



# The Value of U.S. Downtowns and Center Cities

CALCULATING THE VALUE OF DOWNTOWN ATLANTA, GEORGIA  
A 2018 IDA STUDY

A 2018 PUBLICATION CREATED BY  
THE INTERNATIONAL DOWNTOWN ASSOCIATION



INSPIRED LEADERS  
SHAPING CITIES

## ABOUT IDA



### IDA

The International Downtown Association is the premier association of urban place managers who are shaping and activating dynamic downtown districts. Founded in 1954, IDA represents an industry of more than 2,500 place management organizations that employ 100,000 people throughout North America. Through its network of diverse practitioners, its rich body of knowledge, and its unique capacity to nurture community-building partnerships, IDA provides tools, intelligence and strategies for creating healthy and dynamic centers that anchor the well-being of towns, cities and regions of the world. IDA members are downtown champions who bring urban centers to life. For more information on IDA, visit [downtown.org](http://downtown.org).

**IDA Board Chair:** Tim Tompkins, President, Times Square Alliance

**IDA President & CEO:** David T. Downey, CAE

### IDA Research Committee

The IDA Research Committee is comprised of industry experts who help IDA align strategic goals and top issues to produce high-quality research products informing both IDA members and the place management industry. Chaired and led by IDA Board members, the 2018 Research Committee is continuing the work set forth in the IDA research agenda, publishing best practices and case studies on top issues facing urban districts, establishing data standards to calculate the value of center cities, and furthering industry benchmarking.

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## THE VALUE OF U.S. DOWNTOWNS AND CENTER CITIES



### Stantec's Urban Places

*Project Advisors for The Value of U.S. Downtowns and Center Cities*

Stantec's Urban Places is an interdisciplinary hub bringing together leaders in planning and urban design, transportation including smart and urban mobility, resilience, development, mixed-use architecture, smart cities, and brownfield redevelopment. They work in downtowns across North America—in cities and suburbs alike—to unlock the extraordinary urban promise of enhanced livability, equity, and resilience.

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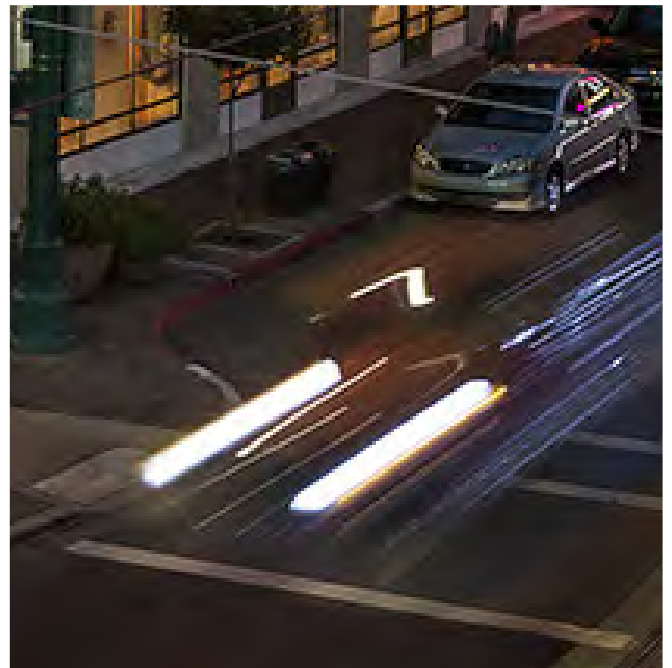
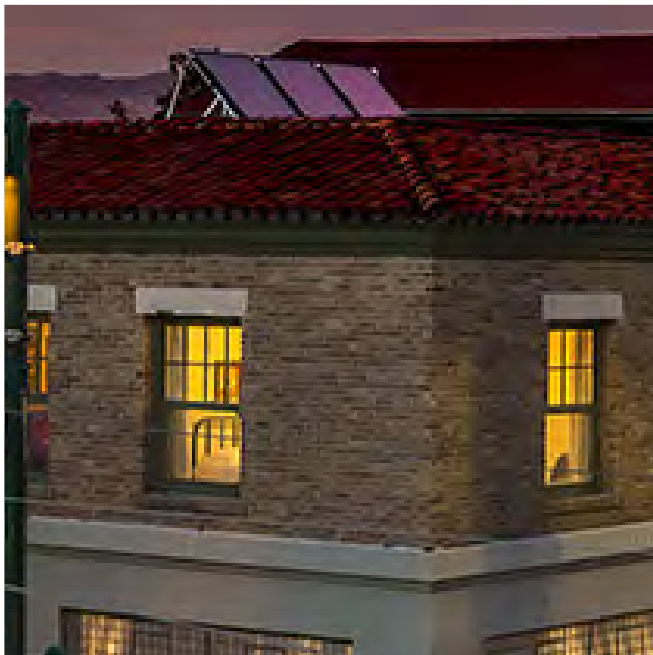
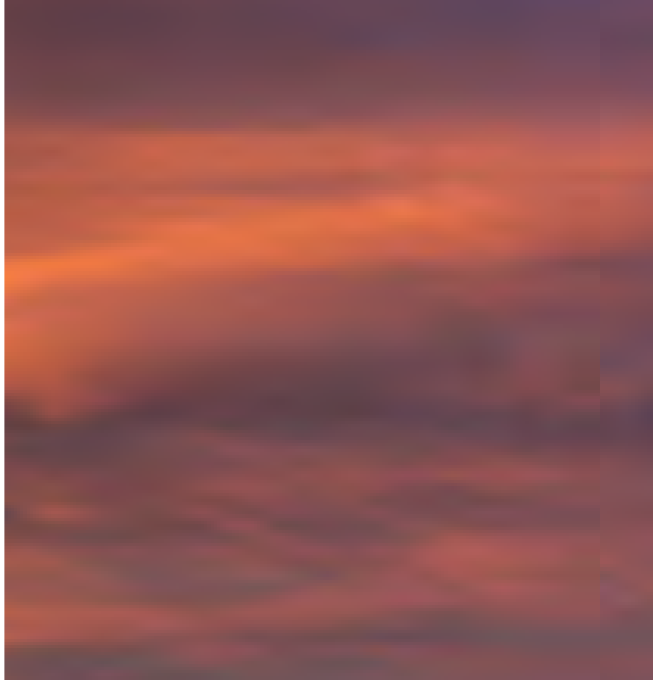
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SECTION ONE  
PROJECT  
OVERVIEW





# Introduction

## GREAT CITIES AND REGIONS START DOWNTOWN

No city or region can succeed without a strong downtown, the place where compactness and density bring people, capital, and ideas into the kind of proximity that builds economies, opportunity, and identity. Despite a relatively small share of a city's overall geography, downtowns deliver significant economic and community impacts across both city and region. Downtowns serve as the epicenter of commerce, capital investment, diversity, public discourse, and knowledge and innovation. They provide social benefits through access to community spaces and public institutions. They play a crucial role as the hub for employment, civic engagement, arts and culture, historical importance, local identity, and financial impact.

More than anywhere else in our cities, downtowns and center cities transform in response to the needs of changing stakeholders. They reflect national economic and social trends. They serve as models of flexibility, dynamism, diversity, efficiency, and resilience on multiple levels. The power of a downtown and center city "is rooted in its concentration of exceptional and highly significant functions – those that have a high ratio of human experience to

their space demands – be they residents or 'those who, due to their work or interests, are potentially the most enthusiastic participants in city life', the seat of government representation and key offices of both public and private organizations, and other functions that have an urban, regional, national or international significance."<sup>1</sup> This analysis explores downtown's performance with a data-based look at how it contributes to the city and region around it.

After a long period of decline in the middle and late 20th century, U.S. downtowns have experienced a resurgence in growth, livability, accessibility, and economic output. Over the past two decades, all but five of the fifty largest downtowns and central business districts (CBDs) in the U.S. experienced residential population growth; only two exhibited declines.<sup>2</sup> U.S. downtowns stand poised to continue building their economic and political prominence to match their cultural and historical value.

This project begins to unpack these trends, quantifying the value of American downtowns.

# Overview

Informed by experts and downtown leaders from around the country, this analysis encompasses more than 100 key data points over two time periods (current year and historical reference year); over three geographies (downtown, city, and region); and across 33 benefits. Evaluating downtowns on five interrelated principles—

Economy, Inclusion, Vibrancy, Identity, and Resilience—our analysis does three things: it articulates the multifaceted value of the American downtown, highlights downtown's crucial impacts on a much broader area, and standardizes metrics to help measure how American downtowns and center cities deliver for city and region.





## About the Project

2018 marks the second year of the International Downtown Association's work on *The Value of U.S. Downtowns and Center Cities*. In 2017, IDA and Stantec's Urban Places worked with 13 urban place management organizations (UPMOs) to develop a methodology for compiling and evaluating data from their center cities. Our analysis focused on trends and inherent qualities that highlighted downtowns' contributions to the cities and regions around them. In 2018, we added 11 UPMOs to the original group to build an even broader understanding of the benefits of downtown investment.

The project aims to emphasize the importance of downtown, to demonstrate its unique return on investment, to inform future decision making, and to increase support from local decision makers. Informed by the award-winning *Value of Investing in Canadian Downtowns*, the initial iteration of this project:

- Created a framework of principles and related benefits to guide data selection for measuring the value of downtowns and center cities.
- Determined key metrics for evaluating the economic, social, cultural and environmental impacts of American downtowns.
- Developed an industry-wide model for calculating the economic value of downtowns, creating a replicable methodology for continued data collection.

- Convened various downtown organizations to help shape the IDA data standard and the key metrics for evaluating the impact of downtowns.
- Provided individual analysis and performance benchmarks for 13 pilot downtowns with this new data standard, including supplemental qualitative analysis.
- Empowered and continued to support IDA members' economic and community development efforts through comparative analysis.
- Increased IDA's capacity to collect, store, visualize, aggregate and benchmark downtown data over time.

The cohort of downtowns that took part in creating the 2017 *Value of U.S. Downtowns and Center Cities* shaped its principles, methods, and value statements. They identified the most relevant metrics for measuring the value of downtowns. They included 13 UPMOs across the U.S. (Baltimore, Charlotte, Grand Rapids, Lancaster, Miami, Norfolk, Pittsburgh, Sacramento, San Antonio, San Francisco, Santa Monica, Seattle, and Wichita), which actively participated in testing this new industry-wide standard. This year we expanded the analysis to include UPMOs from Ann Arbor, Atlanta, Austin, Dallas, Durham, El Paso, Greensboro, Indianapolis, Minneapolis, Oklahoma City, and Tucson.

**IDA and the pilot downtowns indicated the following top priorities for the study:**

ENABLE  
ARTICULATION OF  
DOWNTOWN'S  
**IMPORTANCE AND  
VALUE TO A RANGE  
OF STAKEHOLDERS.**

CREATE A USEFUL  
SET OF TOOLS  
FOR **REPLICABLE,  
DATA-DRIVEN  
MEASUREMENT  
OF VALUE.**

DEFINE A  
**BASELINE FOR  
ASSESSMENT  
OF PROGRESS  
AND PEER  
COMPARISON.**

## Methodology Overview<sup>i</sup>

A downtown “has an important and unique role in economic and social development” for the wider city.<sup>3</sup> Downtowns “create a critical mass of activities where commercial, cultural, and civic activities are concentrated. This concentration facilitates business, learning, and cultural exchange.”<sup>4</sup>

To measure the value of downtowns in relation to their cities, the analysis relied heavily on data that could be collected efficiently and uniformly for a downtown, its city, and its region. To tell the full story of a downtown’s impact, we chose boundaries to capture all of downtown, not just the area in which a UPMO, such as a business improvement district, might operate. To measure the relative densities of downtown and citywide inputs, we normalized the metrics by area, per resident, and per worker.

“DOWNTOWNS HAVE ‘AN IMPORTANT AND UNIQUE ROLE IN ECONOMIC AND SOCIAL DEVELOPMENT’ FOR THEIR CITIES AND ‘CREATE A CRITICAL MASS OF ACTIVITIES WHERE COMMERCIAL, CULTURAL, AND CIVIC ACTIVITIES ARE CONCENTRATED. THIS CONCENTRATION FACILITATES BUSINESS, LEARNING, AND CULTURAL EXCHANGE.’”

International Downtown Association

This project analyzes the value of a downtown within its city, slicing key metrics by change over time, value per square mile, value per resident, and share of city in the areas of economy, inclusion, vibrancy, identity, and resilience. The resulting value calculation focuses on the compelling metrics generated from the core indicators. The data metrics include:

**Economy:** employment, tax revenue, assessed value

**Inclusion:** diversity, education level, housing and rent prices

**Vibrancy:** retail sales, demand, density, market vitality, population growth

**Identity:** events, destinations, visitors, downtown hashtags

**Resilience:** environmental, social and economic resilience, including mode share and community resources

The project focused on creating the framework, selecting and weighting data metrics, collecting the data, creating and applying the valuation methodology, providing individual downtown and aggregate analysis of the participating cohorts, and building a baseline dataset.



<sup>i</sup> Refer to the appendix for the full methodology.

## ECONOMY



Downtowns and center cities occupy a small share of city land area but have substantial regional economic significance. As traditional centers of commerce, transportation, education, and government, downtowns frequently function as economic anchors of their regions. Because of a relatively high density of economic activity, investment in the center city provides a greater return per dollar than in other parts of the city. Just as regional economies vary, so do the economic profiles of center cities—the relative concentration of jobs, economic activity, retail spending, tax revenue, and innovation varies across our sampling. Comparing the economic role of downtowns and center cities to the larger city or region is useful in articulating downtowns’ unique value, as well as in setting development policy.

## INCLUSION



Downtowns and center cities welcome all residents of the region, as well as visitors, by providing access to opportunity, essential services, culture, recreation, entertainment, and civic activities. Though the specific offerings of each downtown may vary, they share the attributes of density, accessibility, and diversity, which promotes this access.

## VIBRANCY



Thanks to a wide base of users, downtowns and center cities can support a variety of retail, infrastructure, and institutional uses that offer broad benefits to the region. Many unique regional cultural institutions, businesses, centers of innovation, public spaces, and activities are located downtown. The variety and diversity of offerings respond to the regional market and reflect the density of downtown development. As downtowns and center cities grow, their density—of spending, users, institutions, businesses, and knowledge—allows them to support critical infrastructure, such as public parks, transportation services, affordable housing, or major retailers that can’t function as successfully elsewhere in the region.

## IDENTITY



Downtowns and center cities preserve local heritage, provide a common point of physical connection for regional residents, and actively contribute to the brand of their region. Combining community history and personal memory, a downtown’s cultural value plays a central role in preserving and promoting the region’s identity. Downtowns and center cities serve as places for regional residents to come together, participate in civic life, and celebrate their region, which in turn promotes tourism and civic society. Likewise, the “postcard view” visitors associate with a region is virtually always an image of the downtown.

## RESILIENCE



Broadly defined, resilience means a place’s ability to withstand shocks and stresses. Because of the diversity and density of resources and services, center cities and their inhabitants can better absorb economic, social, and environmental shocks and stresses than their surrounding cities and regions. The diversity and economic strengths of downtowns and center cities equip them to adapt to economic and social shocks better than more homogenous communities. Consequently, they can play a key role in advancing regional resilience, particularly in the wake of economic and environmental shocks that disproportionately affect less economically and socially dynamic areas.

## Defining Downtown

This study has adopted a definition of the commercial downtown that moves beyond the boundaries of a development authority or a business improvement district. For one thing, geographic parameters vary across data sources and may not align with a UPMO's jurisdiction. IDA's *Value of Investing in Canadian Downtowns* report expresses the challenge well:

*"Overall, endless debate could be had around the exact boundaries of a downtown, what constitutes a downtown and what elements should be in or out. Yet it is the hope of this study that anyone picking up this report and flicking to their home city will generally think: Give or take a little, this downtown boundary makes sense to me for my home city."*<sup>5</sup>

Like our Canadian study, this project worked to resolve the challenges of comparative boundary setting. IDA adopted a commonly understood definition for each downtown, using boundaries of hard edges, roads, water, natural features or highways. IDA worked with each UPMO to determine the boundaries of their downtown for this project, with a focus on aligning with census tracts for ease of incorporating

data from the U.S. Census. Within these boundaries, IDA measured multiple factors falling under each principle, looking at trends over time, proportion to the overall city, growth, and city share. The results suggest how a downtown proportionally contributes to its city in a given field, over time, per resident or per square mile.

**"DOWNTOWNS ARE LIVING, BREATHING THINGS THAT EVOLVE OVER TIME. THEIR BOUNDARIES WILL CHANGE AS TIME GOES ON, AND THAT'S JUST PART OF THE INEVITABLE NATURE OF 21ST CENTURY URBANISM."**  
Centro San Antonio





# Urban Place Management Organizations



“WITHOUT A DOUBT, A **SUCCESSFUL DOWNTOWN IS CRITICAL**. THE CITY’S INVOLVEMENT IS EVEN MORE SO. DOWNTOWNS DON’T HAPPEN – MOST OF THEM HAVE TO BE NURTURED AND WORKED ON FROM BOTH THE PUBLIC AND THE PRIVATE SIDE.”

International Downtown Association

Urban place management organizations lead the resurgence in downtowns and center cities by advocating for targeted investment designed to activate and maintain vibrant, accessible, and welcoming downtowns. These UPMOs—including business improvement districts, downtown development authorities, and other public-private partnership groups—successfully bring together a broad range of stakeholders, provide place-based leadership, and bridge the gap between the public and private sectors. Since 1970, property and business owners in cities throughout North America have realized that revitalizing and sustaining vibrant and coherent downtowns, central business districts, and neighborhood commercial centers require special efforts beyond the services municipalities alone can provide. Inspired downtown leadership complements these efforts, builds downtown confidence, and strengthens the urban place management industry. The industry has grown at a rapid

rate, with approximately 2,500 urban UPMOs in North America and an estimated 3,000 total globally.

The success of a downtown hinges on multilateral cooperation among individuals, developers, employers, and institutions aiming to reach the same revitalization goals. Ensuring continued investment, UPMOs must continually articulate the value of center cities, not only to obvious allies but also to external stakeholders who benefit from downtown but may not recognize the role they play in helping ensure their downtown’s economic, social, and civic success. Most downtowns “have active business improvement districts that have taken on critical leadership roles: they have improved the management of the public realm, offered strong advocacy for the area among public and private decision-makers, provided up-to-date research, funded capital improvements, and promoted long-term planning.”<sup>6</sup>

## Known Limits to this Project

Constantly evolving in response to local needs and challenges, downtowns and center cities are never “done.” They require continuous investment, improvement, and development to stay vibrant and economically competitive. Every downtown featured in this report is a distinctive place, with its own history, culture, land use patterns and politics. Some downtowns serve as important drivers of economic performance and lynchpins of regional identity, and these contextual differences matter.

This project applies a range of metrics to quantify how each of 24 downtowns supports its city and region in five critical areas: economy, inclusion, vibrancy, identity, and resilience—our five ‘principles’ of downtown value. Our relatively small sample of 24 does gain representational power by its selection of downtowns that operate across a range of geographies and within widely varying contexts. Nevertheless, we recognize that its extrapolations may not apply to every downtown across the U.S. Since the data come predominantly from the 2015 and 2016 American Community Surveys (ACS) conducted by the U.S. Census Bureau, some metrics may not align precisely with more recent data from local downtown, municipal, or

proprietary sources. However, our methodology focuses on the proportion of downtowns’ contributions to their cities and regions to highlight their impacts. This analysis restricted itself to publicly available data to make sure that organizations without access to proprietary data could replicate it (although some downtowns do compile or have access to such data). We chose only data sources with which we could measure both downtown and citywide performance to assure apples-to-apples comparisons.

Additional challenges included difficulty acquiring data from partners or unavailable data; the length of time required to get information from partners or city departments; the need for the political will and relationships to acquire such data; a lack of municipal data broken out at the downtown level; defining downtown boundaries that best align with data sources; acquiring updated data from all sources; acquiring full sets of municipal finance indicators; a lack of GIS shapefiles; and the perennial challenges of timing, funding, and staffing capacity.

## Future Research and Refinement

Compared to the first year, downtowns added as part of the 2018 cohort benefitted from additional analysis on regional comparisons and the inclusion of safety indicators. As this project continues to evolve, future iterations should add:

- Public health indicators
- Housing-affordability implications
- Analysis of residential patterns in downtown-adjacent neighborhoods

The next round of downtowns will apply the methodology established in the first two iterations of this analysis, incorporating several of these additional points. IDA, working with Stantec’s Urban Places, will also release a Downtown Vitality Index that represents a global standard for measuring downtowns in an interactive method online.



# Project Definitions

These terms appear throughout the report:

**Average Daily Pedestrian Traffic** The methodology for arriving at this figure can vary by municipality. Typically, downtowns provided a figure representing average daily pedestrian traffic on one of their busier streets.

**Census Tract** is a small, relatively permanent statistical subdivision of a county or equivalent entity, updated by local participants prior to the decennial U.S. census.

**Census Block Group** is a statistical division of a census tract, generally defined as containing between 600 and 3,000 people and used to present data and control block numbering in the decennial census.

**Commercial Use** is defined as any non-residential use.

**Creative Jobs** are represented by a downtown's share of citywide and regional Arts and Entertainment jobs, as defined by the federal government's North American Industry Classification System (NAICS).

**Deliveries** are the total square footage of real estate property bought or sold.

**Destination Retail** includes clothing, electronics, and luxury goods stores, as defined by the federal government's North American Industry Classification System (NAICS).

**Event Venue** includes publicly accessible venues typically used for public events such as conferences, conventions, and concerts. Each participating downtown organization compiled its own list, a method that built some subjectivity into the lists: the downtown had the final say on, for example, whether a venue is not fully publicly accessible but is nevertheless part of the fabric of the event community and should be included.

**Knowledge Industry Jobs** include jobs within these industries, as defined by the federal government's North American Industry Classification System (NAICS): Finance, Insurance, Real Estate and Rental and Leasing; Management of Companies and Enterprises; Professional, Scientific, and Technical Services; Information; and Health Care and Social Assistance.



**Middle-Class** This study uses national definitions of employment earnings to define middle-class and middle-income demographic groups. This definition does not necessarily reflect the number of people who self-identify as middle-class, nor does it capture those who have achieved certain aspirations, such as owning a home, having retirement savings, or sending children to college. The U.S. Census defines middle-class or middle-income earnings as annual household income of \$40,000 to \$100,000.

- Attainable middle-class rent means monthly rental rates between \$800 and \$1,500 a month, as defined by the U.S. Census.
- Attainable middle-class housing prices means unit sale prices between \$300,000 and \$750,000, as defined by the U.S. Census.



**Professional Jobs** the Professional, Scientific, and Technical services sector is part of the Professional and Business Services supersector, coded 541, within the federal government's North American Industry Classification System (NAICS).

**Rent-Burdened** households are defined in the U.S. Census table B25070, which measures gross rent as a percentage of household income in the past 12 months. Rent-burdened populations represent the sum of households paying more than 30 percent of household income for rent.

**Retail Demand** measures the total spending potential of an area's population, determined by combining residential population and household income characteristics.

**Public Capital Investment** is defined by each downtown individually but typically includes municipal, state, and federal investment in capital projects such as infrastructure and open space projects within downtown boundaries as defined for this analysis. Some downtowns could only collect data for a subset of public investments such as municipal public investment. In those instances, a footnote indicates the absence of data from the other sources. The timeframe is the most recent full year available (2017).

**Square Footage** To estimate square feet of built uses, we assumed residential units measured 1,000 sq. ft and hotel rooms measured 330 sq ft.

**Public and Private Investment** comprise total annual investment by the public and private sectors into a downtown.





An aerial photograph of a city park, likely Grant Park in Chicago, featuring a large green field, numerous trees, and a modern building with a glass facade in the background. A large, white, stylized number '2' is overlaid on the right side of the image. The entire image has a purple tint.

## SECTION TWO DOWNTOWN PROFILE

# Downtown Profile | Overview

A city's strength and prosperity depend on a strong downtown and center city, which serve as centers of culture, knowledge, and innovation. The performance of downtowns and center cities strengthens the entire region's economic productivity, inclusion, vibrancy, identity, and resilience.

## Study Area

DOWNTOWN PARTNER

Atlanta Downtown

CITY

Atlanta, GA



**Downtown Atlanta, a diverse and well-established employment center for the city, has welcomed an influx of new residents in recent years.** At 3.37 square miles, downtown Atlanta makes up about 2.5% of citywide land area. The Atlanta Downtown Improvement District, a community improvement district founded by Central Atlanta Progress, covers an area of 220 blocks in the heart of the city.

As of 2016, Downtown Atlanta was home to nearly 30,000 residents. This represented a 42% increase since 2010,

when downtown population was 21,000, and outpaced 10% residential growth in the city overall. The number of residential units downtown has grown correspondingly, with an 11% increase since 2010, reaching more than 12,000 units. The density of amenities like restaurants, bars, and entertainment venues downtown draws residents, especially millennials, whose numbers have grown by 77% since 2010, with nearly 17,000 residents between the ages of 18 and 34.

28% of all jobs in the city are downtown. Employment has remained stable since 2010, although office inventory has shrunk slightly. Major drivers of employment include four Fortune 500 corporate headquarters—Coca-Cola, Georgia Pacific, Deloitte, and Turner Broadcasting System. Downtown is also home to CNN headquarters.

Downtown Atlanta is vibrant, with attractions like the Georgia World Congress Center, Centennial Olympic Park, Georgia Aquarium, and the Center for Civil and Human Rights. It also hosts a large student population who attend Georgia State University. The Georgia Institute of Technology as well as the Atlanta University Consortium (AUC) are immediately adjacent to downtown as well.



## Residential Population

**Downtown**  
29,633

Share of City  
6%

**Residents per  
Square Mile**  
8,793

Residential Growth  
2010-2016  
42%



## Employment Population

**Downtown**  
120,270

Share of City  
28%

**Employees per  
Square Mile**  
35,688

Worker Growth  
2010-2015  
-0.6%





## Inventory



OFFICE  
(SF)

Downtown

Share of City

Per Square Mile

Growth since 2010

21M

30%

6.3M

-1.5%



RETAIL  
(SF)

Downtown

Share of City

Per Square Mile

Growth since 2010

3.6M

11%

1M

0.4%



RESIDENTIAL  
(UNITS)

Downtown

Share of City

Per Square Mile

Growth since 2010

12,104

7%

3.5K

11%



HOTEL  
(ROOMS)

Downtown

Share of City

Per Square Mile

Growth since 2010

11,814

-

3.5K

6.7%

<sup>1</sup>For the purposes of this study, the data used to describe downtown and city-wide residents are derived from 2016 American Community Survey (ACS) data from the US Census. This data provides a point in time comparison between the downtown and the city. While the residential population in both the downtown and the city have continued to grow in recent years, this report will only reference figures from the 2016 ACS to focus on contextual comparisons and to preserve the integrity of the methodological data standard.

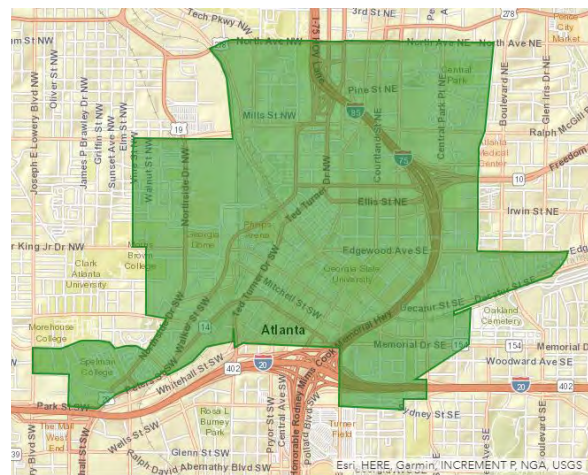
## Defining Boundaries

This study area extends beyond the boundaries of the downtown improvement district, as geographic parameters vary across data sources and don't typically align with a place management organization's jurisdiction. IDA recommended that the urban place management organizations participating in this study use the commonly understood definition of downtown and match boundaries to hard edges, roads, water, natural features or highways. IDA worked with each group to align its downtown study area with census tract boundaries for ease of incorporating publicly available data from the U.S. Census.

We defined downtown as the area bounded by North Avenue on the north, Jackson Street and Parkway Drive on the east, Memorial Drive on the south, and Northside Drive on the west. This includes census tracts 18, 19, 21, 26, 28, 35, 36, 43, 48, and 119. The city is defined as the City of Atlanta, and the region is the Atlanta-Sandy Springs-Roswell Metropolitan Statistical Area. Due to data availability, the data for downtown in a few cases refers to the Atlanta Downtown Improvement District boundary; those are specified in the report.

IDA measured multiple factors within each principle, focusing on trends and growth over time and how downtown compared to the city and the region. These five central principles—economy, inclusion, vibrancy, identity, and resilience—were

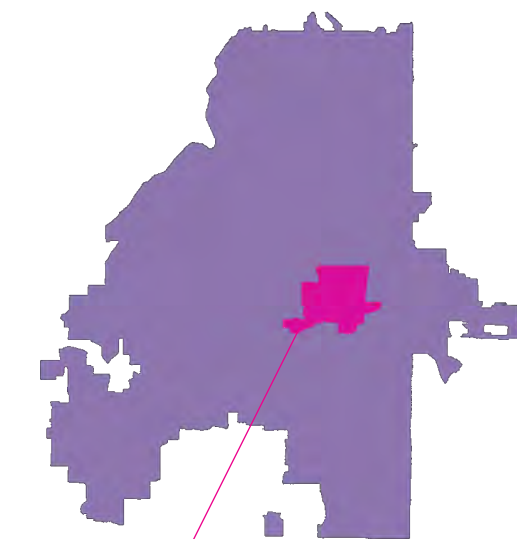
identified in workshops with the first cohort of urban place management organizations evaluated for this study. Page 44 in Appendix 1 lays out the principles and 33 sub-benefits used to choose the study's metrics. Our goal was to build a deeper understanding of downtown's contribution to citywide and metro-area performance across a range of areas.



Downtown Atlanta Study Area



Atlanta Downtown Improvement District Boundaries



Downtown Share  
of City Land Area **2.5%**



# Economy | Impact, Innovation

Downtowns make up a small share of their city's land area but have substantial economic importance.

While downtowns and center cities constitute a small share of citywide land area, there's no understating their regional economic importance. As traditional centers of commerce, transportation, education, and government, downtowns serve as economic anchors for their cities and regions. Thanks to highly concentrated economic activity, investment in the center city yields a high level of return per dollar. Analyzing the economic role of downtowns and center cities in the larger city and region highlights their unique value and provides a useful guide for development policy.

A downtown's diversity and density of resources and services better positions it to absorb economic shocks and stresses than suburbs and less dense regions. Research suggests that, when compared to suburbs and edge cities, "downtowns have been a little more resilient during the downturn and possess certain sectors with the potential for recovery."<sup>1</sup>

**Benefits of Economy:** Economic Output, Economic Impact, Investment, Creativity, Innovation, Visitation, Spending, Density, Sustainability, Tax Revenue, Scale, Commerce, Opportunity

Property in the Atlanta Downtown Improvement District (ADID) has an assessed value of \$2.35 billion, accounting for more than 9.7% of the city's total assessed value. On average, land value reaches \$1.7 billion per square mile, a rate 9.2 times higher than the citywide rate. National findings indicate that the more valuable real estate in metropolitan areas is increasingly found in revitalized downtowns, and downtown Atlanta is no exception.<sup>2</sup>

Downtown Atlanta contributes more than \$89 million in property, hotel, and sales tax alone. Within ADID's 1.42-square-mile service area, the City of Atlanta collects more than \$25 million in property taxes, or 9.7% of all its property tax revenues. Downtown also contributes outsized proportions of the City's hotel and sales tax revenue.

On average, land value reaches **\$1.7 billion per square mile**, a rate **9.2 times higher** than the citywide rate.

Private investment also contributes to downtown's economic vibrancy. In 2017, downtown saw more than \$1.8 billion in private investment, with another \$3.4 billion under construction or in the pipeline through 2020. Additional investments cross multiple land uses, including institutional, retail, housing, office, hotel, and student beds.



Downtown Atlanta Improvement District assessed value is **\$2.35B**, more than **9.7%** of the city's total assessed value

Assessed Value Per Square Mile **\$1.7B**

**Downtown Atlanta has 120,000 jobs, four times the size of its resident population and accounting for more than one-fourth of jobs citywide.**

Downtown workers find a wide array of employment opportunities, with the highest concentration working in public administration; professional, scientific, and technical services; and health care and social assistance. The diversity of professional fields thriving in downtown reflects its appeal to a creative and professional workforce. Research confirms that a wide variety of businesses in multiple industries choose to locate in downtowns “to attract and retain workers, to build brand identity and company culture, to support creative collaboration, to centralize operations, to be closer to customers and business partners, and to support triple-bottom-line business outcomes.”<sup>3</sup> The concentration and breadth of professional fields present in downtown speak to the area’s appeal to a diverse talent pool and the employers who need them.

Of downtown jobs, 41%, or about 50,000, qualify as being in knowledge industries, with large increases since 2010 in the category of management of companies and enterprises. Creative jobs cluster here even more aggressively, accounting for 43% of all city arts and entertainment jobs. Downtown’s 13 incubator/co-working spaces add to a

start-up-friendly atmosphere that fosters creativity and innovation. Historic buildings such as FlatironCity house Access to Capital for Entrepreneurs (ACE), the Microsoft Innovation Center, and Women’s Entrepreneurship Initiative.

Downtown’s employment levels overall, however, remained flat compared to the larger city, which saw nearly 20% growth from 2010 to 2015. Whereas downtown Atlanta accounted for one-fourth of all jobs citywide in 2015, it accounted for one-third of them in 2010. Significant increases in the transportation and warehousing, management, accommodation and food services, and public administration sectors drove citywide employment growth.

Downtown Atlanta attracts higher wage earners. This reflects national trends: the share of educated and more affluent residents living in the urban core has increased across the 118 largest U.S. metropolitan areas since 1980.<sup>4</sup> 63% of all downtown employees earn more than \$40,000 per year, compared to 58% citywide, and 47% regionwide. The prevalence of higher-wage jobs downtown indicates its attraction for talented employees during their prime professional career. 30% of the city’s 30 to 54-year-olds work downtown.

## Tax Revenues



PROPERTY TAX*	Downtown	Share of City
	\$25.5M	9.7%
HOTEL TAX	Downtown	Share of City
	\$6.6M	38%
SALES TAX	Downtown	Share of City
	\$27M	26%

\*Due to limits on available data, property tax figures represent collections within the ADID boundary, whereas hotel and sales tax collections came from the full downtown study area. This property tax amount includes only the levy by the City of Atlanta, and not the entire property tax bill of a downtown property.



## Knowledge Industry Employment Growth 2010-2015

Finance, Insurance,  
Real Estate and  
Rental and Leasing



Management of  
Companies  
and Enterprises



Professional,  
Scientific, and  
Technical Services



Information



Health Care and  
Social Assistance



Downtown	2%	34%	2%	0%	-14%
City	12%	36%	23%	18%	11%
Region	17%	30%	19%	11%	15%

## Downtown Employment



28%

CITY'S JOBS



30%

CITY'S KNOWLEDGE  
INDUSTRY JOBS



43%

CITY'S CREATIVE  
JOBS



30%

30- TO 54-YEAR-OLD  
WORKERS

# Inclusion | Diversity, Affordability

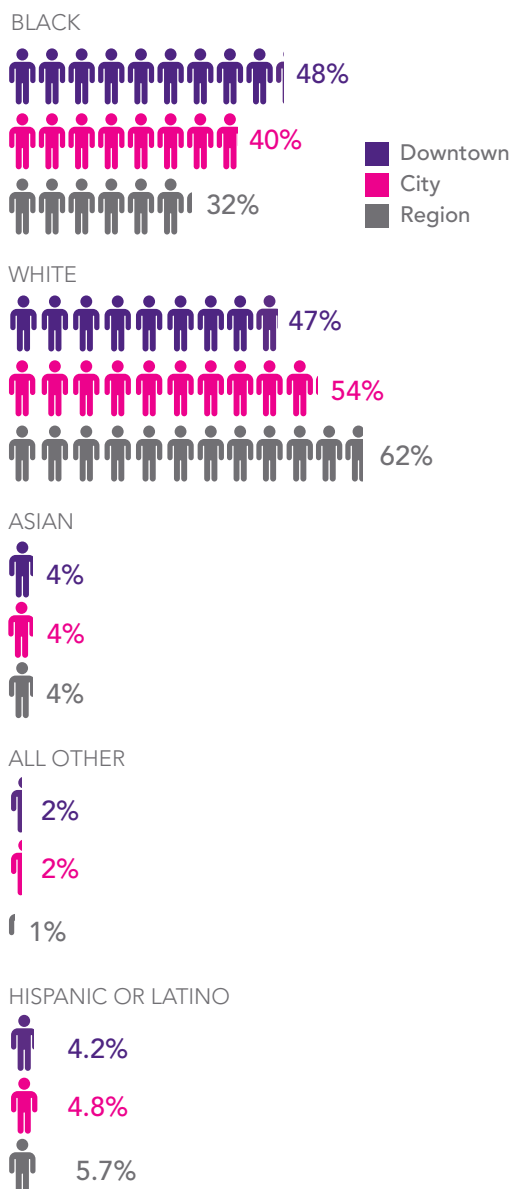
Downtowns and center cities invite and welcome residents and visitors by providing access to opportunity, essential services, culture, recreation, entertainment, and participation in civic activities.

Downtown Atlanta's workforce is more diverse than the city's or region's. A diverse workforce means that residents from all backgrounds can participate in the economic opportunity of downtown. In addition, a recent McKinsey study showed that companies with greater racial and ethnic diversity are 35% more likely to have higher returns than their respective industry medians, suggesting the crucial role workforce diversity plays in corporate performance.<sup>5</sup>

**Benefits of Inclusion:** Equity, Affordability, Civic Participation, Civic Purpose, Culture, Mobility, Accessibility, Tradition, Heritage, Services, Opportunity, Workforce Diversity

**Inclusion** "is one of the many common characteristics of vibrant and thriving downtowns across the nation...Great downtowns are inherently equitable because they enable a diverse range of users to access essential elements of urban life. These elements include, but are not limited to, high-quality jobs, recreation, culture, use of public space, free passage, and civic participation. Perhaps more importantly, downtowns are the places where we should expect to experience the diversity so uniquely appealing to people everywhere."<sup>6</sup>

## Employment By Race\*

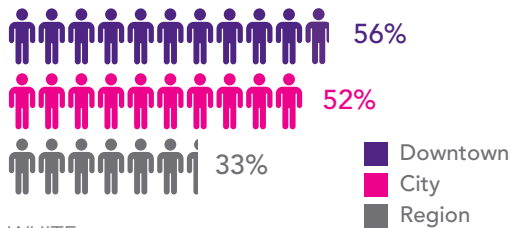


\* Numbers do not add to 100% because some people of Hispanic ethnicity identify as white, black, Asian, or other category.



## Residents By Race\*

### BLACK



### WHITE



### ASIAN



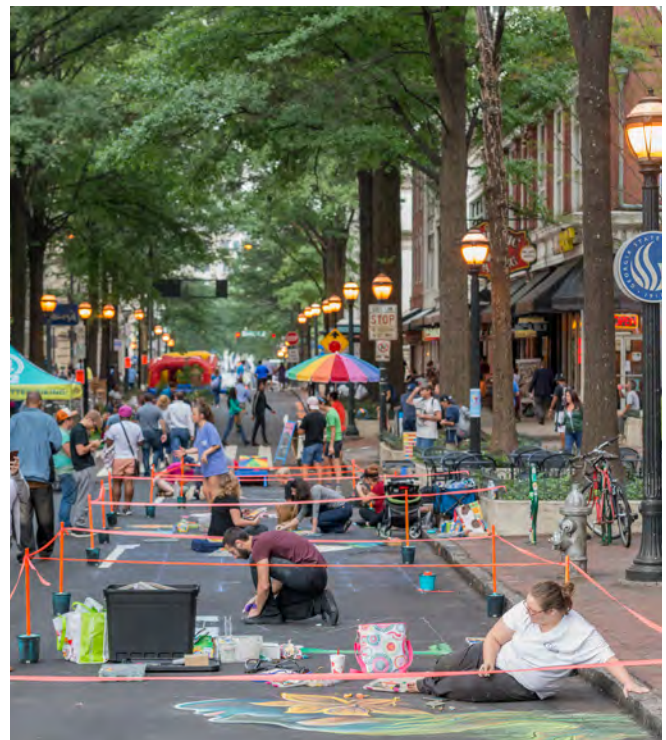
### ALL OTHER



### HISPANIC OR LATINO



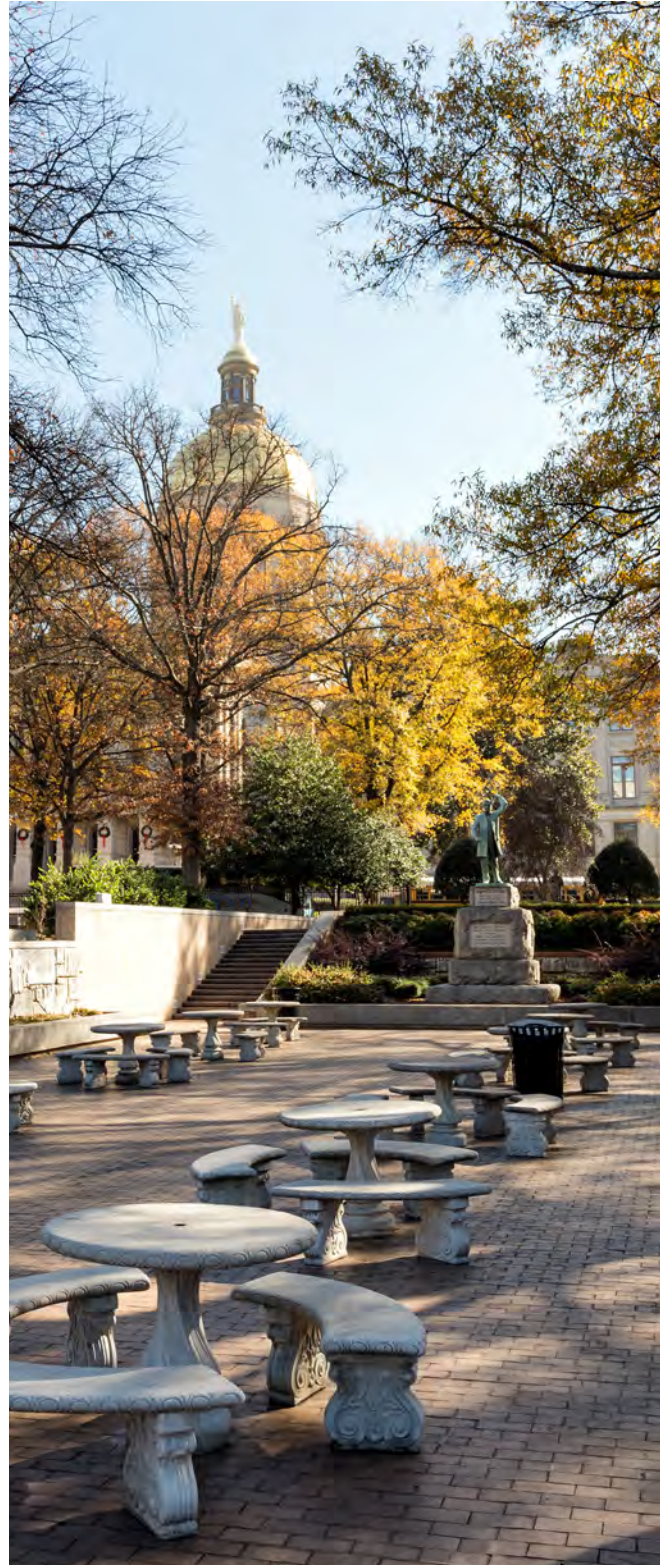
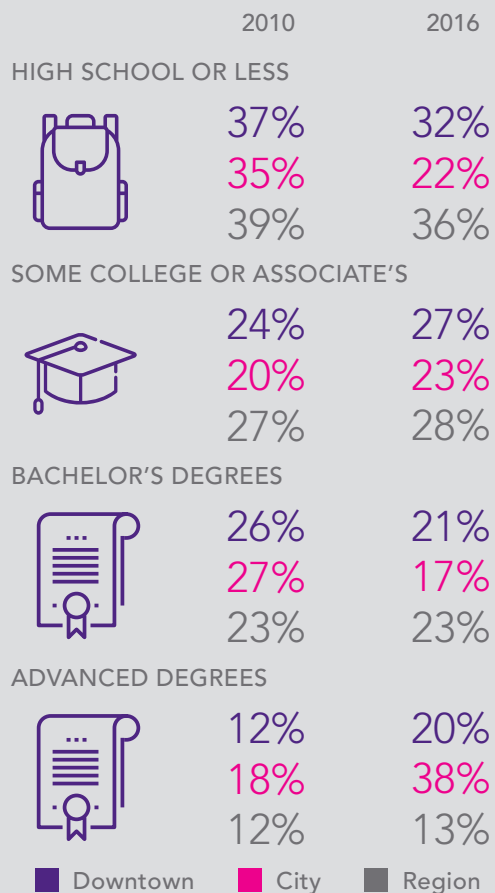
**Diverse Residential Population:** Traditionally, residents with a broad range of education levels, work experience, ethnicities, ages, and incomes have called downtown home. Atlanta is a multicultural city, and downtown demographics reflect that fact. 56% of downtown residents are black, 33% are white, and 7% are Asian. 5% are of Hispanic ethnicity. Downtown has a slightly higher proportion of foreign-born residents, 10%, than the entire city, at 7%. The metro area exhibits less diversity than downtown, with 45% non-white residents. As the community grows even more diverse, downtown must continue appealing to and serving a variety of diverse interests, which in turn will continue to strengthen its economy and culture.



\* This study uses U.S. Census definitions of race. Race is defined as a person's self-identification with one or more racial groups (white, black, Asian, American Indian, Alaska native, Native Hawaiian or Pacific Islander, or some other race). Hispanic or Latino ethnicity is counted separately in the U.S. Census, and includes those who identify as one of the other races. Hence, the percentages on this chart don't add up to 100%.

**Educational attainment for downtown residents represents a wide spectrum.** About one-third of downtown residents' highest educational attainment is a high school diploma or less, 27% have some college or an associate's degree, and more than 40% hold a bachelor's degree or higher. This breakdown closely maps to the regional proportions, but the city itself achieves higher rates of attainment, with 55% of residents holding bachelor's or advanced degrees. Since 2010, while the educational attainment rates in the region have remained about the same, the city has seen a large increase in the number of advanced degree holders, and downtown also has a slightly higher concentration of residents with a bachelor's or above.

## Highest Educational Attainment for Residents 25+



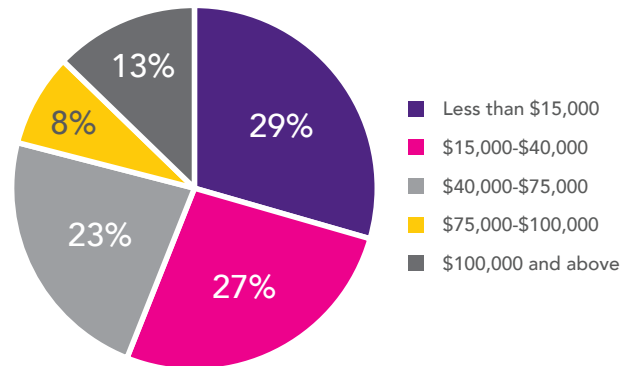
Metro Atlanta's median household income of \$59,183 is on par with the U.S. national average. However, median household incomes in the city and downtown are significantly lower; the downtown figure is only \$33,256. This reflects a relatively high poverty rate downtown, with 28% of all residents living below the poverty line.

**Downtown's inclusive nature extends to economic diversity.** Downtown households span the spectrum of socio-economic statuses. While the largest share of downtown households (29%) earns less than \$15,000, the number of households earning more than \$100,000 has risen 45% since 2010, from about 1,000 to nearly 1,500 households in 2016. The number of middle-class households (those earning \$40,000–\$100,000) is 1,473 or 31%, a figure that hasn't changed significantly since 2010.

Downtown Atlanta has relatively few owner-occupied housing units (and only 3% of total owner-occupied units citywide). 80% of households in downtown rent. Rental options exist across all price ranges, but the number of units that cost more than \$1,000/month has jumped 73% since 2010. About 5,200 units downtown rent for less than \$1,000, and 3,700 units rent for more. With strong population growth but a slower pace of housing development, rental prices will likely increase in the future. As they do, downtown leaders will need to work to assure the availability of a broad set of rental options and affordable housing for existing residents. Nearly half of renters downtown are cost-burdened, meaning that they spend more than 30% of their income on rent.

Downtown does have 3,500 publicly subsidized affordable housing units, about one-fourth of its rental and multifamily stock. This relatively large proportion of affordable housing serves low-income residents but without a long-term preservation strategy, market forces and shrinking subsidies will threaten this resource. The number of rent-burdened residents and residents in poverty may signal a need for a larger affordability intervention citywide.

## Downtown Household Income



## Household Income

	DOWNTOWN	CITY	REGION
MEDIAN INCOME	\$33K	\$49K	\$59K
MIDDLE CLASS* RESIDENTS	31%	32%	40%

\*Middle class households are defined as those with between \$40,000 and \$100,000 annually. This definition is based upon national averages, which may not align with local definitions.

## Vibrancy | Spending, Fun

Due to their expansive base of users, center cities can support a variety of unique retail, infrastructural, and institutional uses that offer mutually reinforcing benefits to the region.

Downtowns and center cities typically form the regional epicenter of culture, innovation, community, and commerce. Downtowns flourish due to density, diversity, identity, and use. An engaging downtown “creates the critical mass of activity that supports retail and restaurants, brings people together in social settings, makes streets feel safe, and encourages people to live and work downtown because of the extensive amenities.”<sup>7</sup>

**Benefits of Vibrancy:** Density, Creativity, Innovation, Investment, Spending, Fun, Utilization, Brand, Variety, Infrastructure, Celebration

Downtown represents 9% of all retail sales in Atlanta and 11% of retail stores citywide. The combination of 30,000 residents, 120,000 workers, and 15 million annual visitors generates more than \$1 billion in retail and food and beverage sales downtown. Almost half of the 369 retail offerings downtown are restaurants and bars. Another 20% of stores are destination retail, a higher concentration than in either the city or region.

### Retail Sales



Annual Downtown Spending

**\$1 Billion**

Share of City

**11%**

RETAIL RENT PER SQUARE FOOT (TRIPLE NET)

Downtown

**\$22.11**

City

**\$20.28**

Region

**\$14.02**

Downtown is a regional retail, dining, and nightlife destination. Retail marketplace data indicate most storefront sales far exceed local demand, indicating high levels of non-resident spending. For instance, estimates suggest that 88% of food and beverage sales come from non-residents, making up over \$283 million in downtown sales. Similarly, destination retail (clothing, jewelry, electronics) brought in about \$365 million in sales (36% of total downtown sales), with about \$330 million from non-residents.

### All Retail

#### TOTAL RETAIL BUSINESSES



Downtown

**791**

City

**5,352**

Region

**42,396**

#### NUMBER OF RETAIL BUSINESSES PER SQUARE MILE



Downtown

**235**

City

**40**

Region

**5**

#### NUMBER OF RESTAURANTS AND BARS



Downtown

**369**

City

**1,893**

Region

**12,285**

#### NUMBER OF DESTINATION RETAIL BUSINESSES



Downtown

**163**

City

**979**

Region

**5,839**



Rents are slightly higher downtown, at \$22 per square foot compared to \$20 in the city and \$14 in the region. Between 2015 and 2017, while citywide retail vacancies dropped from 5.5% to 4.1%, downtown vacancies fell by half, from 9.3% to 4.1%.

## Retail Industry Sales



### DESTINATION RETAIL

Total Sales	Local Demand	Non-Resident Spending
\$365M	\$35M	\$329M

### FOOD AND BEVERAGE

Total Sales	Local Demand	Non-Resident Spending
\$321M	\$38M	\$283M

## Retail Market Vitality



SQUARE FEET OF RETAIL	Downtown	City	Region
	3.7M	32M	297M

RETAIL VACANCY RATE	Downtown	City	Region
	4.1%	4%	5.8%



**Residential Growth:** Residential growth signals a fast-changing and vibrant downtown. Downtown Atlanta has seen a significant increase in residential population, which rose by 42% from 2010 to 2016, when it reached about 30,000. Much of this growth has occurred to the north and east of the core central business district. During this same period, the city grew by 10% and the region by 7%. Residential inventory grew more slowly than population, by 11% downtown but 15% citywide.

**More than half of downtown's population, 56%, is between ages 18 and 34, and within that group, 18- to 24-year-olds account for 36% of downtown's population.**

The 56% figure represents a doubling of the young adult population downtown since 2010. Georgia State University houses a large community of post-secondary students, nearly 51,000 in total. GSU students account for half of all students citywide and 20% of all students regionally. The Georgia Institute of Technology, whose campus is just north of downtown, also has 25,000 students who add to downtown's youthful population.



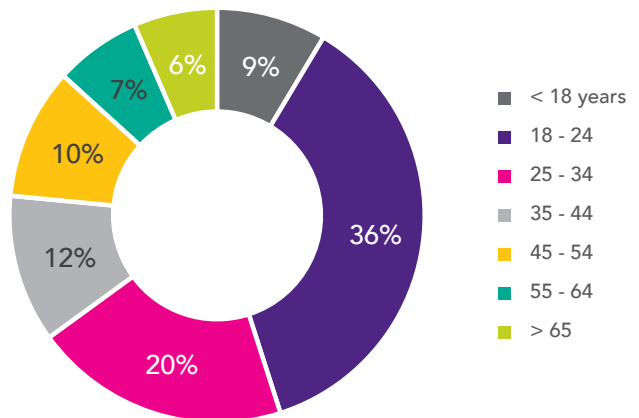
## Residential Growth (2010 - 2016)



RESIDENTIAL POPULATION GROWTH	Downtown	City	Region
	42%	10%	7%

RESIDENTIAL INVENTORY GROWTH	Downtown	City	Region
	11%	15.2%	0.5%

## Downtown Age Breakdown



# Identity | Visitation, Heritage, Tradition

Downtowns and center cities preserve the heritage of a place, provide a common point of physical connection for regional residents, and contribute positively to the brand of the regions they anchor.

Downtowns are “iconic and powerful symbols for a city and often contain the most iconic landmarks, distinctive features, and unique neighborhoods. Given that most downtowns were one of the oldest neighborhoods citywide, they offer rare insights into their city’s past, present, and future.”<sup>8</sup> The cultural offerings in downtown enhance its character, heritage, and beauty, and create a unique sense of place not easily replicated in other parts of the city.

**Benefits of Identity:** Brand, Visitation, Heritage, Tradition, Memory, Celebration, Fun, Utilization, Culture



## **Downtown Atlanta preserves heritage, connects regional residents, and contributes to the brand of the city and region.**

Downtown has 52 historic structures, which enhance its character and create a feeling unique to Atlanta. Downtown Atlanta has 9 different neighborhoods, including the Fairlie-Poplar Historic District, the historic central business district, and Castleberry Hill, listed on the National Register of Historic Places. A crucial element of Atlanta’s heritage is its role in the U.S. civil rights movement, and downtown includes the Sweet Auburn district, home to the King Center and Martin Luther King, Jr. National Historical Park.

Downtown provides entertainment options and cultural amenities. In addition to historic structures and event venues, downtown has seven museums, 16 parks with 117 acres of open space, and 58 public art installations. The Centennial Park entertainment district builds on long-standing heritage attractions and the legacy of the 1996 Olympics. One of downtown’s newest attractions, the 71,000-seat Mercedes-Benz Stadium, will draw large numbers of visitors downtown for NFL, professional soccer, concerts, and other events. Other iconic attractions include the World of Coca-Cola, CNN studio tours, the Center for Civil and Human Rights, and the College Football Hall of Fame.

## Hashtags

# 42,812

PHOTOS POSTED ON INSTAGRAM  
WITH #BEDOWNTOWN

\*Instagram downtown hashtag count as of November 2018.





## Downtown Destinations



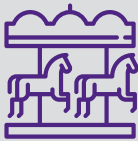
52

HISTORIC  
STRUCTURES



7

MUSEUMS



6

PLAYGROUNDS/  
POOLS



16

PARKS



34

HOTELS



58

PUBLIC ART



3

STADIUMS



2

LIBRARIES

## Downtown Events



25

EVENT VENUES

5

MUSIC FESTIVALS  
ORGANIZED BY  
ADID

900,000

ANNUAL  
CONVENTION  
ATTENDEES

Downtown attracts both visitors and business travelers, supported by the world's busiest airport, Hartsfield-Jackson International, which handles an average of 275,000 passengers a day. Downtown boasts the Georgia World Congress Center, a 3.9-million-square-foot center for conferences and conventions. In total, downtown contains 25 event venues that serve more than 900,000 convention attendees annually, or 80% of all convention attendees citywide. The strength of the convention and visitor business translates into hotel investment. In 2018, downtown Atlanta had 34 hotels with nearly 12,000 rooms and an average occupancy rate of 71.5%. Major private investments will likely increase this number as the city prepares for major events, including the 2019 Super Bowl.



# Resilience | Sustainability, Diversity

At its broadest, resilience means a place's ability to withstand shocks and stresses. Thanks to their diversity and density of resources and services, center cities and their residents can better absorb economic, social, and environmental shocks and stresses than other parts of the city.

Diversity and economic vitality equip downtowns and center cities to adapt to economic and social shocks better than more homogenous communities. Similarly, density better positions downtowns and center cities to make investments needed to hedge against and bounce back from increasingly frequent environmental shocks and stresses.

**Benefits of Resilience:** Health, Equity, Sustainability, Accessibility, Mobility, Durability of Services, Density, Diversity, Affordability, Civic Participation, Opportunity, Scale, Infrastructure

**Economic Resilience:** As noted in the Economy section, downtown has a diverse range of economic sectors, led by health care, education, public administration, and tech. This diversity supports recovery from or adaptation to negative economic shocks like a financial crash or the decline of a specific industry. Flat employment growth, however, suggests that additional investment in job growth and industry diversity may be needed to ensure that the downtown economy remains competitive with the increase in jobs in other parts of the city and region.

**Social Resilience:** Diversity, density, and access to public gathering places and to community supports all help make downtowns and center cities more socially resilient. The walkable character often found in these areas also favors resilience: research has shown that walkable urban places typically have more diversity, a greater share of low-income residents, and less racial segregation than drivable suburban areas.<sup>9</sup> Additional research by the George Washington University Center for Real Estate and Urban Analysis has found a positive relationship among walkable urbanism, economic performance, and social equity, but cautions that these findings don't negate growing concerns about the need to develop mechanisms and policies to assure affordability.

With 16 parks, 2 libraries, 28 community centers, and 37 religious institutions, downtown Atlanta provides opportunities for residents, employees, students, visitors, and others to meet, learn, and participate in civic life. As stewards of downtown, urban place managers work to make neighborhoods more livable and "create communities that welcome people of all walks of life, offer the services necessary for residents, and create integrated

## Downtown Community Resources



2

LIBRARIES



28

COMMUNITY  
CENTERS



37

RELIGIOUS  
INSTITUTIONS



16

PARKS

and holistic communities.”<sup>10</sup> The availability of parks, outdoor activities, and open space enhances quality of life by providing opportunities for downtown residents to pursue healthier lifestyles.

Access to community resources is critical for social resilience of low-income residents. Nearly 8,500 downtown residents live in poverty. This represents an increase from 6,800 in 2010 and reflects both population growth citywide and downtown and the persistence of high poverty rates in Atlanta. As downtown continues to evolve, balancing population growth and new development with improvements in support systems for existing residents, particularly those with low incomes, will present a challenge for downtown and its place management organization.

Safety, whether downtown or citywide, is critical to the social fabric. In downtown, the average crime rate is 131.5, more than twice the city average. However, this does mark a steady decline from 204.3 in 2010 and 165.8 in 2015.

**Environmental Resilience:** The natural and built environments of the center city enhance resilience. Downtown has 117 acres of open space; parks like Centennial Park and Woodruff Park represent critical elements of downtown identity. While downtown parks thrive today, population growth will place increasing demands on these limited areas. The *Downtown Atlanta Master Plan* sets out, as one of its six goals, to “create a vibrant and active urban forest to improve air and water quality, create shade, improve health and add parks space downtown.”<sup>11</sup> This goal builds on Atlanta’s reputation as a “city in a forest,” although in 2014 downtown had no more than 8% tree coverage, compared to 47% citywide.

The downtown built environment has also become more sustainable. In 2010, downtown had 57 LEED-certified buildings, a figure that had doubled to 116 by 2017.

Commuting patterns also contribute to the resilience of the urban core. A lower rate of single-occupancy driving not only helps the environment but also promotes social resilience, since residents and employees can have multiple options for reaching their destinations. Downtown has a significantly higher Walk Score (90 vs. 49), Transit Score (80 vs. 46), and Bike



Score (79 vs. 50) than Atlanta does citywide. In downtown, 45% of residents commute by walking, taking transit, biking, or carpooling. That compares to 33% citywide and 14% across the region. A growing number of bikeshare, carshare, and electric car charging ports offer additional transportation options downtown.



## New Mobility Options






BIKE SHARE STATIONS	Downtown	City	Region
	22	75	100
CAR SHARE STATIONS	Downtown	City	Region
	15	41	54
ELECTRIC CAR CHARGING PORTS	Downtown	City	Region
	39	187	502
	stations	stations	stations
	128 outlets	732 outlets w/ 200 additional at airport	1,562 outlets

## Total Transit Stops\*

HEAVY RAIL	Downtown	City	Region
	9	38	38
STREETCAR	Downtown	City	Region
	12	12	12
BUS	Downtown	City	Region
	334	3,981	N/A

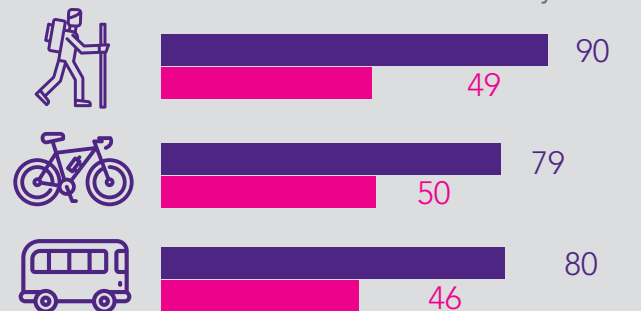
\* The total for transit stops in the city includes transit stops in the downtown, and the transit stops in the region includes all those in the downtown and city. In Atlanta, this means there aren't any streetcar stops outside of the downtown.

## Downtown Commuting Patterns\*

BIKE	Downtown	City	Region
	1%	1%	0%
TRANSIT	Downtown	City	Region
	15%	10%	3%
CAR POOL	Downtown	City	Region
	7%	7%	10%
WALK	Downtown	City	Region
	14%	4%	1%
DRIVE ALONE	Downtown	City	Region
	55%	67%	78%

\*Percentages may not add up to 100% due to rounding and exclusion of taxicabs.

## Walk, Bike and Transit Score



# Downtown Profile | Summary

**Downtown Atlanta is a growing downtown in a large, growing region. Its population has risen significantly since the start of the decade, outpacing other growing downtowns and capturing a larger part of the citywide population.** Employment growth—essentially flat—lags other growing downtowns, particularly in the context of an expanding economy in the city and region. Additional growth in knowledge economy jobs and educational attainment for downtown residents will help to assure downtown's continuing health as it embarks on implementation of the *Downtown Atlanta Master Plan*.

Based on the data collected for the *Value of U.S. Downtowns and Center Cities* study, we identified three tiers of downtowns, defined by stage of development. We divided the 24 downtowns that have participated to date into "established", "growing" and "emerging" tiers based on average growth in employment, residential density, population growth, job density, and assessed value per square mile. It is important to note that downtown geography and demographics served as the sole basis for the tiers and that a small sample size required a conservative approach to generalizations.

Atlanta's downtown falls in the "growing" tier. These tables show how downtown Atlanta compares to its peers in the same tier, and to the citywide average for tier cities. For the full set of cities by tier and accompanying data points, please refer to the *Value of U.S. Downtowns and Center Cities* compendium.\*

## Growing Downtowns

ANN ARBOR	CHARLOTTE	PITTSBURGH
ATLANTA	DALLAS	SANTA MONICA
AUSTIN	GRAND RAPIDS	UNION SQUARE BID
BALTIMORE	INDIANAPOLIS	

On average, these downtowns cover **3%** of citywide land area and have an assessed value of **\$7.4 billion** or **11%** of citywide assessed value. Compared to the tier, Atlanta accounts for:

	DOWNTOWN ATLANTA	GROWING DOWNTOWNS
ASSESSED VALUE	9.7%	11%
MILLENNIALS LIVING CITYWIDE	11%	13%
CITYWIDE POPULATION	6%	5%

## RESIDENTIAL



	DOWNTOWN ATLANTA	GROWING DOWNTOWNS	GROWING CITY
<b>GROWTH</b> AVG. 2010 – 2016	42%	26%	6%
<b>DENSITY</b> RESIDENTS / ACRE	14	13.6	9.1



## EMPLOYMENT

	DOWNTOWN ATLANTA	GROWING DOWNTOWNS
GROWTH IN DOWNTOWN EMPLOYMENT (2010 – 2015)	-0.6%	13%
CITYWIDE JOBS	28%	30%
CITYWIDE KNOWLEDGE JOBS	29%	32%
CITYWIDE CREATIVE JOBS	43%	38%
RESIDENTS HOLD A BACHELOR'S DEGREE OR HIGHER	41%	60%

\*The compendium report is available at the IDA website, [downtown.org](http://downtown.org).





	DOWNTOWN ATLANTA	GROWING DOWNTOWNS
HOTELS	34	27
HOTEL ROOMS	11,814	6,042
CITYWIDE HOTEL ROOMS	N/A	40%

## WALK SCORE



DOWNTOWN ATLANTA	GROWING DOWNTOWNS	GROWING CITY
90	91	54

## BIKE SCORE



79	81	54
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## TRANSIT SCORE

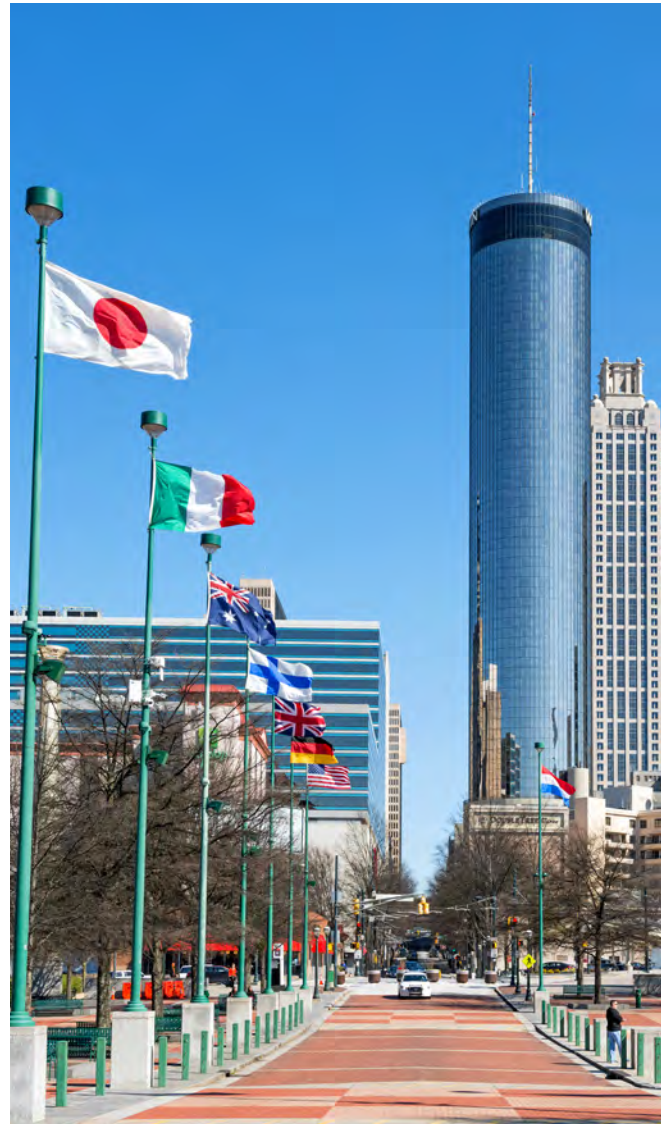


80	80	49
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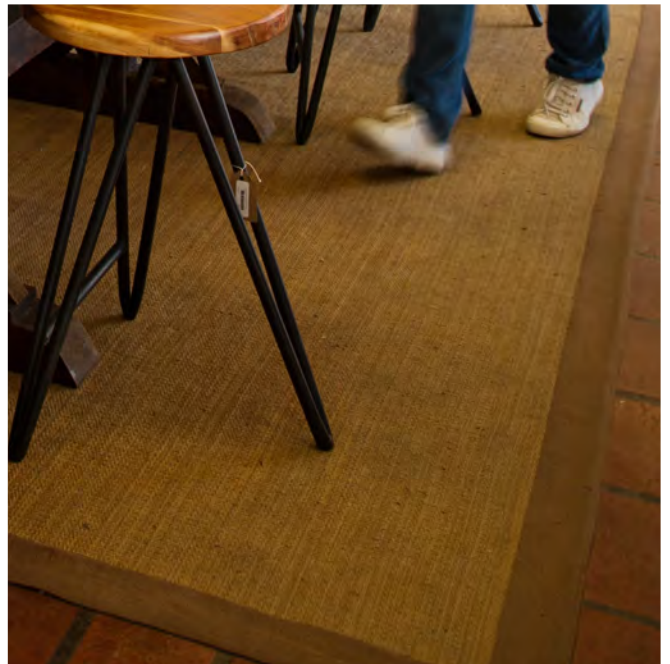
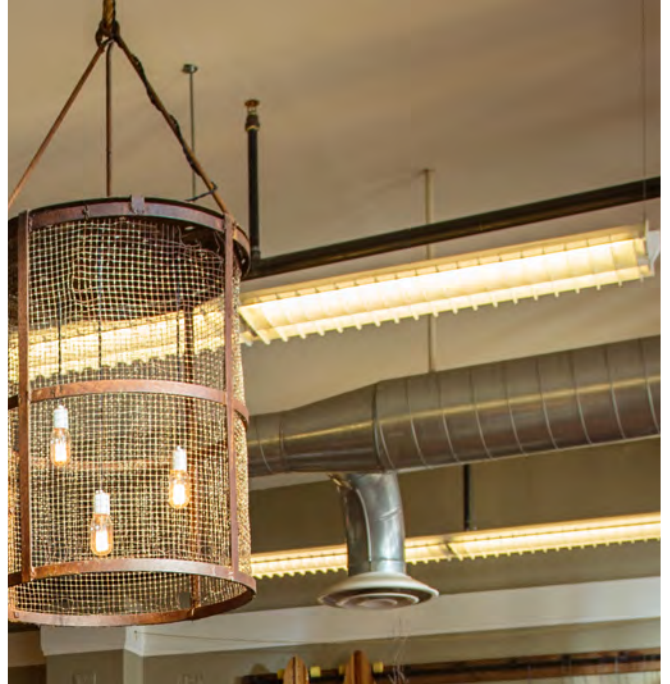
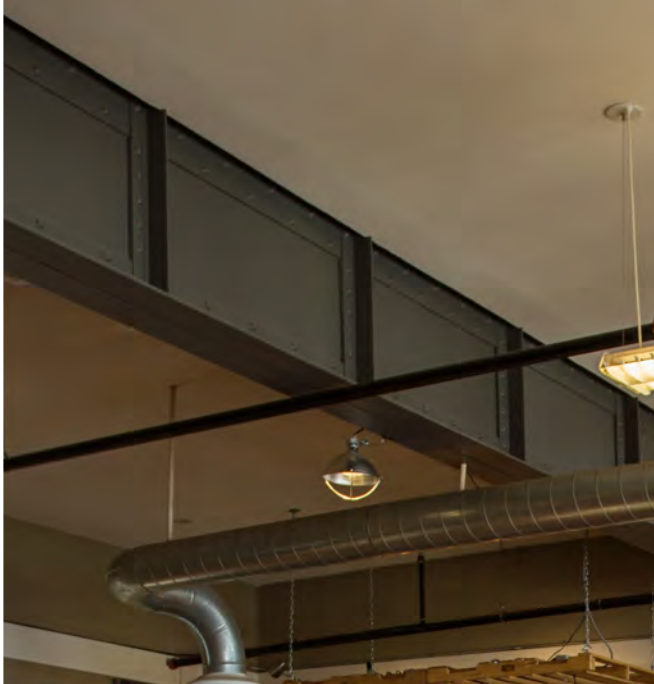
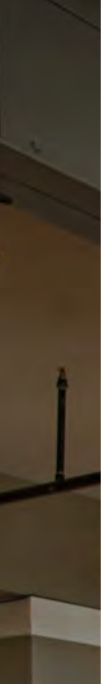
## DOWNTOWN NON-SOV COMMUTE



DOWNTOWN ATLANTA	GROWING DOWNTOWN	GROWING CITY
40%	44%	30%







APPENDICES

PROJECT  
METHODOLOGY

PRINCIPLES AND  
BENEFITS

DATA SOURCES

ADDITIONAL IDA  
SOURCES

BIBLIOGRAPHY

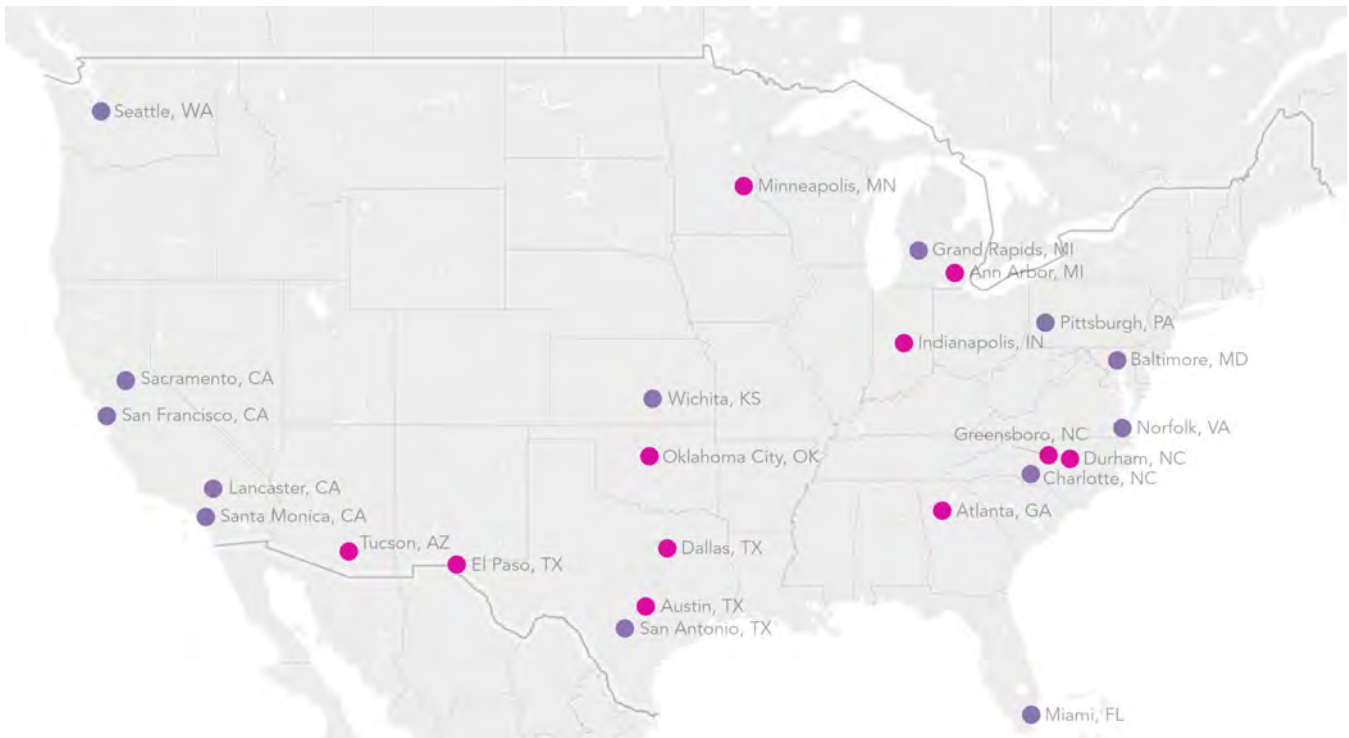




# Appendix I: Project Methodology

## PROCESS

In 2017, IDA launched the *Value of U.S. Downtowns and Center Cities* study. The IDA Research Committee worked with 13 downtown organizations, Stantec's Urban Places as a project advisor, and HR&A Advisors as an external consultant to develop the valuation methodology and metrics. This year, IDA added another 11 urban place management organizations (UPMOs) and worked with them to collect local data, obtain data from agencies in their cities, and combine these metrics with publicly available statistics on demographics, economy, and housing. Data collected included publicly available census figures (population, demographics, employment, transportation), downtown economic performance, municipal finances, capital projects, GIS data, and the local qualitative context. The downtown partners chosen in both years represent diverse geographic regions and have relatively comparable levels of complexity and relationships to their respective cities and regions.







## PROJECT PURPOSE

The project measured the performance of American downtowns using metrics developed collaboratively and organized under five principles that contribute to a vital urban center. Project aims included:

- Benchmarking performance of downtowns using a replicable, scalable framework.
- Creating a baseline for future data collection to build a growing case for the need for both public and private investment in downtowns.
- Developing a common set of metrics to communicate the value of downtowns.
- Expanding the range of arguments that UPMOs can make to stakeholders based on publicly available data.



## HYPOTHESIS

Despite a relatively small footprint, a downtown has large economic and community impacts, producing multiple benefits for both its city and region. These impacts include higher land values, substantial economic development outputs, return on investment for both public and private sectors, and more efficient use of public infrastructure. These impacts illustrate the critical contribution a downtown makes to a region's economic development, identity and brand, social equity, culture, vibrancy, and resilience.

Guiding questions for this project included:

- What is the economic case for downtowns? What stands out about land values, taxes, or city investments?
- How do downtowns strengthen their regions?
- Can we standardize metrics to calculate the value of a downtown?
- How can downtowns measure their authentic, cultural and historical heritage?
- How does the diversity of a downtown make it inclusive, inviting, and accessible for all?
- What inherent characteristics of downtown make it an anchor of the city and region?
- Due to its mix of land uses, diversity of jobs, and density, is downtown more socially, economically, and environmentally resilient than the rest of the city and region?

## Discussion: What factors make a vibrant downtown?

Downtowns have differing strengths: some function as employment anchors, some as tourist hubs, and some as neighborhood centers. Some are all three. We distilled the factors for measuring the value from attributes common to all downtowns regardless of their specific characteristics. These included fun, diversity, density, creativity, size, economic output, mobility, brand, investment, resilience, health, sustainability, affordability, fiscal impact and accessibility.

Fun	Diversity	Density	Creativity	Size
Economic Output	Mobility	Brand	Investment	Resilience
Health	Sustainability	Affordability	Fiscal Impact	Accessibility



### DETERMINING PRINCIPLES FOR A VITAL DOWNTOWN

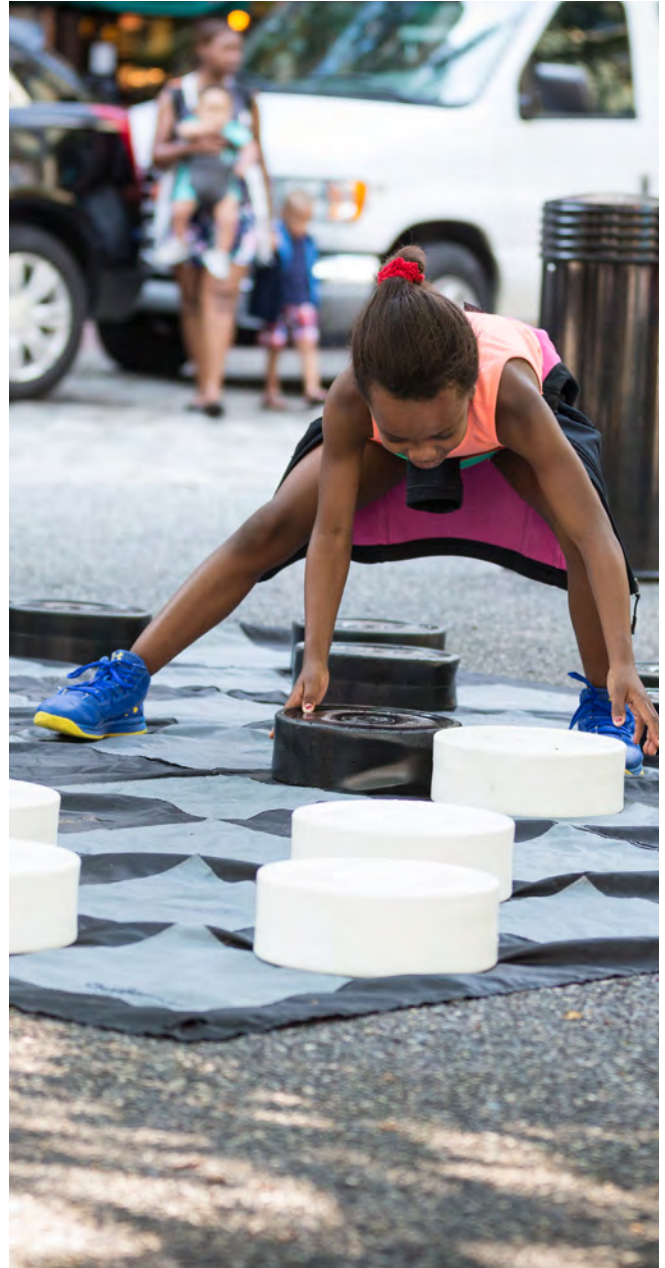
This project began with a Principles and Metrics Workshop held in 2017 with representatives of UPMOs from the initial 13 pilot downtowns. The workshop focused on developing value principles that collectively capture a downtown's multiple functions and qualities. Workshop participants worked to refine values that would speak to each principle that helps make downtown a vital piece of the city and regional puzzle. The participants grouped the value principles into five categories. The principles and the benefits that make downtown valuable provided the basis for determining benchmarking metrics.

Downtown advocates tailor their arguments to the interests of different audiences. For instance, within the economy argument, the figure for sales tax revenue generated downtown would have resonance for government officials but likely wouldn't hold much interest for visitors and workers. For these audiences, a downtown management organization might assemble data showing the types of retail available downtown, whether the offerings meet user needs, and how fully residents, workers, and visitors use these retail establishments. During creation of the data template, the

study team sought arguments that would appeal to multiple audiences and worked to identify metrics that could support multiple value statements. The workshop identified these preliminary value statements:

1. Downtowns are typically the economic engines of their regions due to a density of jobs, suppliers, customers, professional clusters, goods, and services.
2. Downtowns offer convenient access to outlying markets of residents, customers, suppliers, and peers thanks to past and ongoing investment in transportation infrastructure.
3. Downtowns provide a concentration of culture, recreation, and entertainment.
4. Downtowns offer choices for people with different levels of disposable income and lifestyle preferences.
5. Because of their density and diversity, downtowns encourage agglomeration, collaboration, and innovation.
6. Downtowns are central to the brand of the cities and regions they anchor.
7. Downtowns can be more economically and socially resilient than their broader regions.
8. Downtown resources and urban form support healthy lifestyles.
9. Downtowns' density translates into relatively low per-capita rates of natural resource consumption.
10. Relatively high rates of fiscal revenue generation and efficient consumption of public resources mean that downtowns yield a high return on public investment.

These value statements organized and guided development of the full range of metrics for the valuation template. They also helped the workshop participants settle on the five principles the analysis would examine: economy, identity, vibrancy, inclusion, and resilience.





## THE 33 SHARED BENEFITS

Each of the principles comprises a variety of sub-benefits. These helped shape the metrics and arguments used in this study.





## DATA POINTS

This section describes the process of selecting metrics, identifying data sources, and developing arguments for the value of downtown. Building on the workshop's discussion and recommendations, the study team undertook a literature review and extensive analysis of possible additional metrics for evaluating downtowns and center cities. Together, these suggested a set of data points. The study team selected each data point for its ability to articulate the benefit that it provides downtown, and to do so in a robust and replicable method for downtown proponents.

The study team favored data categories that downtown UPMOs already collect or have easy access to:

- Data collected by downtown UPMOs:
  - Retailer information
  - Employer information
  - Development activity
  - Pedestrian counts
  - Events information
- Publicly available data:
  - U.S. Census Bureau
  - Bureau of Labor Statistics
  - State departments of labor
  - HUD State of the Cities Data Systems
  - Municipal assessment data
  - Municipal land use data
  - U.S. Energy Information Administration
  - Bureau of Transportation Statistics
  - FBI crime data
- Proprietary data:
  - Real estate
  - Demographics
  - Labor
  - Economic impacts

Additionally, the team focused on data sources that get updated frequently enough to allow for comparative analysis over time. Other priorities for choosing data sources or determining metrics included the ability to demonstrate downtown value from numerous vantage points. Similarly, different metrics can illustrate similar arguments and can be analyzed in numerous ways to address a single principle or audience. We looked for metrics that could work together to bolster a single argument or make specific points standing alone. In our research, data is most compelling when communicated in relation to another data point and placed in the context of the city or region. Combining these qualities, input from the participants, and best practices seen in other downtown and center-city studies led the team to a final suite of metrics designed to illustrate downtown value.

The primary data source for downtown and citywide residents came from the American Community Survey (ACS) of the U.S. Census. This data provides a point-in-time comparison between a downtown and a city. While some individual UPMOs have access to updated figures for downtown and citywide residential population, this report relied on the ACS to assure consistency across downtowns, and to allow a focus on contextual comparisons.

It's worth keeping in mind the fact that a minor shift in downtown population may seem unusually large when expressed as a proportion if the base population is small. Larger cities might see slower proportional growth, while still densifying rapidly. As with any data source, ACS data estimates may represent one place more accurately than they do another, over- or underestimating population in comparison to locally collected data.



## METRICS SELECTION

To meet the goal of providing metrics that allow comparison across jurisdictions, we made sure necessary data was available for every downtown, city, and region. For each metric, the data template required an input—for example, total workers—and the team then performed calculations to determine related metrics like growth rates, geographic density, employment density, shares of cohort (e.g., workers by educational attainment), and downtown's share of citywide and regional figures.

The team worked to identify a set of replicable, scalable, and accessible metrics for each value statement that could support downtown advocacy to a range of audiences. The assessment tool standardized the choice of baseline metrics, typically already collected by downtown UPMOs, and introduced new metrics that represent an attempt to quantify important but subjective elements such as inclusivity, fun, heritage and memory. To support value statements and identified characteristics, three types of data fully illustrate each argument:

1. Absolute **facts** provide quantitative context and a feel for the scale of the characteristic being used to make the argument.

For example, under economy, a UPMO might want to make the argument that a thriving financial services sector plays a critical role in the city's economy. The number of financial services jobs, their related earnings, and taxes paid represent absolute facts that support this argument.

2. **Indicators** measure an argument at a secondary level by focusing on inputs or outputs and may reflect the subject geography or serve as benchmarks for comparison to peer downtowns or case studies of best practices.

At this level, a UPMO could argue that in addition to their direct economic contribution, financial service jobs in downtown assure stable demand for a range of services and retail offerings at different price points that serve all residents. To make this argument, the downtown management organization might map retail vacancies against concentrations of financial services firms to illustrate the relationship between distance to financial services office nodes and viability of retail.

3. **Qualitative assessments** inject anecdotal context and color into an argument.

For this level, the downtown management organization could include news reports or an interview with the CEO of a major financial services firm that lays out the value they see in locating downtown.

Together, these different types of information allow IDA and the UPMO to communicate downtown's unique value to the city.

Beyond relevance for different intended audiences (including journalists), the study team imposed three additional filters on data sources to account for the varying capacities of UPMOs, the need for future replicability, and a strong interest in tracking performance against peer downtowns. Data needed to be:

1. **Readily available** to most downtown management organizations (and ideally public),
2. **Replicable** (enabling year-to-year comparisons), and
3. **Scalable across jurisdictions**, allowing for benchmarking and regional comparisons.

Applying these standards helped us assemble a set of metrics that allow downtowns to participate equally in the analysis regardless of a UPMO's financial resources or technical ability. IDA provided detailed instructions to participating UPMOs on how to use all the metrics selected. To enable downtown management organizations to use the metrics confidently to promote their downtowns, IDA provided a description of each data source, including frequency and method of collection. We directed the UPMOs to use clear qualifying language to introduce the use of proprietary or "crowdsourced" sources (surveys, Yelp reviews, Instagram posts). We expect most downtowns to rely on similar sources of proprietary data, but participating downtowns may prefer one choice over another (such as CoStar or Xceligent) when obtaining similar data. To the extent possible, data sources should remain consistent across geographic scales (downtown, city, region) and consistent over time for longitudinal analysis.



While the data template and profiles highlight data points for comparison purposes, IDA encouraged each downtown organization to customize its presentation of arguments to highlight the values most relevant to its city and the audiences it wants to reach. For instance, a downtown with a strong transportation system might choose to emphasize transit accessibility in articulating inclusion, while one with little public transportation infrastructure might choose to emphasize the diversity of transit users.

## VALUE PRINCIPLES

IDA and the pilot downtowns identified five value principles as themes for the project: Economy, Inclusion, Vibrancy, Identity, and Resilience. Though the ways downtowns produce value for their cities and regions differ, broadly applied, these statements convey the overarching value of downtowns. Each value statement is supported by multiple metrics and methods of articulation tailored to different audiences. In creating the data template, we worked to identify arguments that would appeal to multiple audiences, and to use metrics to support multiple value statements.

## DEFINING DOWNTOWN

This study developed a definition of the commercial downtown that moved beyond the boundaries of a development authority or a business improvement district. For one thing, geographic parameters vary across data sources and may not align with a UPMO's jurisdiction.

Urban place management organizations vary widely in terms of their geographic definition. To make boundaries replicable and comparable across data sources, the study team recommended aligning each downtown with commonly used census boundaries. In most cases this meant using census tracts, the smallest permanent subdivisions that receive annual data updates under the American Community Survey. They make ideal geographic identifiers, since new data is released regularly, and tract boundaries do not change.

Employing census tracts may not accurately reflect the value of every downtown. In some cases, census block groups more accurately captured the downtown boundaries. Though the Census Bureau occasionally subdivide block groups over time, block groups also receive annual data updates and are compatible with most data sources. We looked to the 2012 publication, *The Value of Canadian Downtowns*, for effective criteria:

1. The downtown boundary had to include the city's financial core.
2. The downtown study area had to include diverse urban elements and land uses.
3. Where possible, we sought hard boundaries such as major streets, train tracks, or geographic features like rivers.
4. An overarching consideration was that data compiled align with selected downtown study areas.

IDA's study *Downtown Rebirth: Documenting the Live-Work Dynamic in 21st-Century Cities* provided further guidelines for defining downtown geography. Recommendations included defining employment nodes at the census tract level; adding census tracts beyond the commercial downtown to define a "greater" downtown, including half-mile and one-mile polygons within the conformal conic projection.

“DEFINING DOWNTOWN BOUNDARIES IS A MAJOR CHALLENGE, AS EACH PERSON LIVING IN A CITY HAS A DIFFERENT UNDERSTANDING OF DOWNTOWN BASED ON THEIR PERSONAL EXPERIENCES.”

International Downtown Association

After determining each downtown's boundaries, the study team calculated resident population within the boundaries using census data; calculated employment levels using Total Jobs data for each tract in the selected areas, and calculated live-work statistics using Primary Jobs data by taking the number of workers who live and work in an area and dividing it by the number of all workers living in the area. Primary Jobs differ from Total Jobs by designating the highest-wage job as the "Primary" one if an individual holds more than one job. Using the Census Bureau's On The Map tool, the study team created maps to show the borders of each area.


Each downtown provided IDA with the geography selection for its downtown, which IDA then worked to refine, given local conditions and UPMO needs. Customized shapefiles or census tracts defined the downtown boundaries. For city and regional boundaries, IDA worked with the downtown management organization to confirm the accuracy of the respective census-designated place or MSA.



## DATA SOURCES

IDA collected the selected data points for all downtowns from the recommended sources and then input them into the data template. Completing the data template necessarily involved a wide range of sources. This section covers preferred sources for demographic, market, labor, and real estate data.

	Demographic + Market Data	Labor Data	Real Estate Data	Municipal Data	Primary Research
Preferred Source	<ul style="list-style-type: none"> <li>American FactFinder</li> <li>ESRI</li> </ul>	<ul style="list-style-type: none"> <li>LEHD on the Map</li> </ul>	<ul style="list-style-type: none"> <li>Costar, Market Reports, Brokers</li> </ul>	Varies	Varies
Other Sources	<ul style="list-style-type: none"> <li>Social Explorer</li> <li>PolicyMap</li> </ul>	<ul style="list-style-type: none"> <li>EMSI</li> </ul>	<ul style="list-style-type: none"> <li>Xceligent</li> </ul>	Varies	Varies

 Covered in this guide

Recommended sources for demographic, market, labor, and real estate data include:

**LEHD On the Map:** The data template requires two datasets from LEHD: (1) an “area profile” of workers in the years 2015 and 2010 and (2) an “inflow/outflow” profile that describes how many workers live in the study area and how many live outside it.

### WHAT IS IT?

An intuitive, easy-to-use mapping and data tool for the U.S. Census Bureau’s Longitudinal Employer-Household Dynamics (LEHD) dataset.

### WHAT DOES IT DO?

On the Map pulls and aggregates labor data (e.g. employment, workforce composition, commute flows) from the LEHD based on an inputted geography.

### HOW ARE WE USING IT?

LEHD allows UPMOs to define their geographies in census-compatible terms as well as access labor data.

**U.S. Census, American FactFinder:** American FactFinder is the U.S. Census Bureau's publicly available data source. It is a powerful tool for accessing census data. For this study, this source serves as the basis of our demographic and social analysis.

**WHAT IS IT?**

The U.S. Census Bureau's free, public data portal.

**WHAT DOES IT DO?**

American FactFinder pulls and aggregates demographic and social data from the U.S. Census Bureau's decennial census (every ten years) and American Community Survey (every year). Any user can query the American FactFinder for a specific fact or set of facts, a geography, and a time period and receive raw numbers for use in a template.

**HOW ARE WE USING IT?**

FactFinder provides the basis of our demographic and social analysis.

**ESRI Business Analyst:** ESRI Business Analyst is ESRI's tool for retrieving demographic and market data targeted toward business users.

**WHAT IS IT?**

ESRI's proprietary data tool designed for casual and business users.

**WHAT DOES IT DO?**

ESRI Business Analyst allows users to define custom geographies (including drive times) and pull demographic and social indicators as well as proprietary indicators such as retail spending.

**HOW ARE WE USING IT?**

UPMOs will use ESRI to pull retail spending and establishment data, as well as demographic data within an average commute time.

**Real estate market data:** Real estate market data can come from a variety of sources, including real estate data services, which require subscriptions; market reports, available online; and local brokers and economic development agencies, who frequently track real estate information.

**WHAT IS IT?**

Indicators such as absorption, deliveries, vacancy rates, and average rent.

**WHAT DOES IT DO?**

Real estate data, accessed through real estate data services, market reports, or brokers, allows UPMOs to speak to the built form and economy of their downtowns.

**HOW ARE WE USING IT?**

Real estate data, which can come from various sources, is used to make economic and density arguments in the data template.

**Municipal data:** Collected at the municipal level, this data includes information such as local investment, capital projects, tax assessments, tax revenue, crime and safety statistics, and land uses. Agencies collecting this data typically include the mayor's office, the tax assessor's office, planning and zoning, licensing and codes, economic development, and the comptroller's office. These data can flesh out the story of downtown's economic and fiscal impact on the city.

**Downtown stakeholder data:** Data collected from downtown stakeholders at the place management level include bicycle and pedestrian counts, cleanliness and safety statistics, events, major employers, development tracking, residential tracking, surveys, and other insights into the localized place. Downtown management organizations already report many of these statistics in their annual or state of downtown reports.

## DATA TEMPLATE

The data template provided a framework for a three-step process. For this report, IDA first entered static data points from a downtown and data sources for the downtown, city, and region for the current year and a reference year (in this case, 2010). Based on these inputs, the template automatically generated a set of detailed valuation metrics. IDA then linked the outputs to final profiles, using the statistics to construct value statements on the significance of downtowns.

## THE DATA TEMPLATE WAS CREATED WITH SEVERAL PURPOSES IN MIND:

Provide a **common set of metrics** to communicate the value of downtown.

Expand the **range of arguments** UPMOs can make to their stakeholders using publicly available data.

Save **time and effort** by automating portions of analysis.





Enter value for downtown, city, and region

Computed automatically

Selected and refined by downtowns

**INPUTS**

- Total land area
- Number of jobs

**OUTPUTS**

- Jobs per mi<sup>2</sup> downtown vs. city (dividing jobs by total land area)
- Growth in jobs over time (comparing 2010 to the current year)
- Percentage of city jobs (dividing downtown jobs by city jobs)

**ARGUMENTS**

"As the economic engine of the city, downtown has a density of jobs nearly three times the city average, a rate of job growth twice the city average, and nearly 40 percent of total city jobs."

For each static data point entered, the "outputs" tab of the data template contained calculations that compared and normalized metrics across time and geography, including:

- Change since 2010
- Value per square mile
- Value per acre
- Value per resident
- Value per worker
- Share of cohort
- Share of city
- Share of region (for some data points)

The selected data had to communicate the arguments for downtown while being scalable, compelling, and replicable across jurisdictions. The metrics underpin a framework designed to strengthen the advocacy that the downtown management organizations already undertake by creating arguments relevant not only to downtown allies but to stakeholders not yet convinced.

The final methodology, informed by experts and downtown leaders, encompasses more than 100 key data points, 33 benefit metrics, and nine distinct audiences. It evaluates the results through the lenses of the five principles of economy, inclusivity, vibrancy, identity, and resilience. The resulting study articulates the value of downtown as a place, highlighting its unique contributions and inherent value for the local city and region.

Every downtown featured in this report has its own history, culture, land use patterns, and politics. Some may play multiple roles based on their economic performance within the wider city, and these contextual differences should always be kept in mind. IDA organized this project to assess and summarize how each downtown relates to the valuation methodology through the principles of economy, inclusion, vibrancy, identity, and resilience.



## Making The Case: Audiences

Each metric can demonstrate various benefits and support various value statements, but different stakeholder groups will weigh benefits differently. UPMOs can customize their arguments for various audiences and stakeholder groups with a “Value Statements” template. Based on feedback from the pilot downtowns, IDA proposes focusing on these key audiences:

- Local government (representing downtown)
- Local government (representing outlying areas)
- State and regional government
- Business
- Philanthropy
- Residents
- Visitors
- Workers
- Media



### DISCUSSION: WHO NEEDS TO UNDERSTAND THE VALUE OF DOWNTOWNS?



#### GOVERNMENT

- City
- Regional
- State
- Federal
- Local + State Economic Development



#### BUSINESS

- Employees
- Retailers
- Organization members



#### PEOPLE

- Workers
- Residents
- Visitors



#### PHILANTHROPY

- Foundations
- Non-Profits
- Services



#### MEDIA

- Local
- National
- Specialty

**Each downtown management organization can select the audiences it needs to reach based on its priorities:**

**State and regional government:** Outside the city limits, regional and state government officials also have a major stake in a strong downtown. They focus on both the health of the regional economy, which downtowns often anchor and fuel, and on the experiences of their constituents, who frequently visit downtown and benefit from access to centers of employment, government, culture, and recreation. These officials may have acted as downtown advocates or supporters, yet political pressures can also push them toward the view that downtown receives too much money relative to its size and population.

**Businesses:** Retailers and corporations have long seen locating downtown as an attractive way to expand access to customers and talent. Downtown also offers them increased visibility, brand enhancement, and agglomeration benefits from proximity to professional clustering, partners, suppliers, and, often, transportation infrastructure. Though the extent to which downtown serves as a center of commerce varies from city to city, making the case for these benefits is key to attracting business investment.

**Philanthropy:** Philanthropic organizations play a key role in many downtowns, funding capital investment and the provision of social services to underserved residents. Philanthropic groups may approach downtown both as a policy goal (i.e., investing directly in downtown) and as a vehicle to help achieve other policy goals efficiently and equitably.

**Residents:** An increased downtown residential population supports investment, represents an engaged political constituency, and can be a potential source of downtown advocates. Residents move downtown for a vibrant quality of life and proximity to jobs, services, culture, and recreation. By making the case for downtown value to current and prospective downtown residents, UPMOs can motivate this population to generate political pressure for continued investment.

**Visitors:** This group includes tourists, business travelers, and suburban constituents of the state and regional elected officials described above. They travel downtown for access to commerce, culture, and recreation. As with downtown residents, their positive transactions, experiences, and memories can spur them to advocate for continued downtown investment.

**Workers:** Many downtowns serve as their region's central employment center. Workers often like working downtown jobs because they can choose among multiple modes of transportation and have access to broad entertainment, dining, recreation, and shopping options. Residing across the region, these workers represent a potentially powerful political ally in advocating for downtown investment, driven by their interest in downtown's accessibility, retail offerings, and safety.

**Media:** Although often based in downtown, media may not view themselves as having a direct stake in a strong downtown. However, they influence many other key stakeholders by functioning as a conduit of information and the filter through which audiences learn about downtown. Aside from addressing particular audiences, arguments promoting downtown need to be delivered in ways that make them easy for the media to understand and promulgate.

		LOCAL GOVERNMENT (REPRESENTING DOWNTOWN)	LOCAL GOVERNMENT (REPRESENTING OUTLYING AREAS)	STATE AND REGIONAL GOVERNMENT	BUSINESSES	PHILANTHROPY	RESIDENTS	VISITORS	WORKERS	MEDIA
ECONOMY	ECONOMIC OUTPUT	MOST RELEVANT	MOST RELEVANT	MOST RELEVANT	MOST RELEVANT	LESS RELEVANT	LESS RELEVANT	LESS RELEVANT	LESS RELEVANT	RELEVANT
	INVESTMENT	MOST RELEVANT	RELEVANT	MOST RELEVANT	RELEVANT	LESS RELEVANT	RELEVANT	LESS RELEVANT	LESS RELEVANT	RELEVANT
	CREATIVITY/ INNOVATION	RELEVANT	RELEVANT	RELEVANT	MOST RELEVANT	RELEVANT	RELEVANT	LESS RELEVANT	LESS RELEVANT	RELEVANT
INCLUSION	DIVERSITY	MOST RELEVANT	RELEVANT	RELEVANT	LESS RELEVANT	MOST RELEVANT	MOST RELEVANT	LESS RELEVANT	RELEVANT	RELEVANT
	AFFORDABILITY	MOST RELEVANT	RELEVANT	RELEVANT	LESS RELEVANT	RELEVANT	MOST RELEVANT	RELEVANT	RELEVANT	RELEVANT
VIBRANCY	SPENDING	MOST RELEVANT	RELEVANT	MOST RELEVANT	RELEVANT	LESS RELEVANT	LESS RELEVANT	LESS RELEVANT	LESS RELEVANT	RELEVANT
	FUN/UTILIZATION	MOST RELEVANT	MOST RELEVANT	LESS RELEVANT	RELEVANT	RELEVANT	MOST RELEVANT	MOST RELEVANT	MOST RELEVANT	RELEVANT
RESILIENCE	SUSTAINABILITY	MOST RELEVANT	RELEVANT	RELEVANT	LESS RELEVANT	MOST RELEVANT	RELEVANT	LESS RELEVANT	LESS RELEVANT	RELEVANT
	HEALTH	MOST RELEVANT	RELEVANT	RELEVANT	LESS RELEVANT	MOST RELEVANT	MOST RELEVANT	LESS RELEVANT	LESS RELEVANT	RELEVANT
	DIVERSITY	MOST RELEVANT	RELEVANT	RELEVANT	LESS RELEVANT	MOST RELEVANT	MOST RELEVANT	LESS RELEVANT	RELEVANT	RELEVANT
IDENTITY	VISITATION	MOST RELEVANT	RELEVANT	MOST RELEVANT	RELEVANT	RELEVANT	RELEVANT	MOST RELEVANT	LESS RELEVANT	RELEVANT
	TRADITION HERITAGE/MEMORY	RELEVANT	RELEVANT	RELEVANT	LESS RELEVANT	RELEVANT	MOST RELEVANT	MOST RELEVANT	LESS RELEVANT	RELEVANT
	FUN/UTILIZATION	MOST RELEVANT	MOST RELEVANT	LESS RELEVANT	RELEVANT	RELEVANT	MOST RELEVANT	MOST RELEVANT	MOST RELEVANT	RELEVANT

## Appendix II: Principles And Benefits

**ECONOMY:** Within their regions, downtowns have substantial economic importance.

Downtowns and center cities make up a small share of their city's land area, but they have substantial regional economic significance. As traditional centers of commerce, transportation, education, and government, downtowns frequently serve as economic anchors for their regions. Because of a relatively high density of economic activity, investment in the center city provides a higher level of return per dollar than it does in other parts of the city. Just as regional economies vary, so do the economic profiles of center cities—the relative concentration of jobs, economic activity, retail spending, tax revenue, and innovation varies among downtowns and center cities. Comparing the economic role of downtowns and center cities in the context of their city or region highlights their unique value, as well as for setting development policy going forward.

**Benefits of Economy:** Economic Output, Economic Impact, Investment, Creativity, Innovation, Visitation, Spending, Density, Sustainability, Tax Revenue, Scale, Commerce, Opportunity, Scale

### Illustrative Metrics and Standards of Comparison:

- Total assessed value (square footage, average)
- Total property tax revenue
- Total hotel tax revenue
- Total parking tax revenue
- Total sales tax revenue
- Total income tax revenue
- Total public-investment expenditure (\$), capital investment (\$)
- Total private investment (\$)
- Total worker population (per square mile, city share)
- Total worker population by age
- Total worker population by industry (two-digit NAICS)
- Percentage of citywide jobs located downtown
- Employment share, including percentage of knowledge jobs and creative jobs
- Office vacancy rates
- Office market (square footage, per square mile, city share)
- Total office inventory (square feet, city share)
- Total office deliveries (square feet)
- Average office vacancy rate (percentage)
- Average office rent (square footage, year)
- Total corporate headquarters





**INCLUSION:** Downtowns invite and welcome all residents of the region (as well as visitors from elsewhere) by providing access to opportunity, essential services, culture, recreation, entertainment, and participation in civic activities.

Downtowns are inherently equitable because they connect a range of users to essential elements of urban life, including high-quality jobs, essential services, recreation, culture, public space, and civic activities. Though offerings vary, downtowns consistently display the qualities of density, accessibility, and diversity.

**Benefits of Inclusion:** Equity, Diversity, Affordability, Civic Participation, Civic Purpose, Culture, Mobility, Accessibility, Tradition, Heritage, Services, Opportunity

**Illustrative Metrics and Standards of Comparison:**

- Employment diversity
- Demographic characteristics of downtown workers compared to the citywide workforce
- Distribution of jobs by industry, education level, salary
- Total worker population (by earnings)
- Total worker population (by race and ethnicity)
- Residential educational attainment
- Racial diversity
- Total foreign-born residents
- Median household income
- Middle-class residents (percentage and growth)
- Average monthly residential rent (square footage, city share)
- Median home value for owner-occupied housing units
- Percentage of downtown land reserved for public, institutional, or civic use
- Presence of major regional attractions (qualitative)
- Diversity of land use (percentage of commercial use)

INCLUSION IS ONE OF MANY COMMON CHARACTERISTICS OF VIBRANT AND THRIVING DOWNTOWNS ACROSS THE NATION. SO WHAT EXACTLY DOES INCLUSION MEAN? IT MEANS THAT DOWNTOWNS INVITE AND WELCOME ALL RESIDENTS AND VISITORS BY PROVIDING ACCESS TO OPPORTUNITY, ESSENTIAL SERVICES, CULTURE, RECREATION, ENTERTAINMENT AND PARTICIPATION IN CIVIC ACTIVITIES. GREAT DOWNTOWNS ARE INHERENTLY EQUITABLE BECAUSE THEY ENABLE A DIVERSE RANGE OF USERS TO ACCESS ESSENTIAL ELEMENTS OF URBAN LIFE. THESE ELEMENTS INCLUDE, BUT ARE NOT LIMITED TO, HIGH-QUALITY JOBS, RECREATION, CULTURE, USE OF PUBLIC SPACE, FREE PASSAGE, AND CIVIC PARTICIPATION. PERHAPS MORE IMPORTANTLY, DOWNTOWNS ARE THE PLACES WHERE WE SHOULD EXPECT TO EXPERIENCE THE DIVERSITY SO UNIQUELY APPEALING TO PEOPLE EVERYWHERE.”

Centro San Antonio

**VIBRANCY:** Thanks to a wide base of users, downtowns and center cities can support a variety of retail, infrastructure, and institutional uses that offer broad benefits to the region.

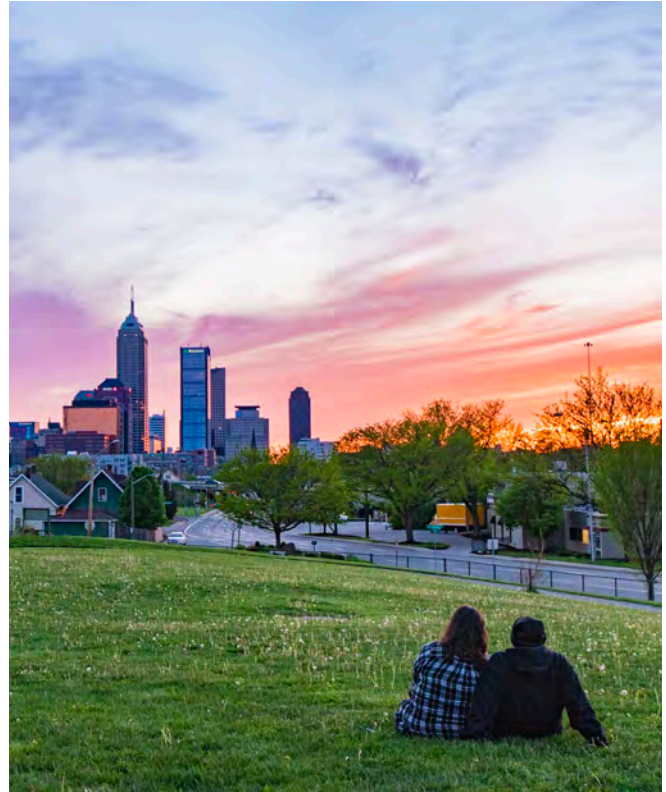
Many unique regional cultural institutions, businesses, centers of innovation, public spaces, and activities are located downtown. The variety and diversity of offerings respond to the regional market and reflect the density of downtown development. As downtowns and center cities grow, their density—of spending, users, institutions, businesses, and knowledge—allows them to support critical infrastructure, such as public parks, transportation services, affordable housing, or major retailers that can't function as successfully elsewhere in the region.

**Benefits of Vibrancy:** Density, Creativity, Innovation, Investment, Spending, Fun, Utilization, Brand, Variety, Infrastructure, Celebration

An engaging downtown “creates the critical mass of activity that supports retail and restaurants, brings people together in social settings, makes streets feel safe, and encourages people to live and work downtown because of the extensive amenities.”<sup>1</sup>

#### Illustrative Metrics and Standards of Comparison:

- Total annual retail sales (per square foot, per resident, city share)
- Total retail demand (per resident, per square mile, city share)
- Average retail vacancy rate (percentage)
- Average retail rent (square footage/year)
- Total number of retail businesses (per square mile, city share)
- Total number of destination retail businesses (per square mile, city share)
- Total number of food and beverages (per square mile, city share)
- Presence of unique retailers or attractions (qualitative)
- Total resident population by race and ethnicity
- Total resident population by age
- Total resident population by education
- Total resident population by income
- Presence of major universities, hospitals, or other institutions (qualitative)
- Future capital investment projects (qualitative)
- Resident and employee growth
- Total residential inventory (units)
- Total residential deliveries (units)
- Average residential rent (square footage/month)
- Average daily pedestrian traffic (and methodology)
- Total annual visitors
- Total annual visitor spending
- Total annual downtown venue attendance



**IDENTITY:** Downtowns preserve the heritage of a place, provide a common point of physical connection for regional residents, and contribute positively to the brand of the regions they represent.

Combining community history and personal memory, a downtown's cultural value plays a central role in preserving and promoting the region's identity. Downtowns and center cities serve as places for regional residents to come together, participate in civic life, and celebrate their region, which in turn promotes tourism and civic society. Likewise, the "postcard view" visitors associate with a region is virtually always an image of the downtown.

**Benefits of Identity:** Brand, Visitation, Heritage, Tradition, Memory, Celebration, Fun, Utilization, Culture

Downtown preserves heritage, connects regional residents, and contributes positively to the regional brand.

Downtowns are "iconic and powerful symbols for a city and often contain the most iconic landmarks, distinctive features, and unique neighborhoods. Given that most downtowns were one of the oldest neighborhoods citywide, they offer rare insights into their city's past, present and future."<sup>2</sup>

#### Illustrative Metrics and Standards of Comparison:

- Types of destinations, events, traditions (qualitative)
- Total annual visitation figures
- Total number of events and outdoor events per year
- Total number of event venues
- Total hotels and hotel rooms
- Average hotel occupancy rate
- Total number of annual conventions and convention attendees
- Number of and attendance at museums and attractions
- Total number of public art installations
- Total number of registered historic structures
- Total number of farmer's markets
- Total number of sports stadiums, sports teams and annual sporting events
- Total number of publicly accessible playgrounds and pools
- Total place-based Instagram tags
- Media mentions/perception (qualitative)



**RESILIENCE:** Because of their diversity and density of resources and services, downtowns and their inhabitants can better absorb economic, social, and environmental, shocks and stresses.

Resilience, broadly defined, represents a place's ability to withstand shocks and stresses. Because of the diversity and density of resources and services, center cities and their inhabitants can better absorb economic, social, and environmental shocks and stresses than their surrounding cities and regions. The diversity and economic strengths of downtowns and center cities equip them to adapt to economic and social shocks better than more homogenous communities. Consequently, they can play a key role in advancing regional resilience, particularly in the wake of economic and environmental shocks that disproportionately affect less economically and socially dynamic areas.

**Benefits of Resilience:** Health, Equity, Sustainability, Accessibility, Mobility, Services, Density, Diversity, Affordability, Civic Participation, Opportunity, Scale, Infrastructure

A downtown's diversity and density of resources and services put it in a better position to absorb economic, social, and environmental, shocks and stresses than other parts of a region. Research reveals that "in comparison to other parts of the new American city, namely suburbs and edge cities, preliminary evidence reveals that downtowns have been a little more resilient during the downturn and possess certain sectors with the potential for recovery."<sup>3</sup> Not only does density create an economically productive result, urban density leads to efficiencies that suburban and less-urban areas can't replicate. Downtown density makes it more walkable, bikeable, and transit-friendly. Center city density produces highly efficient land use, with taller office buildings whose compact footprints cover much less land than the sprawling office parks located in suburbs. Inherent in downtowns and center cities, these efficiencies contribute to downtown's overall resilience.

Another crucial aspect of resilience is social resilience. Downtowns and center cities gain social resilience from their diversity, density, and access to public gathering places. Research by the George Washington University School of Business shows that walkable urban places typically have greater diversity, a higher proportion of low-income people,

and lower racial segregation than drivable sub-urban areas.<sup>4</sup> Related research finds a positive relationship among walkable urbanism, economic performance, and social equity, but researchers caution that these findings don't negate growing concern about affordability or the urgency of developing public policy to address this concern.<sup>5</sup>

#### Illustrative Metrics and Standards of Comparison:

- Average monthly residential rental rates
- Average residential housing costs
- Attainable middle-class rental rates
- Total rent or owner-cost burdened residents (city share)
- Percentage of city's residents in poverty
- Percentage of city's renter households
- Mix of real estate and land uses: retail, residential, hotel, office
- Total number of community centers, libraries, and religious institutions
- Total number of parks (city share, per square mile)
- Total residents living within half a mile of a park
- Total acreage or square miles of public-access open space in downtown
- Average travel time to work
- Commute-to-work figures (transit, carpool, walk, bike, single-occupancy vehicle)
- Average Bike Score; average Transit Score; average Walk Score
- Total bike share stations
- Total car share services
- Total electric car-charging points
- Total LEED-certified buildings



# Appendix III: Data Sources

## DATA SOURCES FOR THE VALUE OF U.S. DOWNTOWNS AND CENTER CITIES

Source	Data Available	Pricing	Geographic Limitations	Release Schedule
ESRI	Demographic, Housing, Detailed Establishments and Consumer Spending	Proprietary	None; allows for drawing of custom geographies; selection of sub-geographies down to census tracts	Most data available to most recent American Community Survey year; some data available in current year
EMSI	Labor: workers and firms	Proprietary	Allows for selection of sub-geographies at the state, MSA, city, and zip code level	Data available in current year
Social Explorer	Demographic, Housing, Crime, Health	Proprietary	Allows for selection of sub-geographies down to the census block group level	ACS data released annually
PolicyMap	Demographic, Housing, Crime, Health	Proprietary; some features public	Allows for selection of sub-geographies down to census tracts	Varies by data product
American FactFinder	Demographic, Housing, Crime, Health	Public	Allows for selection of sub-geographies down to the census block group level	Data released annually
LEHD On The Map	Labor: workers and firms	Public	None; allows for drawing of custom geographies; selection of sub-geographies down to census block group level	Data released annually and quarterly
Bureau of Labor Statistics	Labor: workers and firms	Public	Most data products are available at the state level, some at the county level, a few at the MSA level.	Varies by data product
State Departments of Labor	Labor: workers and firms	Public	Most data products are available at the county level; some at the zip-code level.	Varies by data product
CoStar	Real estate: development, rents, vacancy, absorption	Proprietary	None; allows for drawing of custom geographies	Data available in current year
Municipal Data Portals	Varies by city	Public	Varies by data product	Varies by data product
HUD State of the City Data Systems (SOCDS)	Housing statistics; building permits; affordable units	Public	Data available at municipal level, county level, state level	Data released annually

# Background: Additional IDA Sources

**Quantifying the Value of Canadian Downtowns: A Research Toolkit (2016):** This toolkit represents a groundbreaking effort to provide a common set of data and processes that will help Canadian place management organizations, such as BIAs/BIDs, establish and sustain evaluation and compare progress among downtowns. While geared toward Canadian downtowns, the toolkit has value for urban districts outside of Canada looking to move toward data standardization and best practices. In the toolkit, organizations will find directions and insights on collecting, organizing, storing, and presenting downtown-specific data to make the case for continued investment and support. The toolkit includes instructions and rationale for the choice of data metrics, and it recommends core, trend and pulse metrics. The kit organizes the core indicators around the principles of visibility (unique identity, brand, definition); vision (leadership, planning, collaboration); prosperity (economic data); livability (residential and uses); and strategy (types and values of public investment). The core indicators are population density (downtown/city); job density (downtown/city); number of new commercial, residential, and mixed-use buildings; current value assessment of downtown properties (commercial, residential, institutional); capital investment (downtown/city); transportation modal split; number of large-format grocery stores; amount invested in parks and public realm; and number of annual cultural events and festivals.

**The Value of Investing in Canadian Downtowns (2013):** This study provides an extensive portrait of the contributions made by downtown areas across Canada, highlighting innovative approaches to revitalization and efforts being applied across the nation. It builds on an initial study phase, completed in 2012, that examined ten of those downtowns, and tracks population, population density, job density and average block size of the downtown core and the municipality. The study organized data under visibility, vision, prosperity, livability and strategy.

**Creating a State of Downtown Report (2012):** State of downtown reports serve two major purposes. First, they build on annual reports to show how downtown organizations

produce quantifiable improvements in various areas of downtowns. This work doesn't just mean cleaner downtowns or more events; it translates into success in all areas of a downtown. Second, a downtown report serves to attract further investment by showcasing downtown as a thriving environment and profitable place to invest. State of downtown reports offer investors data they need to make informed decisions about potential investments. Common categories of indicators include office market, employment, residential market, residential demographics, retail and restaurants, nightlife, tourism and hospitality, events, arts and culture, transportation, development and investment, sustainability, and education.

**Defining Downtowns - Downtown Rebirth (2013):** This policy paper represents the culmination of a year-long effort by IDA and partners to develop an effective way of quantifying how many people live and work in and around 231 job centers in 150 American cities. Without standard geographic definitions for downtowns and downtown residential neighborhoods, previous research relied on overly simplified boundaries that didn't capture the idiosyncratic shapes of urban employment nodes and thus failed to capitalize fully on existing federal data. For the first time, *Downtown Rebirth* suggests a way both to define and quantify downtown workforce and population numbers and document how these employment hubs and live-work environments are changing.

The *Value of U.S. Downtowns & Center Cities* study expands on the efforts of IDA's *Downtown Rebirth: Documenting the Live-Work Dynamic in 21st Century Cities* study, which provided guidelines for selecting downtown boundaries. This study uses these recommendations to define downtown beyond the boundaries of a district management organization using a definition of downtown commonly understood by those in that community. For a small sample of downtowns in this study, IDA also expands upon and updates the data from the *Downtown Rebirth* report.

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