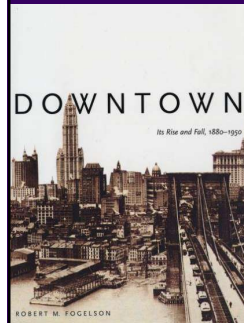


A history of original U.S. Downtowns

CENTER CITY DISTRICT

Origin of the term: "Downtown"



Downtown: American term invented after Civil War 1870s

"City Center" European term also applied to pre-civil war U.S. cities:

A mixed-use place, combining business & residential, usually adjacent to the port

CENTER CITY DISTRICT

Like all global cities founded before 19th century, American colonial cities began on the waterfront



CENTER CITY DISTRICT

Philadelphia began as a waterfront city



CENTER CITY DISTRICT

Earliest development along the Delaware River
Immediately adjacent to the port...



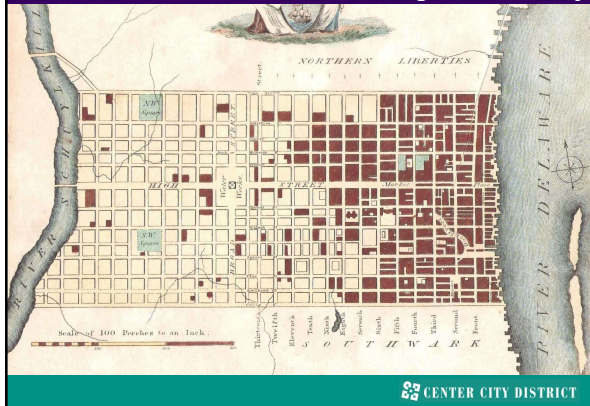
CENTER CITY DISTRICT

Market places; residences upstairs from shops



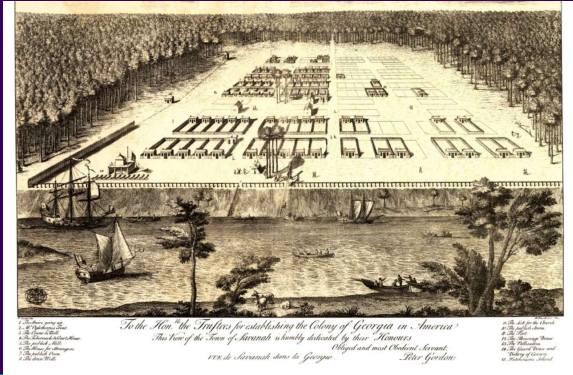
CENTER CITY DISTRICT

Walking, live-work city



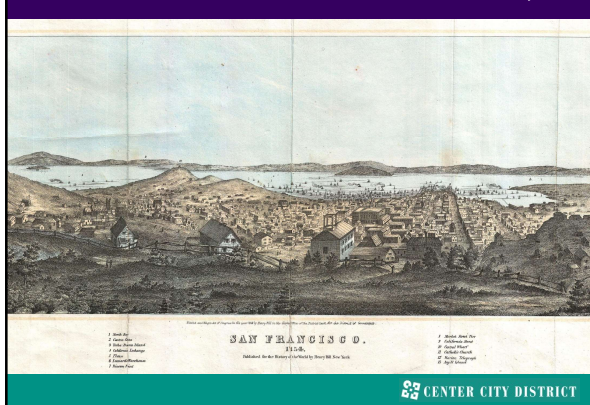
CENTER CITY DISTRICT

Savannah 1734



CENTER CITY DISTRICT

San Francisco, 1854



CENTER CITY DISTRICT

San Francisco, 1878



CENTER CITY DISTRICT

Savannah, 1873

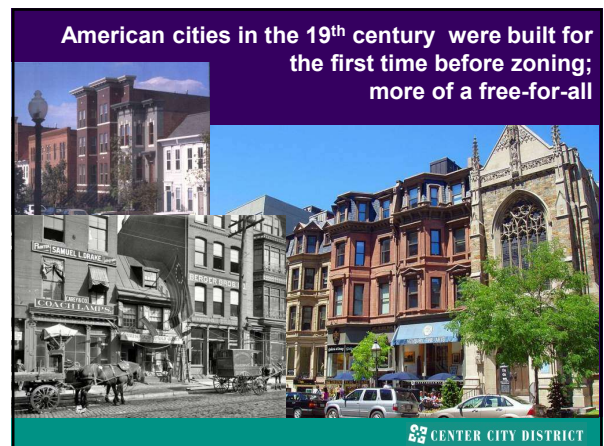
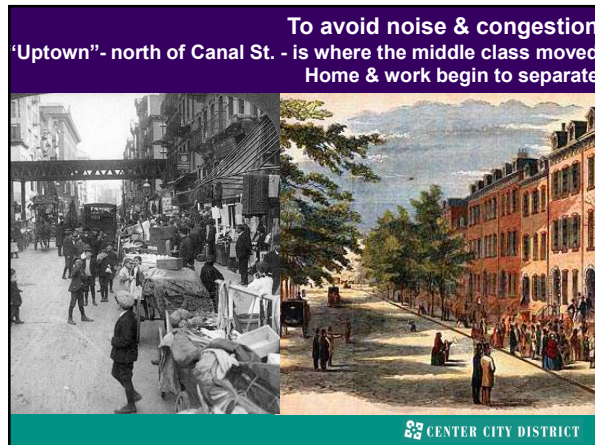


CENTER CITY DISTRICT

Term "downtown" originated in Manhattan
To describe the lower end of the island



CENTER CITY DISTRICT

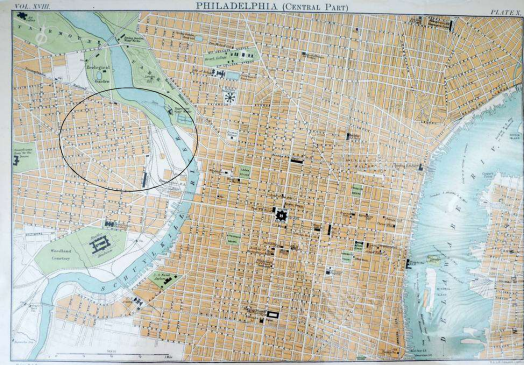


Philadelphia 1849: Middle class move west away from port



CENTER CITY DISTRICT

By 1860 the first suburb emerges



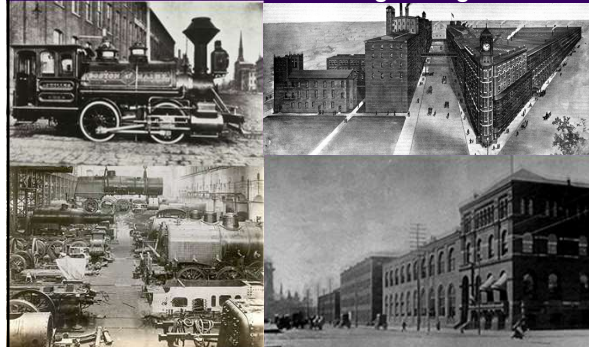
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Powelton Village: the first suburb



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Mid 19th century industrialization occurs outside these boundaries in next ring of neighborhoods



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Became largest 19th century industrial city in North America
With major industries: Stetson Hat Factory



CENTER CITY DISTRICT

Hundreds of thousands of hats each year



CENTER CITY DISTRICT

Atwater Kent Radio



CENTER CITY DISTRICT

Military equipment at the Frankford Arsenal



CENTER CITY DISTRICT

Huge garment industry



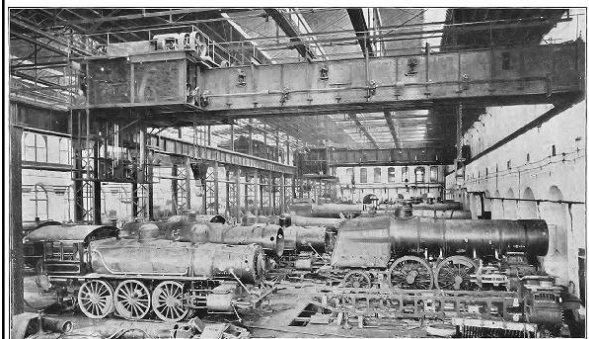
CENTER CITY DISTRICT

Baldwin Locomotives



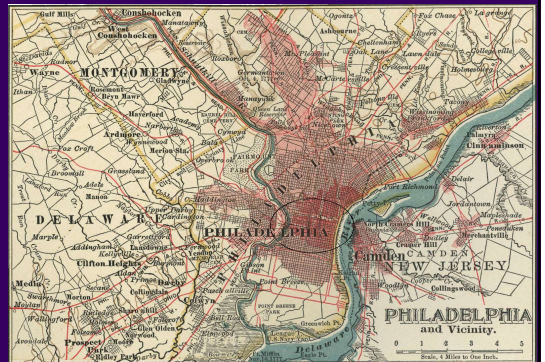
CENTER CITY DISTRICT

Largest railroad train manufacturer in U.S.
8 locomotives/day; 2,663 per year



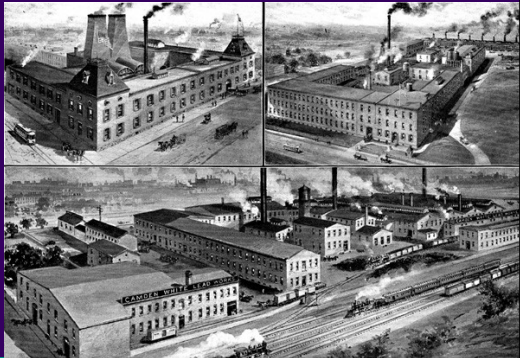
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Philadelphia in 1900



CENTER CITY DISTRICT

Industries locate on waterfront for power & transport



CENTER CITY DISTRICT

Waterfront exported coal, 1910



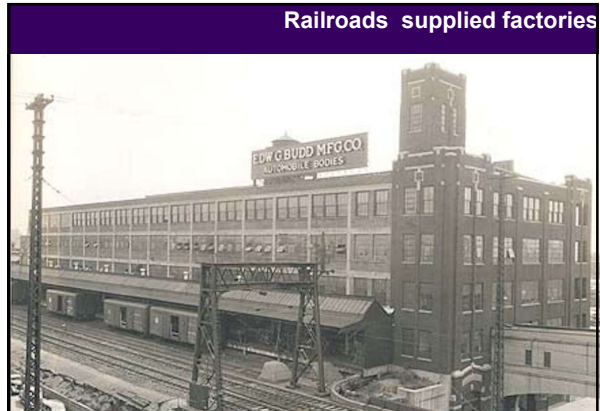
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A working waterfront



CENTER CITY DISTRICT

Railroads supplied factories



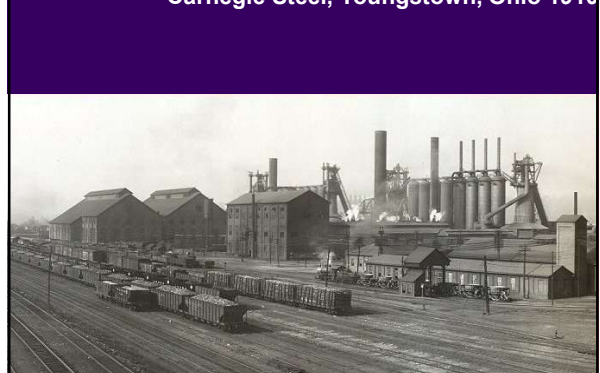
CENTER CITY DISTRICT

Minneapolis: Gold Medal flour mills



CENTER CITY DISTRICT

Carnegie Steel, Youngstown, Ohio 1910



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Manufacturing was labor-intensive: Detroit



CENTER CITY DISTRICT

Manufacturing was skill-intensive



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Large factories often developers of rowhouses



CENTER CITY DISTRICT

Mass produced working class neighborhoods



CENTER CITY DISTRICT

Milltowns: Manayunk: 1926



CENTER CITY DISTRICT

Urbanization & manufacturing went hand in hand

1790: only 5% of Americans lived in cities

1870: 25% of Americans lived in cities

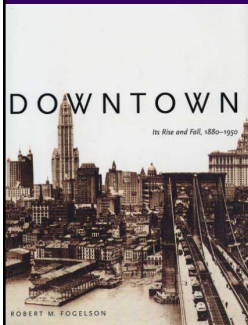
In 1870, there were only 2 American cities with a population of more than 500,000

By 1900, there were 6. Three: New York, Chicago & Philadelphia had over one million inhabitants.

1920: 50% of American population lived in cities

CENTER CITY DISTRICT

The emergence of "downtown" in 1870s



Rapidly expanding urban economy & migration from rural area to cities

Growth of professional & managerial functions not requiring physical labor

Intense competition between cities; no national development plan.

Intense competition for space within cities

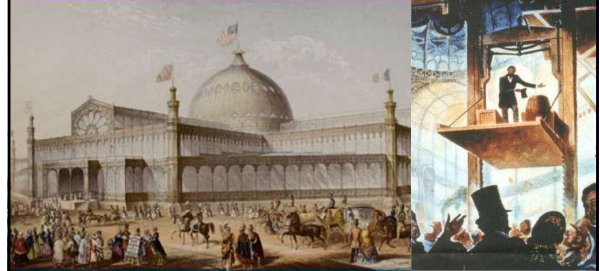
No height controls

Few historic buildings or crown properties that limit the push to go up

Technological innovation:
Otis Elevator + Structural Steel

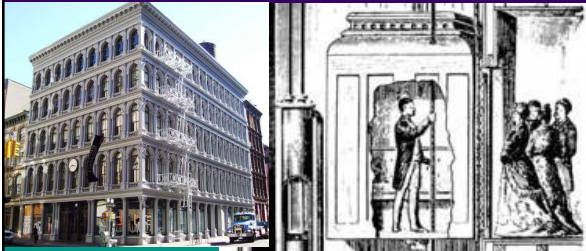
 CENTER CITY DISTRICT

Elisha Otis introduced first elevator
Crystal Palace for Exhibition of the Industry of All Nations
1853 in NYC: current site of Bryant Park
Modelled on Crystal Palace in London, 1851



 CENTER CITY DISTRICT

Installed first one at 488 Broadway in 1857, NYC



 CENTER CITY DISTRICT


1860: Typical commercial buildings
4-6 story masonry load bearing structures



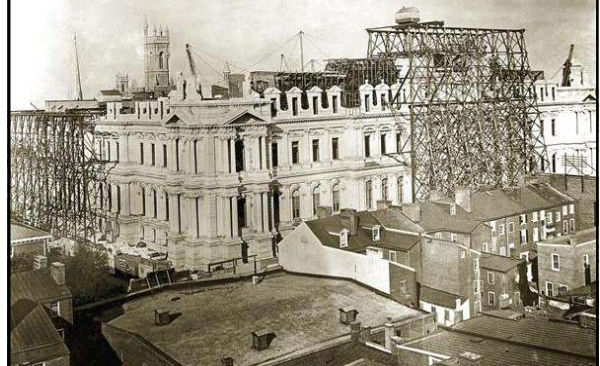
 CENTER CITY DISTRICT


Elevator made taller buildings more feasible



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Started in 1870, Philadelphia's City Hall



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Was world's tallest masonry load-bearing building
when it was completed in 1900: 548 ft



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By contrast 15th-16th century bell tower in Bruges
278 steps = 272 feet



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In the aftermath of 1871 Great Chicago Fire



CENTER CITY DISTRICT

Louis Sullivan designs structural steel frame building
Home Insurance Building, 1885



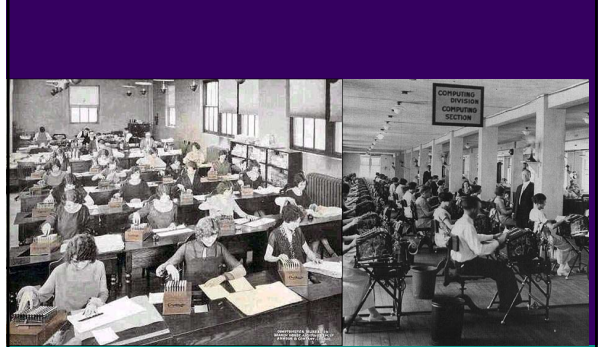
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Structural steel + elevators
Makes possible the skyscraper
Office buildings that begin to define "downtown"



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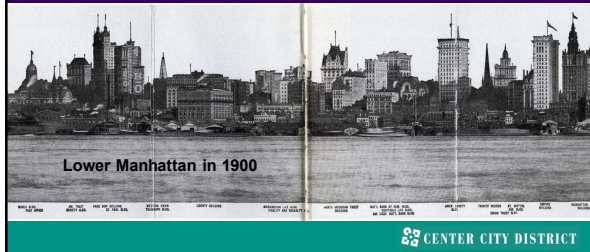
Housed banking, finance & insurance,
management functions for manufacturing economy



CENTER CITY DISTRICT

As commercial uses squeeze out residential
Creates "Downtown" Technology enables greater height

European travelers astounded
by the "High Sierra" of buildings "Urban Alps"
Existed no place else on earth



1913: "downtown" = lower portion of Manhattan



Marvel at transformation of China's cities in 26 years



Urbanization: China and the World

The world is majority urban

54%
of the world's population are urbanites

70%
of population will live in cities by 2050

86%
of future population growth will occur in
cities in the Global South

30
megacities with population over 10 million

2/3
of the megacities are in Global South

China's fast-forward urbanization

59%
of population lives in cities – 18% in 1978

260 million
Chinese have moved from rural areas to cities

1 billion
people will live in cities by 2030

20
Of the world's 100 largest cities are in China

27,000 km (17,000 mi)
high-speed rail – longest in the world

CENTER CITY DISTRICT

The same thing happened in NYC: 1876

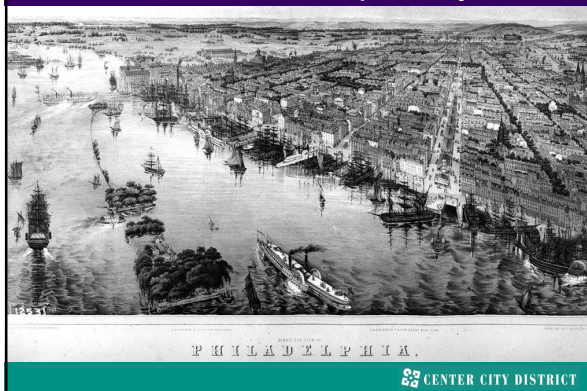


In almost the same amount of time: 37 years
“Downtown” word generalized to other cities



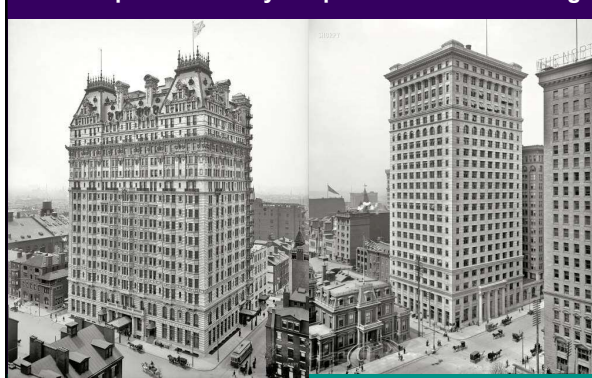
CENTER CITY DISTRICT

Philadelphia's skyline 1840s



CENTER CITY DISTRICT

Philadelphia's first skyscraper: Land Title Building



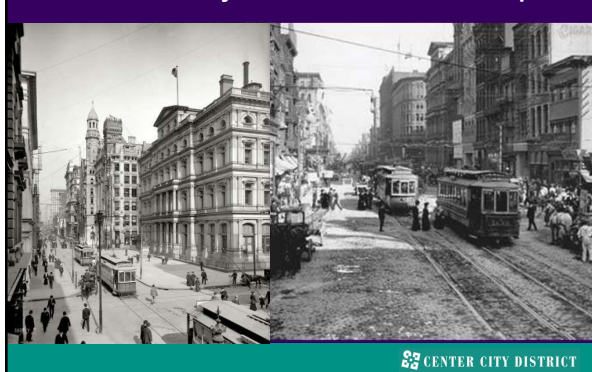
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City skyline in 1913



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Live & work are separated
Electric trolleys accelerate dense development



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Market Street, San Francisco, 1904



CENTER CITY DISTRICT

Created extraordinary crowds at street level



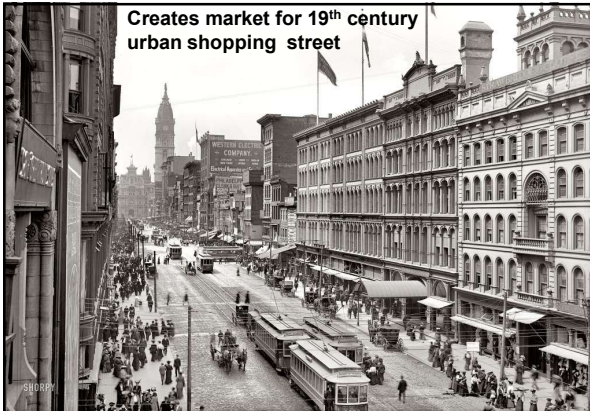
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Sometimes major traffic jams



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Creates market for 19th century urban shopping street



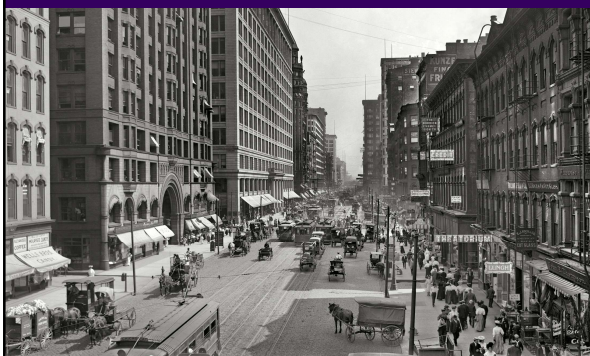
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Lower Broadway, Manhattan: 1885 & 1907



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State Street in Chicago



CENTER CITY DISTRICT

Era of great department stores begins



CENTER CITY DISTRICT

Carson Pirie Scott on State Street in Chicago



CENTER CITY DISTRICT

John Wanamaker (opened 1876)



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Strawbridge & Clothier



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Lit Brothers Department Store



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Gimbels Department Store



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Market Street: prime shopping street in region



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In the era when people dressed up to go downtown



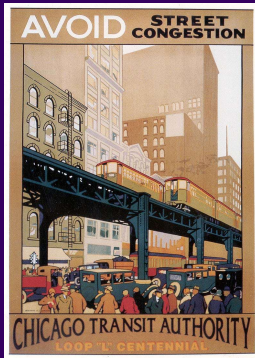
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Subways & elevated lines followed:
Broad Street line excavation under City Hall



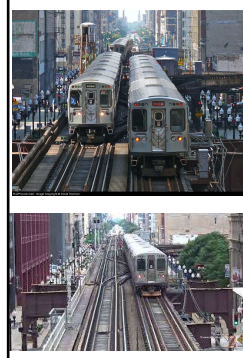
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Downtowns supported by hub & spokes transit systems
Transit & downtowns interact & reinforce each other



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Chicago Transit system & loop



CENTER CITY DISTRICT

NYC transit system

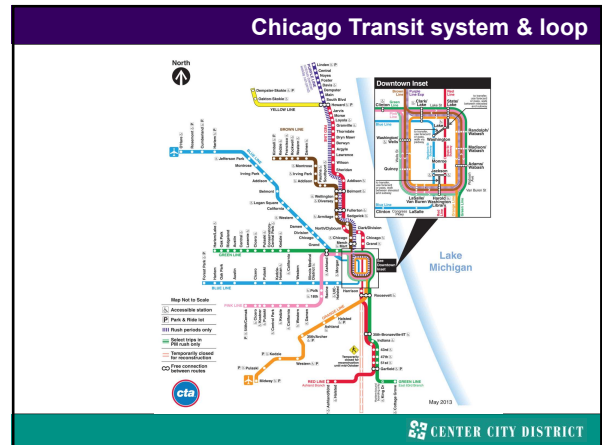
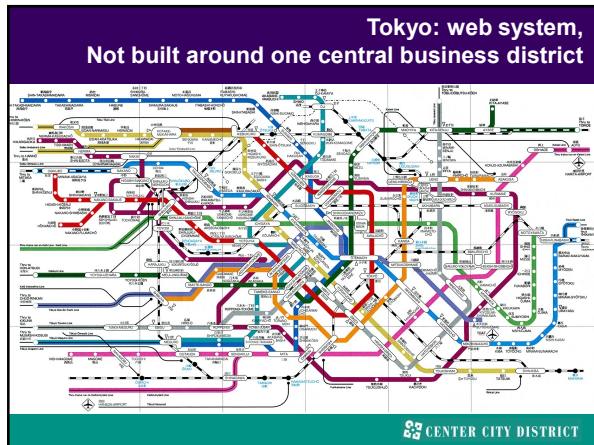
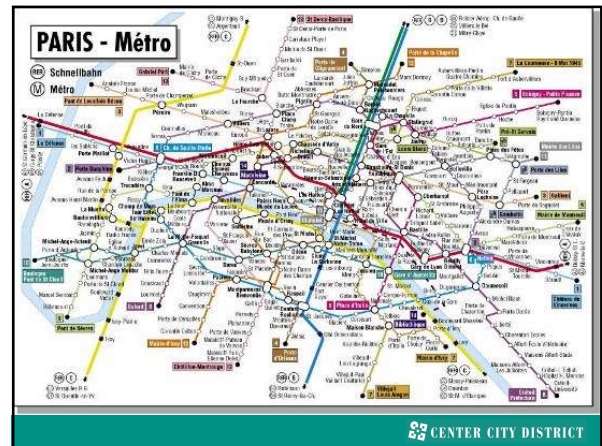


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Philadelphia transit system



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Center City Philadelphia



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1948: dominant workplace in the region



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Philadelphia 1948



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Single use office district with supportive retail
Concentrated assessed value for city taxes
contains the seeds of its own destruction

“Single Use” = Over-specialization

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New transportation technology
The very first ad for a car

DISPENSE WITH A HORSE



Price \$1,000. No Agents.
The hydrocarbon motor is simple and powerful. No odor, no vibration. Suspension Wire Wheels. Pneumatic Tires. Ball Bearings. **Send for Catalogue.**
THE WINTON MOTOR CARRIAGE CO., Cleveland, Ohio.

and save the expense, care and anxiety of keeping it. To run a motor carriage costs about 1/2 cent a mile.

THE WINTON MOTOR CARRIAGE

is the best vehicle of its kind that is made. It is handsomely, strongly and yet lightly constructed and elegantly finished. Easily managed. Speed from 3 to 20 miles an hour.

Car promises mobility, speed, none of the odors or manure produced by a horse

CENTER CITY DISTRICT

Henry Ford produces the Model T



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1920s: Moved from hand-crafted to mass-production



Huge labor intensive River Rouge plant in Detroit



Trucks follow shortly



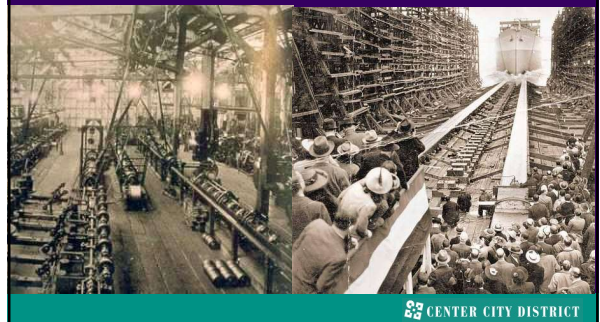
Freeing industry from its dependency on rivers & railroads



By 1940 railroad based, NE and Great Lakes Manufacturing age was beginning to end



Temporary delayed by World War 2



Immediately after World War II
Factories were moving out the city



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Served by tractor trailers



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Migrating due to inexpensive fuel, non-union labor

Rust Belt v.s. Sun Belt

The Rust Belt was formed when industries began migrating south into the Sun Belt for more favorable economic policies, affordable and abundant housing options and a decreased union presence.



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Steel plants losing market share to international competition



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Same with auto industry in Detroit
As European & Japanese economies rebound



CENTER CITY DISTRICT

Abandoned Packard manufacturing plant in Detroit



CENTER CITY DISTRICT

Urban parking lots created as buildings lose value in Depression



Buildings left empty are demolished for parking lots



My first car in 1970: 1964 VW— Full tank = \$3.10



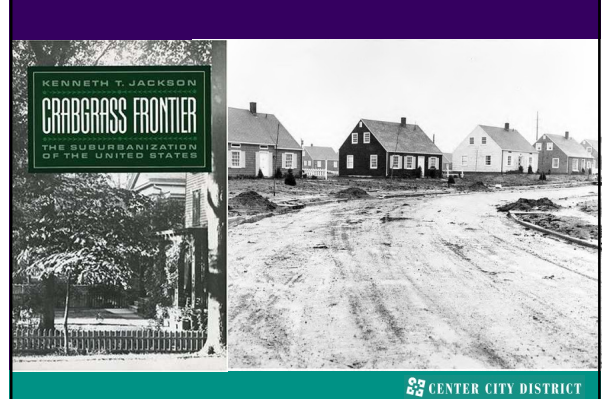
Federal policies gave priority to the car



Those prices & policies fueled several decades of decentralization & sprawl



History of suburbanization & Redlining



Post WW 2: mass production of housing: Levittown

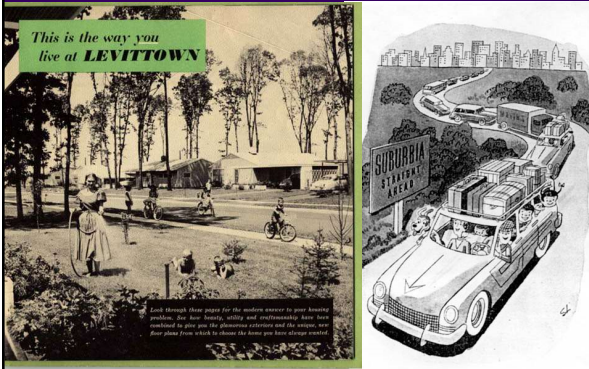


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Aggressively marketed



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Aimed at families with children



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Federally insured GI Mortgages



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Cross promotion of products



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Color snapshots say it's something special

It's easy with flash!

Stop wishing...start snapping those indoor shots you've always wanted to take

Estimote Kodak Company, Eastman & Co.

ONT MISS NORBY--KODAK'S NEW FAMILY TV SHOW--EVERY WEEK--NBC

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Significant new supply: Levittown, Restrictive covenants

CENTER CITY DISTRICT

Residential abandonment: Kensington

CENTER CITY DISTRICT

Movement of middle class to the suburbs Redlining & declining city population

CENTER CITY DISTRICT

Sequence of suburbanization Synchronized with baby boom: without friction

Residential: 1946-47, accelerates through 1950s

1960: 31% population suburbs
2010: 51% population suburbs

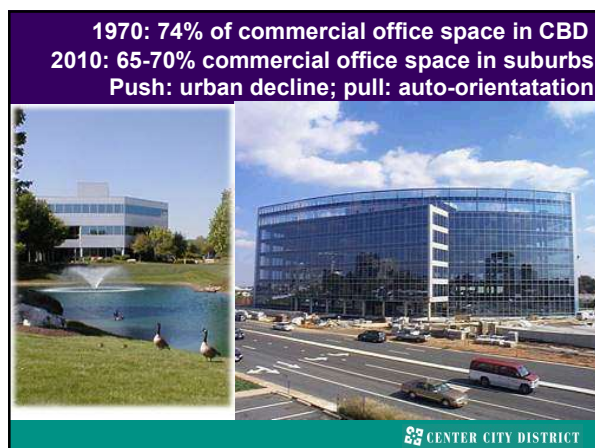
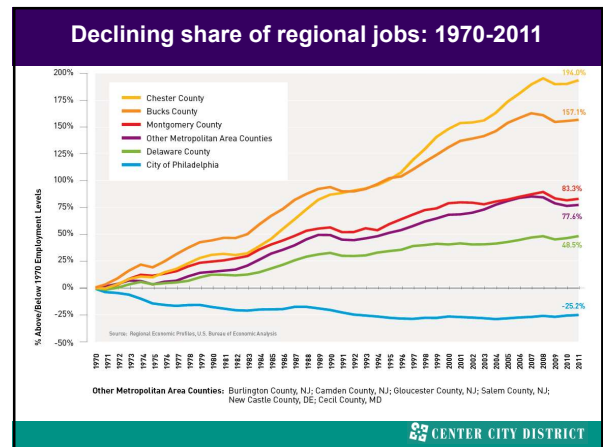
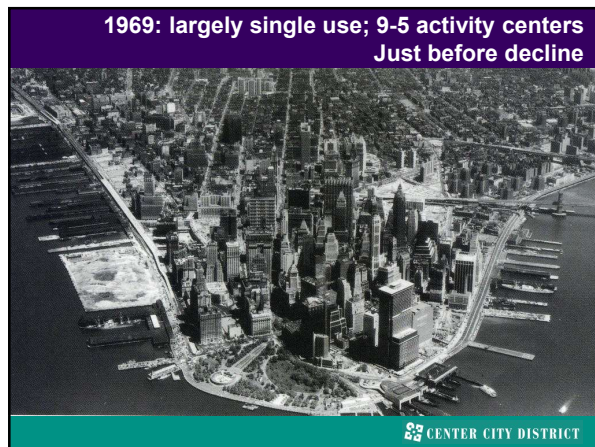
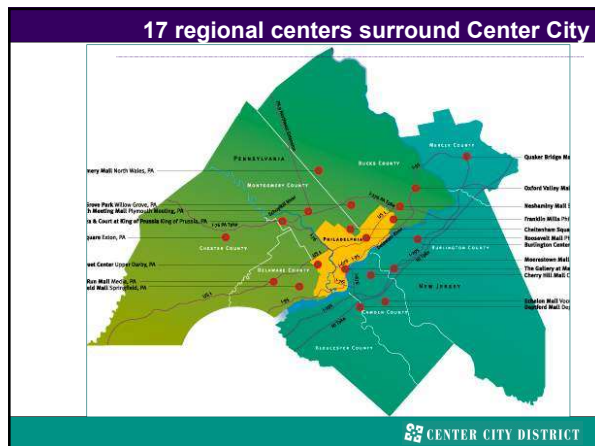
Regional shopping centers, 15,000 - 1955-1977

Office parks

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Completely auto-centric

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Landscaping: green amenities



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"Campus" Selling tranquility



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Greenfields as part of marketing strategy



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Cities left behind: Times Square goes down market



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Place of porno shops, peep shows & prostitution

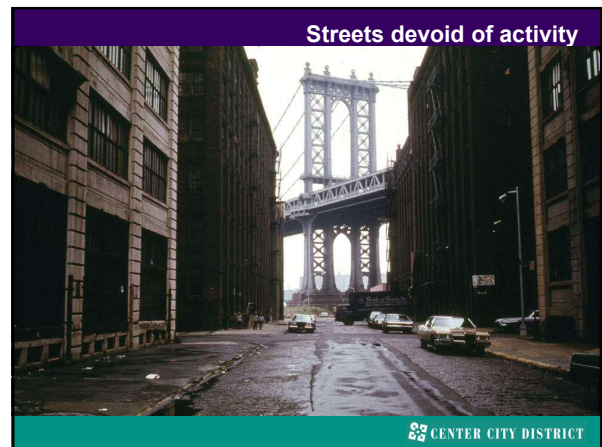
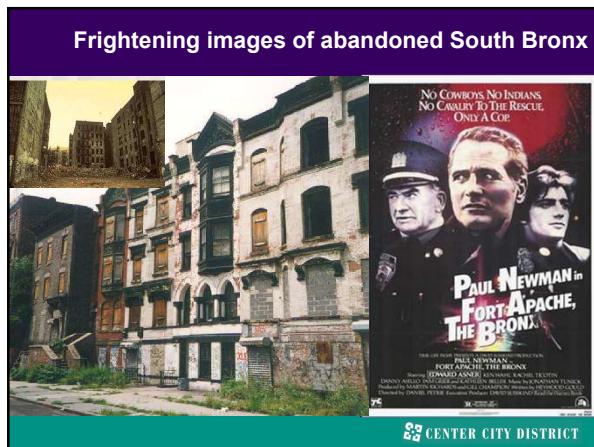


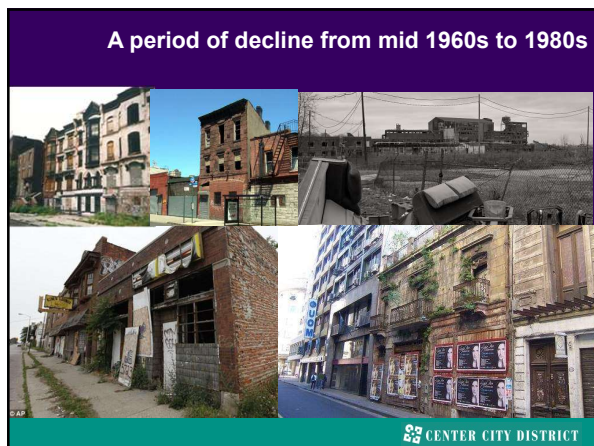
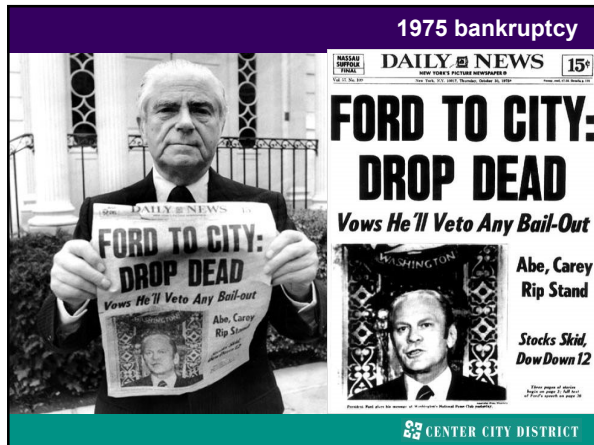
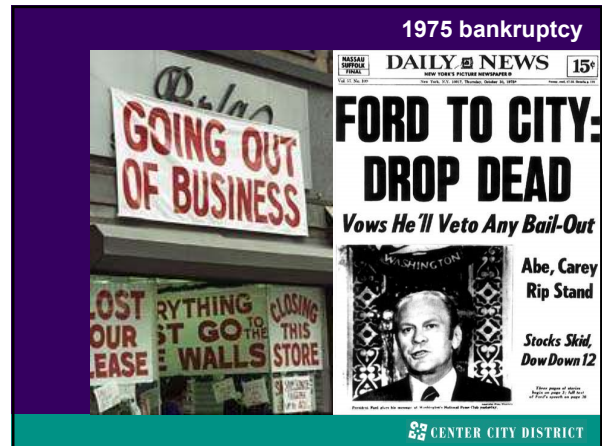
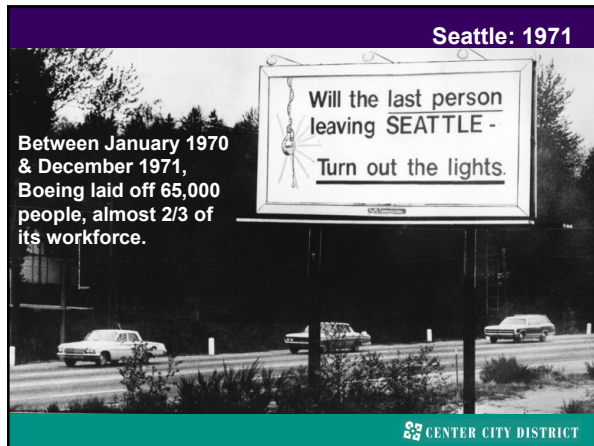
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Squalid street scenes



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Shopping streets abandoned



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Factories left empty



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Urban housing falling down



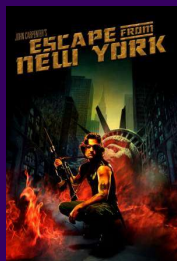
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Decade of movies: cities as dangerous places
1981 John Carpenter, *Escape from New York*. Set in 1997



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The premise

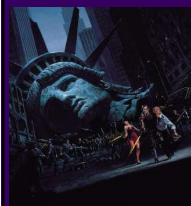


It is 1997 & a nearly destroyed New York City has become a walled prison for over 3 million convicted criminals who have lost, but survived, a brutal war against the United States Police Force.

In this maximum security prison-city, escape has been made impossible – every bridge is mined and walled, the surrounding waters are filled with deadly electricity....

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Here's the challenge....(from promotional liner)



"Snake Plissken (Kurt Russell) is sent alone on a mission he must rescue the President of the United States whose plane crashes in NYC on its way to a world summit conference; the President is carrying papers that are crucial to the survival of the US.

SNAKE is pitted against roving street gangs of violent criminals & the crazies, the criminally insane, who live in the subways & break through the floors or pour out of manholes in hordes like sewer rats to attack whomever they can."

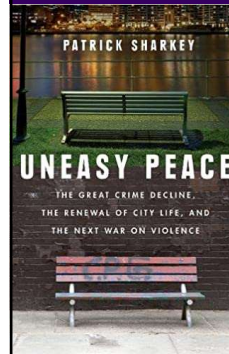
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A mild caricature of Manhattan in 1970s



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Challenge of public safety



In 1962 & 1963 4.6 homicides for every 100,000 residents nationally

Mid 1970s to mid 1980s: 8 to 10 murders per 100,000

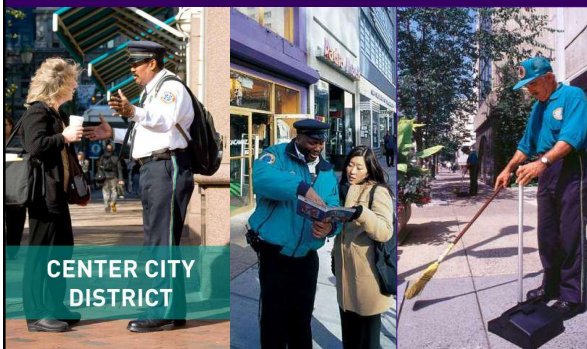
Quality of life & lower level crimes spiked as well; urban flight

By mid 1990s, began a precipitous drop

Change in police strategies

CENTER CITY DISTRICT

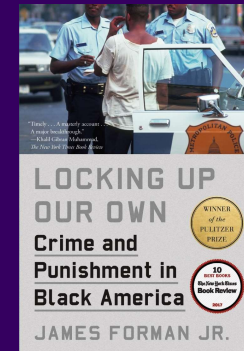
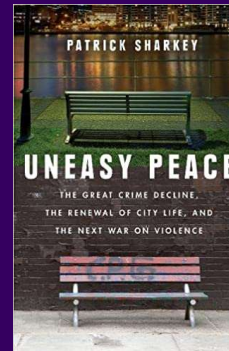
Points to the role of BID



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Problem of mass incarceration



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Public policy context: 1990-2000

"Post-federal era"

- A suburban nation
- 52% of congress comes from suburban districts
- Beginning in 1970s & 1980s – federal disengagement
- Decline of resources to cities
- No higher level of government to whom to appeal
- Public space & public safety crisis
- Self-help & entrepreneurial mayors: 1990s

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After decades of movies like this...

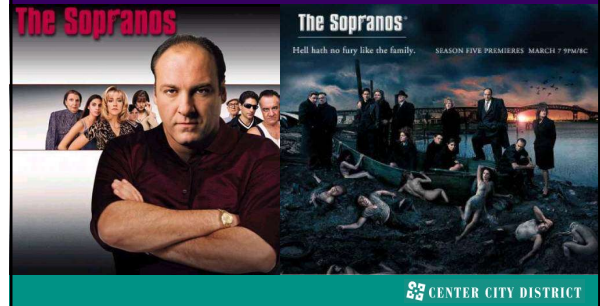


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1990s Seinfeld, Friends & Sex and the City,
Cities are safe & hip places to be



Because crime moved to the New Jersey suburbs



By 2000, cities were rebounding



1950s urban renewal played major role in many cities



1953: the demolition of elevated train tracks



Penn Center



1960s & 1970s: all buildings connected to transit



1980s office boom:



1990: 38 million s.f. of office space



Renewal facilitated growth of health care & education



Creating a new employment base downtown



Similar process of renewal in University City

View across Walnut St bridge, 1920s



Transformed into major medical & education center



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NYC early leader in clearing for arts & culture



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With Lincoln Center, NYC begins to diversify
Downtown land-use



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Nearly all cities have followed; no longer just 9-5 centers
Post-Fogelson - Disney Center in Los Angeles



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Adding music, theater & entertainment



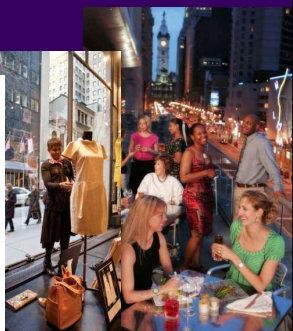
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Convention centers & new hotels



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59% of expenditures of hotel guests Made outside hotel on shopping & dining



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Downtown sports facilities



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Urban retail rebounded Michigan Avenue, Chicago



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New retail entertainment destinations: Fort Worth



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Times Square became a family-friendly destination



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Restaurants & outdoor cafes



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Downtowns were active & animated after dark



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Energy factor: costs went up & stayed up



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Adjusting for inflation energy costs now 67% higher



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1990: a new generation values live/work environment
Culturally rich, diverse & walkable cities



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Cities not only rebound as places to work



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Emerged as vibrant places to live, Indianapolis



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Energy costs drove new development patterns



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Older cities converting lofts to housing: Milwaukee



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New construction has diversified land-use: Minneapolis



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New downtown housing: San Diego



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Newer cities increased density of development
Filling in parking lots: Charlotte & Orlando



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Parking lots filled in Denver, Colorado



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