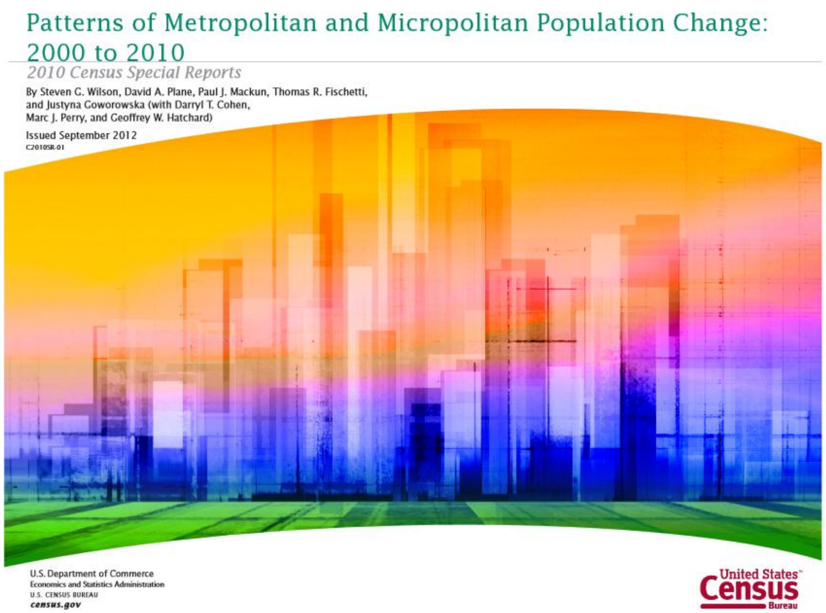
An analysis of downtown population, household, and income trends in 44 selected cities from 1970 to 2000 finds that:

- **During the 1990s, downtown population grew by 10 percent, a marked resurgence following 20 years of overall decline.** Forty percent of the sample cities began to see growth before the 1990s. While only New York's two downtown areas and Seattle, Los Angeles, and San Diego saw steady increases from 1970 to 2000, another 13 downtowns have experienced sustained growth since the 1980s.
- **From 1970 to 2000, the number of downtown households increased 8 percent—13 percent in the 1990s alone—and their composition shifted.** Households grew faster than population in downtowns, reflecting the proliferation of smaller households of singles, unrelated individuals living together, and childless married couples.
- **Downtown homeownership rates more than doubled during the thirty-year period, reaching 22 percent by 2000.** Overall the number of homeowners grew steadily each decade. By 2000, the share of homeowners across the sample downtowns swung from a high of 41 percent in Chicago to a low of just 1 percent in Cincinnati.
- **Downtowns are more racially and ethnically diverse than 20 years ago.** From 1980 to 2000, the combined share of white and black residents living in the sample downtowns fell from 81 percent to 73 percent, while the share of Hispanic and Asian residents increased. The number of white residents living downtown rebounded in the 1990s, however, despite an overall loss of this group in cities as a whole.
- **In general, downtowns boast a higher percentage of both young adults and college-educated residents than the nation's cities and suburbs.** In 2000, 25- to 34-year olds represented nearly a quarter of the downtown population—up from 13 percent in 1970. Forty-four percent of downtowners had a bachelors degree or higher.
- **Downtowns are home to some of the most and least affluent households of their cities and regions.** Twenty of the sample downtowns—such as Midtown Manhattan, Dallas, and Miami—have at least one tract where the median income is higher than that of their MSA as a whole. Thirty-eight have at least one tract 50 percent or lower than their MSA median.

While this analysis demonstrates good news for downtown residential development overall, demographic, market, and social trends differ substantially from place to place. Urban leaders need to understand these patterns so they can make investment decisions that best capitalize on their unique assets.

November 2005 • The Brookings Institution • Living Cities Census Series 1

But is motivated by the Census Bureau's latest report on downtown population



Study uses 2-mile radius around the city hall of a metropolitan/micropolitan area's principal city as the definition of downtown.

Downtown organizations report spatial mismatch on the following dimensions:

- City hall not located downtown or on outskirts of downtown
- 2-mile radius is too large
- 2-mile radius cuts across significant geographic barriers

These issues:

- May cause an understatement of population growth
- May create misleading narratives about the downtown population and how it's changed
- Work at odds with locally accepted geographic boundaries for downtown

Attempts to build on our existing understanding of downtown by disaggregating the concepts of commercial and residential downtown

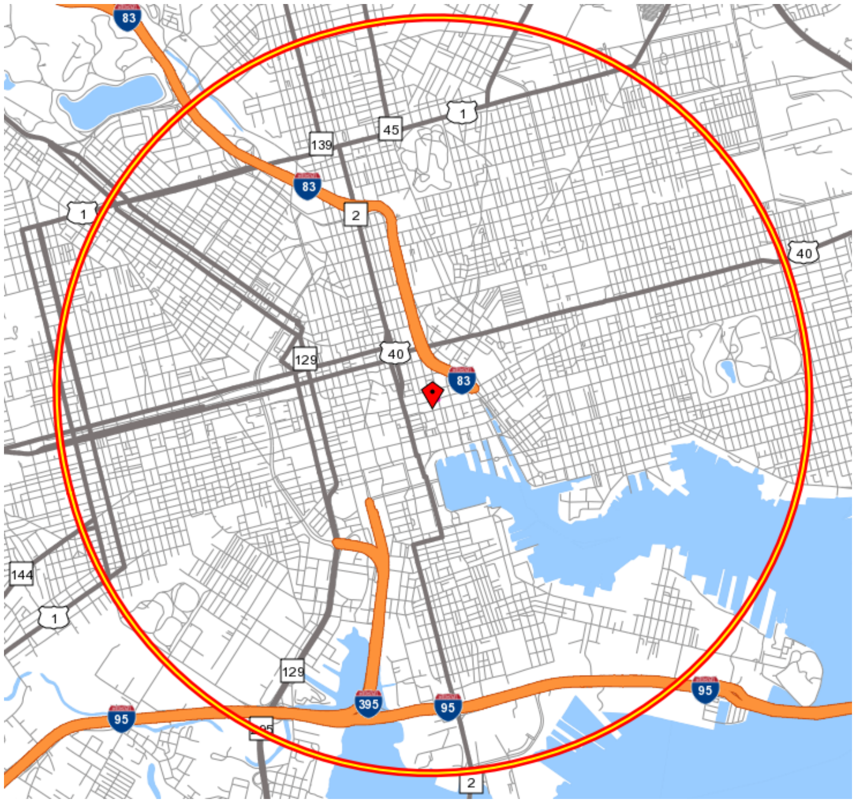
LED is the only metric by which we are able to designate our "commercial downtown"

Baltimore: A Case Study

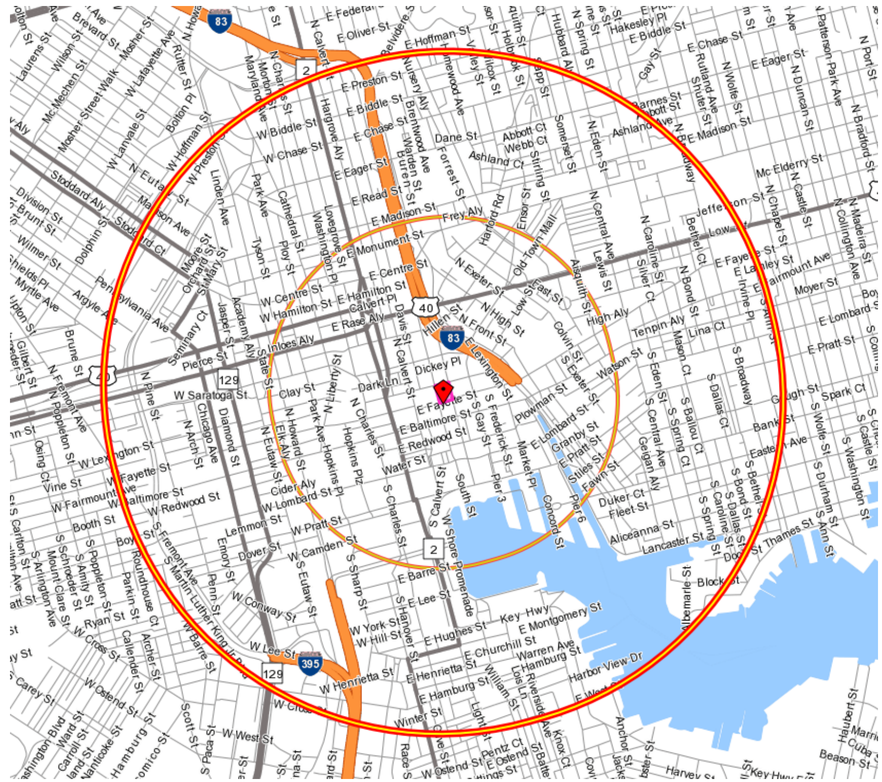
TESTING WHETHER LED CAN BE USED TO INVESTIGATE LIVE-WORK RELATIONSHIPS

A 2-mile radius is too much; ½ and 1-mile radii do a slightly better job of reflecting job and housing patterns

A 2-mile Radius Around City Hall



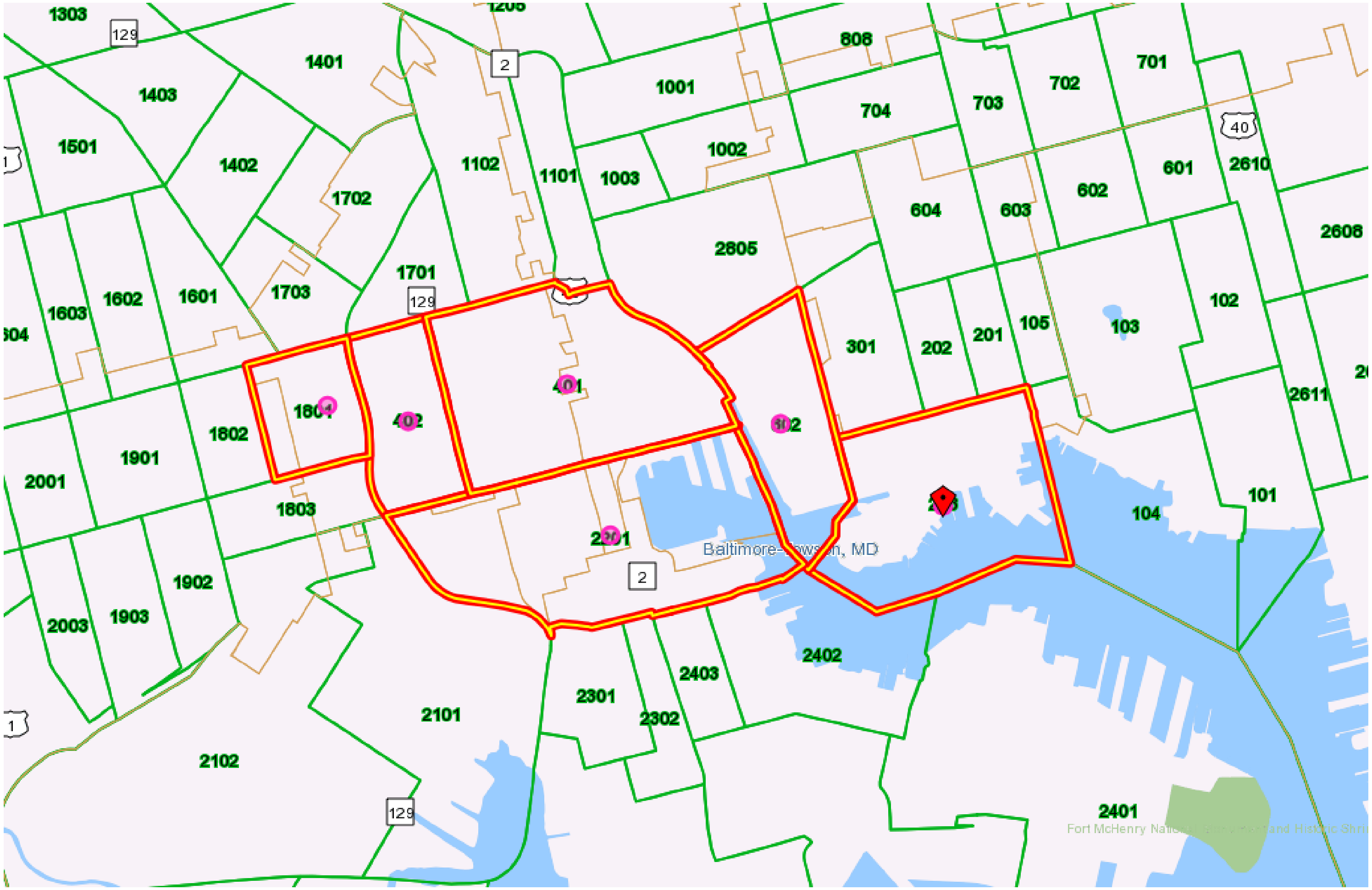
½ and 1-mile Radii Around City Hall



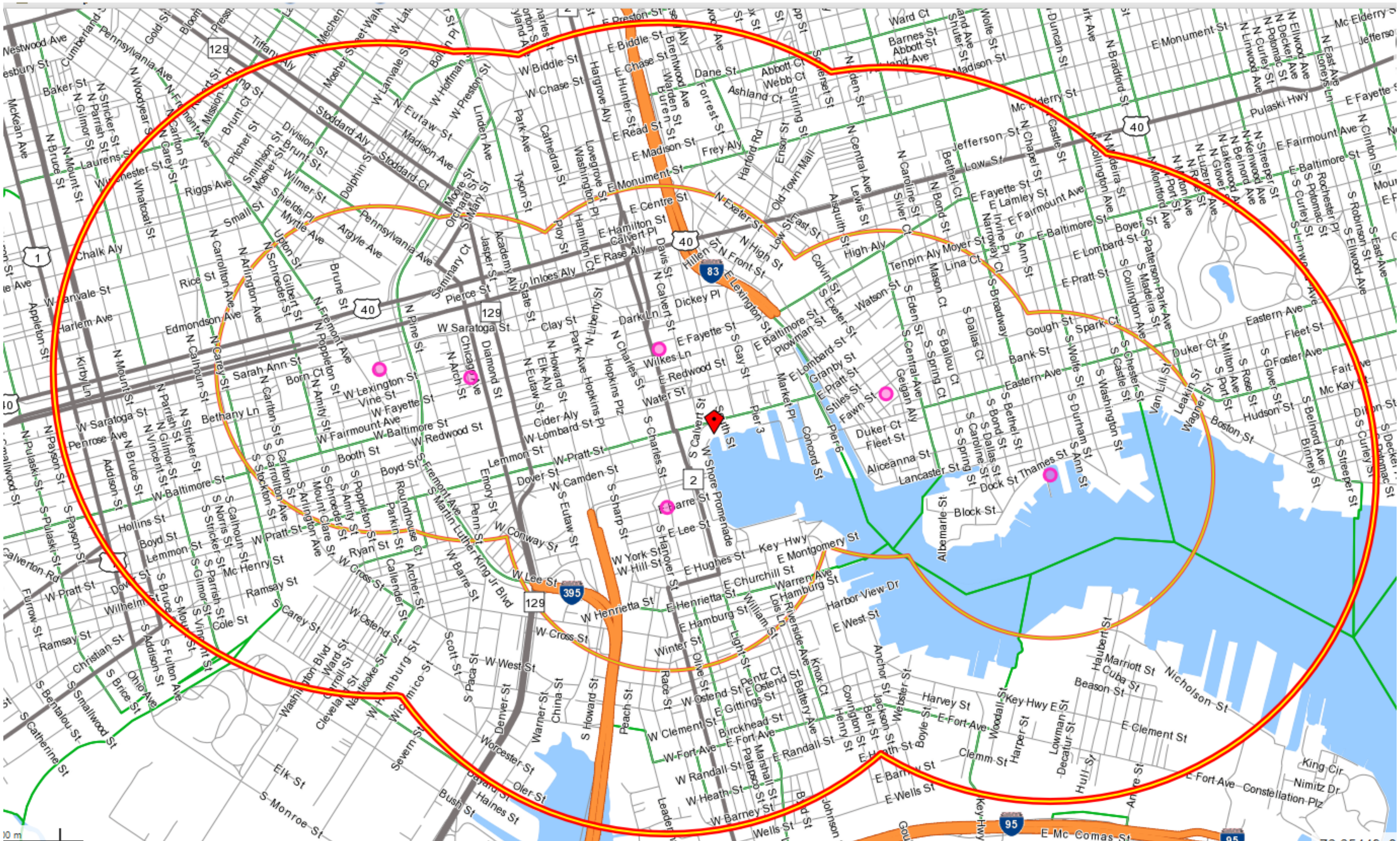
The quick drop-off in employment and residential density is highly apparent

Baltimore's Central Business District (CBD)
From the south, looking north

Baltimore's Central Business District is more concentrated around the Inner Harbor

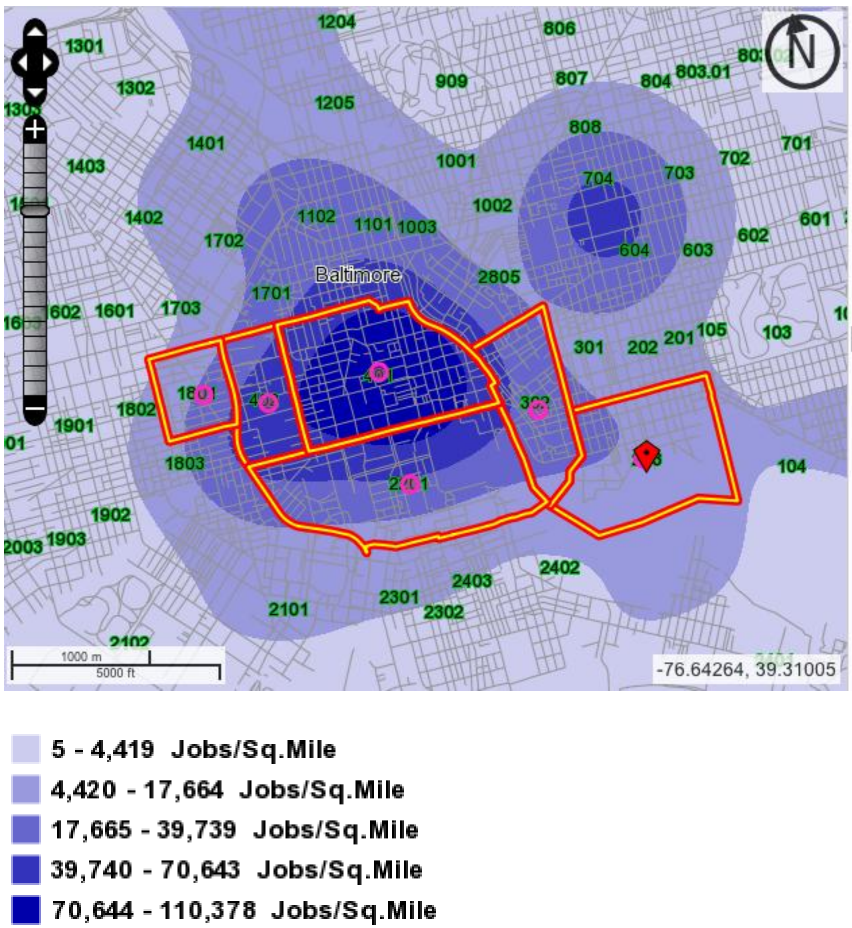


Buffering the edges of the CBD yields a more logical pattern for the flow of workers within the CBD and between downtown and its residential neighborhoods



A fairly clear relationship between Baltimore's CBD and surrounding neighborhoods emerges

Map



CBD Census Tract Definitions

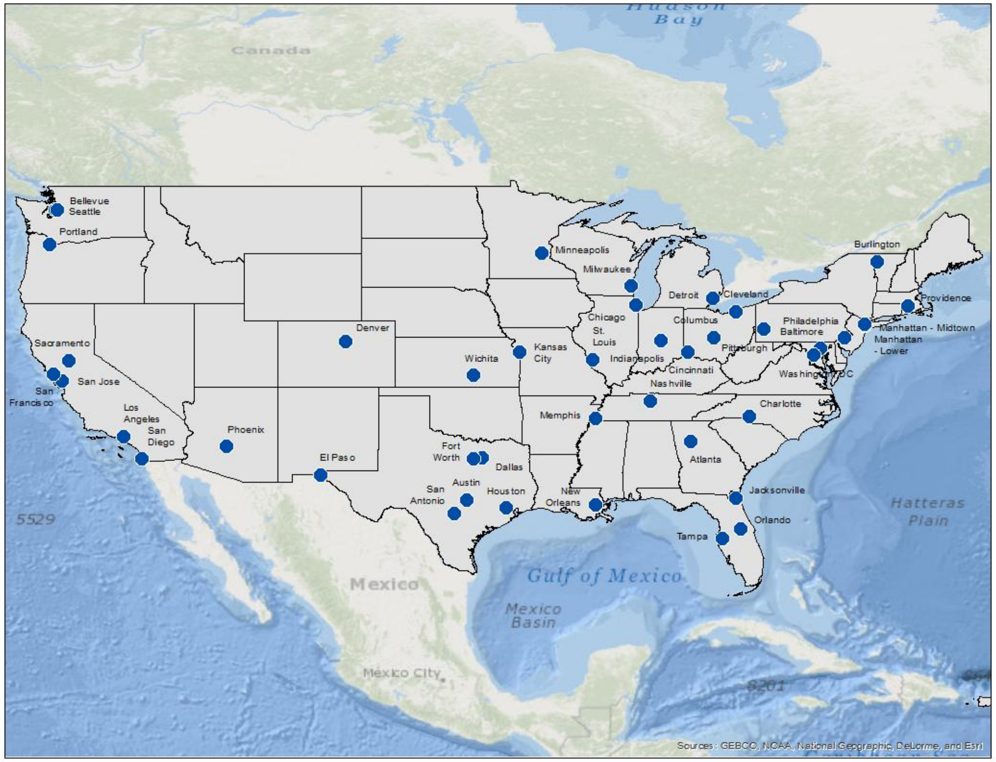
- 203
- 302
- 401
- 402
- 1801
- 2201

- % of Workers that **Live & Work** in CBD: **31.7%**
- % of Workers that Live within **½ Mi** of CBD Who Work in CBD: **21.1%**
- % of Workers that Live within **1 Mi** of CBD Who Work in CBD: **18.6%**
- % of Workers that Live within **1.5 Mi** of CBD Who Work in CBD: **17.2%**

Phase I

APPLYING THIS INVESTIGATION METHOD TO OTHER CITIES

We studied 42 cities across the country

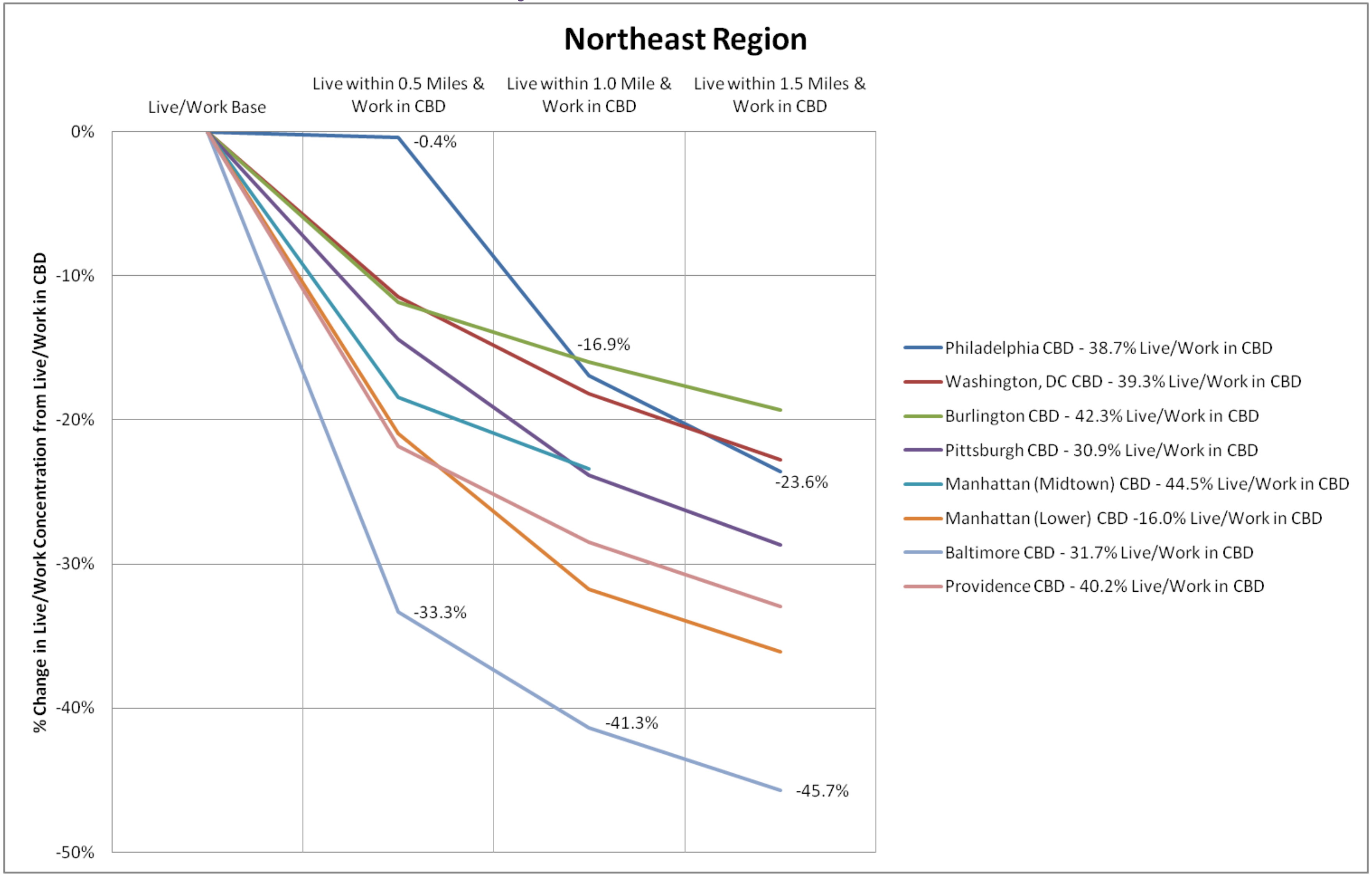


Response to changes in:

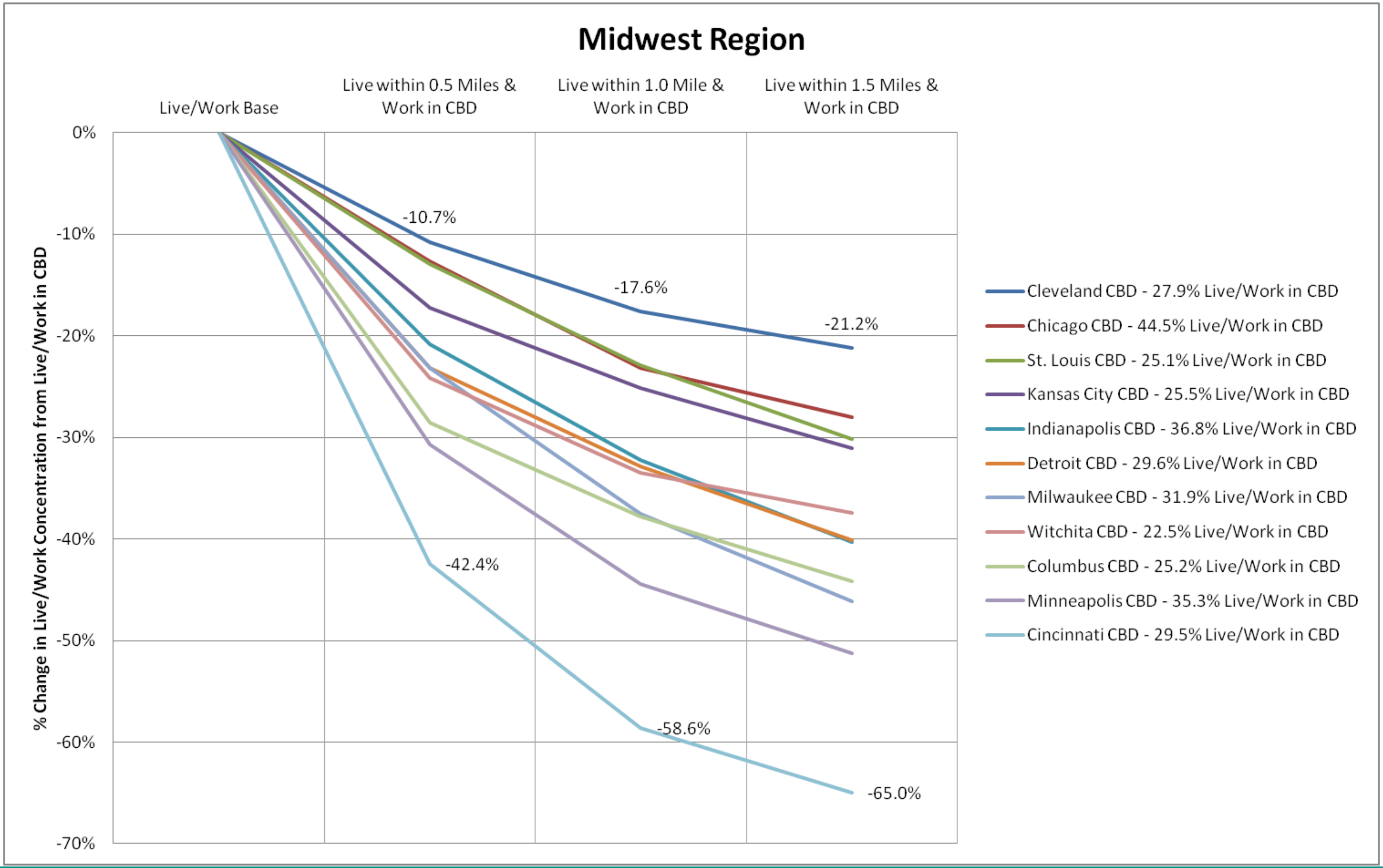
- Americans' apparent desire to live closer to places of work
- Growing interest in downtown living
- Rising energy costs

CENTER CITY DISTRICT

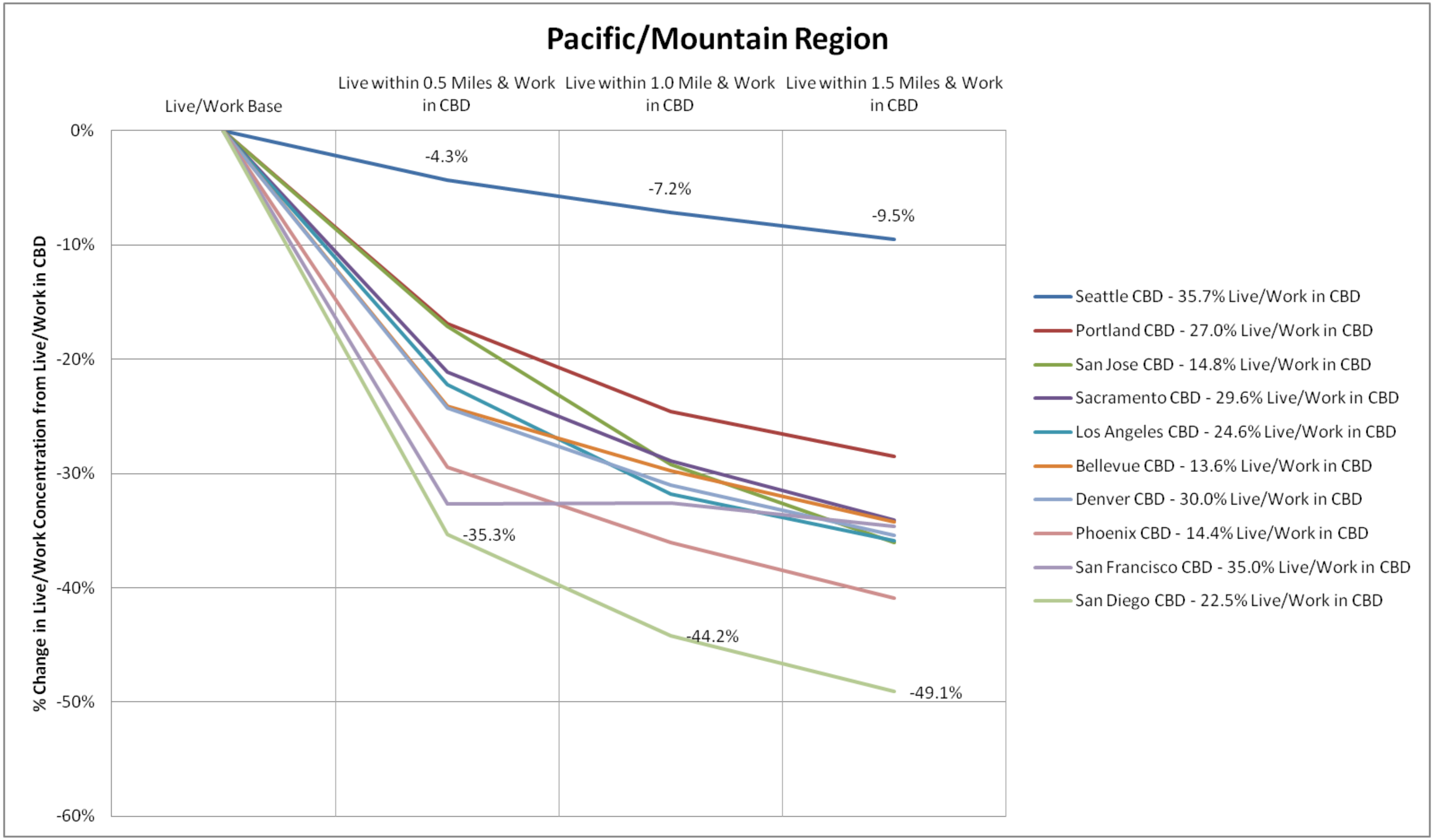
Live/work concentrations are strongest in the Northeast and drop off at a slower rate



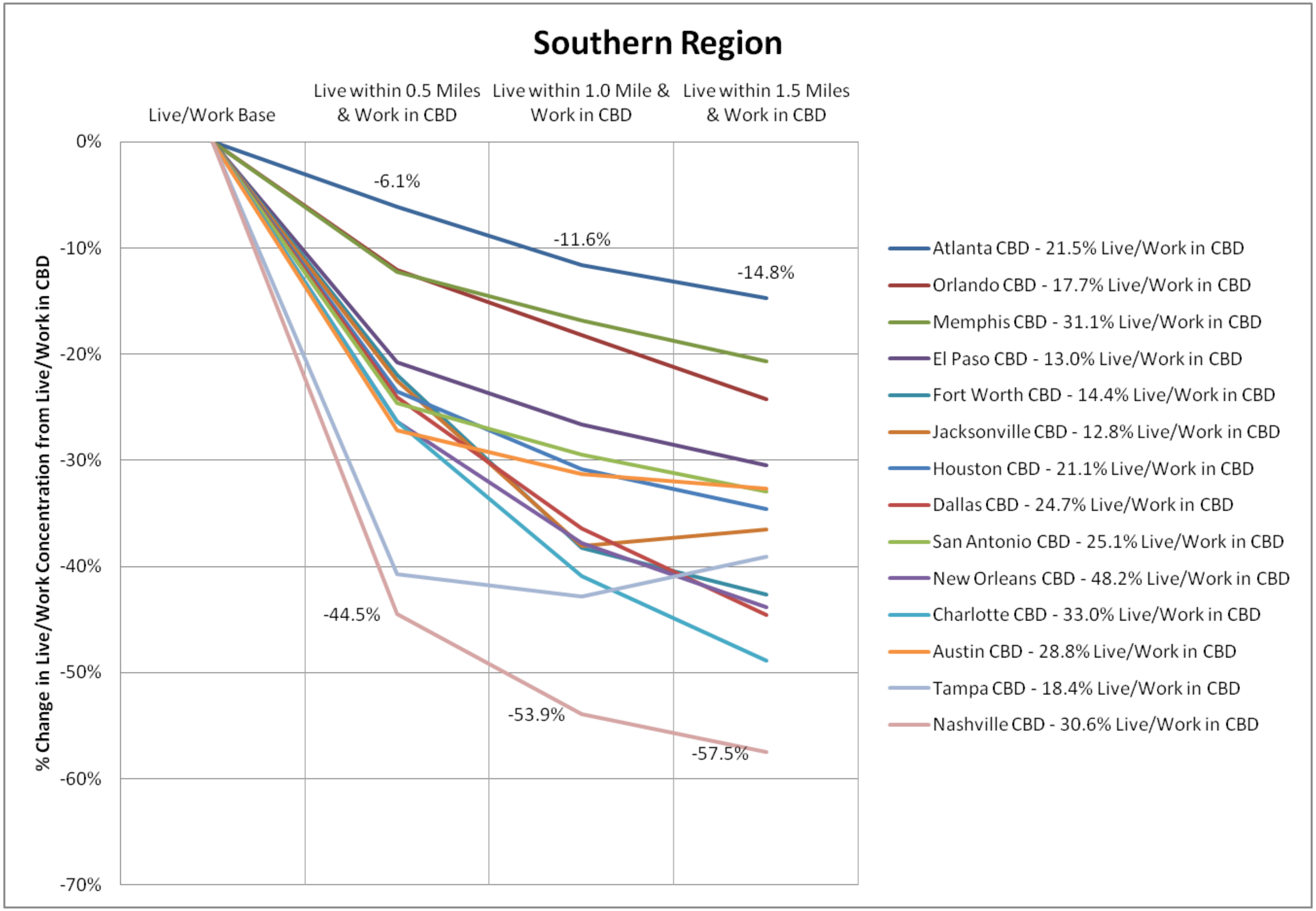
Midwestern cities see some of the sharpest drop-offs around their downtowns



The drop-off in live/work in the Pacific/Mountain region is much like the Northeast



The South is puzzling! This may be due to lower concentrations of workers living in the CBD to begin with.



Phase II

DEFINING DOWNTOWN USING LED

The next enhancement to this research involves deriving an even subtler set of definitions at the Census Tract level

1. Obtain or derive Commercial Downtown definition for 150 largest cities
2. Import LODES data into R and build queries
3. Determine:
   - Total workers living in each tract in area surrounding downtown
   - % of each tract's workers who work in downtown
4. Visualize the data in ArcGIS to determine reasonable census tract definitions for residential downtown
5. Analyze change in population, households, & other demographic characteristics
6. Derive downtown typologies & other relevant generalizations
7. Deliver report to IDA World Congress in October 2013

The CCD has received generous support from individual downtown organizations through the International Downtown Association (IDA) to continue this work.

Contact Information

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