

**Downtown Rebirth: Documenting the Live Work Dynamic In 21<sup>st</sup> century U.S. Cities**

**INTERNATIONAL DOWNTOWN ASSOCIATION**

**DEFINING DOWNTOWN**

**DOWNTOWN REBIRTH**  
DOCUMENTING THE LIVE-WORK DYNAMIC IN 21<sup>ST</sup> CENTURY U.S. CITIES

Prepared for the International Downtown Association  
By the Philadelphia Center City District  
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**INTERNATIONAL DOWNTOWN ASSOCIATION**

**CENTER CITY DISTRICT**

**Companion website: [www.definingdowntown.org](http://www.definingdowntown.org)**

**DEFINING DOWNTOWN**

**Documenting the Live-Work Dynamic**

Thirty-two downtown, inner-city, and anchor institution districts have launched major programs for livability, neighborhood improvement, and future job creation. This report provides essential data resources for downtown managers and city leaders to benchmark progress and their goals to enhanced growth and development.

**The Report**

'Defining Downtown' features an analysis of downtowns and employment centers in America's 50 largest cities for jobs. The report explores the impact of the trends of suburbanization and decentralization in employment centers and provides a tool, only for quantify changing demographic and economic trends.

**City Maps and Data**

Available through the program's website, along with demographic and economic data for 53 employment nodes in 27 cities.

**Project Partners**

This report was made possible through support from the International Downtown Association, the Center City District of Philadelphia, and numerous other national and local stakeholders.

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**Cities are rebounding as places to work**

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**Thriving as attractive places to shop**  
**Michigan Avenue, Chicago**

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Emerging as vibrant places to live, Indianapolis



Places to see & be seen, to shop & dine  
Santa Monica's Third Street Promenade



Factory lofts converted to housing: Milwaukee



New construction has diversified land-use: Minneapolis



Many recent books described the trends

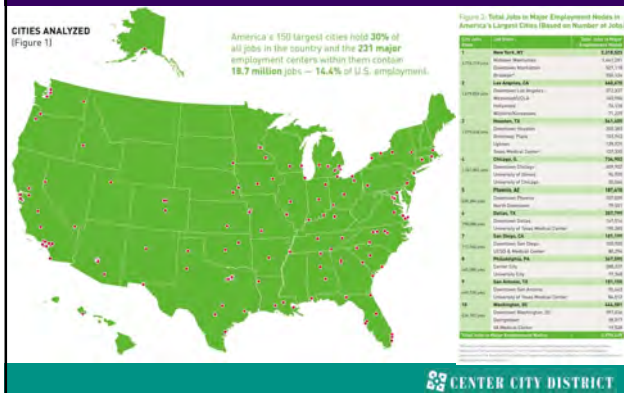


But no one has quantified how many people work & live in & around these new 21<sup>st</sup> century downtowns

The collage features a central report cover titled 'DOWNTOWN REBIRTH: DOCUMENTING THE LIVE-WORK DYNAMIC IN 21<sup>ST</sup> CENTURY U.S. CITIES' presented by the International Downtown Association. Surrounding it are photos of urban environments, including a large orange sculpture, a city skyline, and people in a park.

- City & town centers
- Anchor Institution Districts  
Universities, college & hospitals
- Urban research & technology parks

That is what we set out to do for 231 major employment centers in the 150 largest cities (defined by jobs) in the U.S.



Challenge: neither U.S. Census Bureau nor Bureau of Labor Statistics has standard definition of "downtown"

- Population data aggregated by census tract but there is no agreed-upon definition of residential downtown
- Employment data has only been available county wide; but not all cities are identical with counties
- Commercial brokerage firms count commercial office space & define central business districts (CBDs) accordingly; but often does not include commercial retail, entertainment or hotel zones
- BIDs & downtown organizations define service areas & areas of influence & concern; these are often only part of CBD









While job density across U.S. averages just 0.05 jobs/acre



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Downtown Chicago: 294 jobs per acre



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“Sprawling” LA - Downtown: 285 jobs per acre



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Center City Philadelphia: 203 jobs per acre



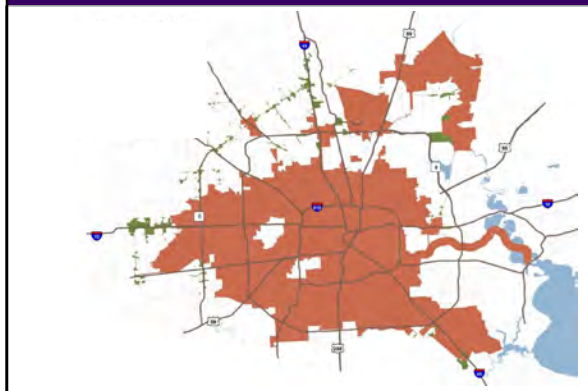
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**Downtown Houston: 156,000 jobs at 133 jobs/acre**



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**Balance of Houston: low density 2.9 jobs per acre**



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**Downtown Des Moines, Iowa, 42 jobs/acre**



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**Even the lowest density of our 231 job centers  
20 times more dense than national average**

**Started by defining urban commercial places by job density**

**Figure 12: Job-Density Thresholds**

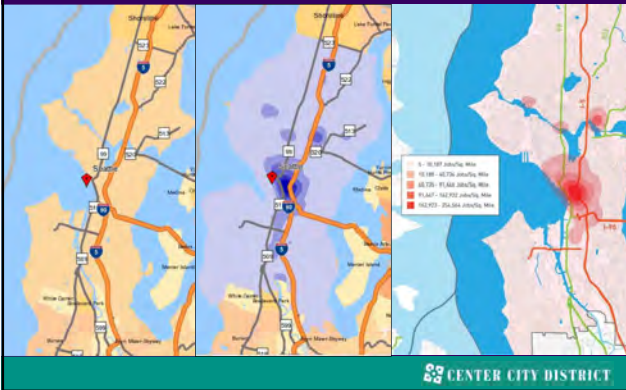
| Category                    | Jobs Per Acre |
|-----------------------------|---------------|
| Extremely High Job Density  | > 100         |
| Very High Job Density       | 75-99         |
| High Job Density            | 50-74         |
| Moderately High Job Density | 25-49         |
| Moderate Job Density        | 15-24         |
| Lower Job Density           | < 15          |

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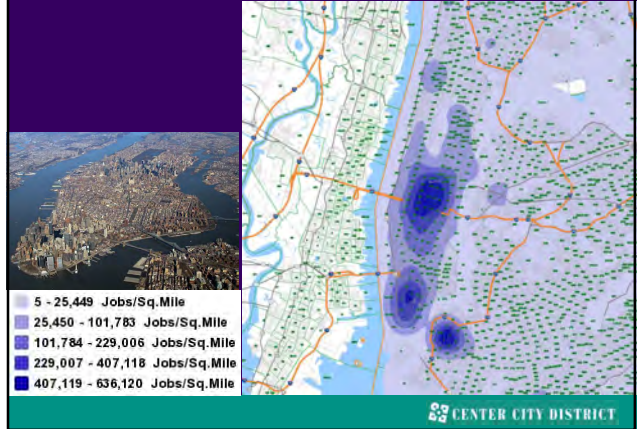




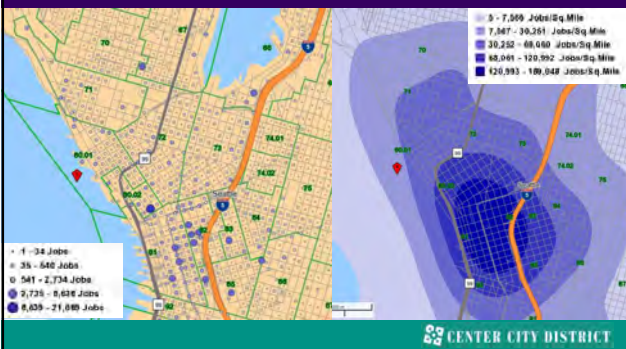
In GIS created heat maps of job clusters citywide



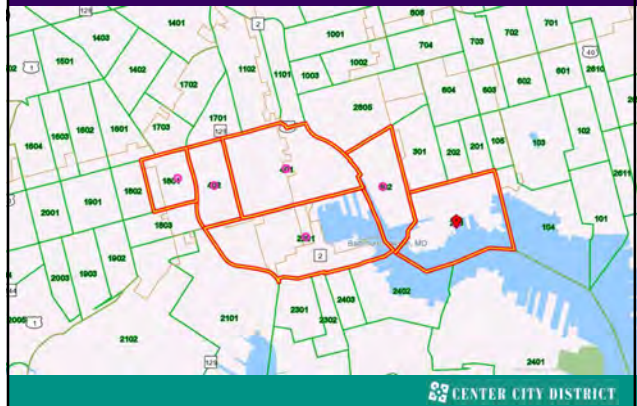
New York City



Using census tracts standardized boundary definitions across the country



Census tracts with high job density = commercial centers



Checked against land-use in Google Earth  
Sent boundaries to as many cities as we could find contacts.  
*Did we get it right? Made revisions accordingly*



Sometimes downtown is clearly bounded by water:  
Lower Manhattan



Sometimes by interstate highways: Houston



Memphis: density drops off at the edge



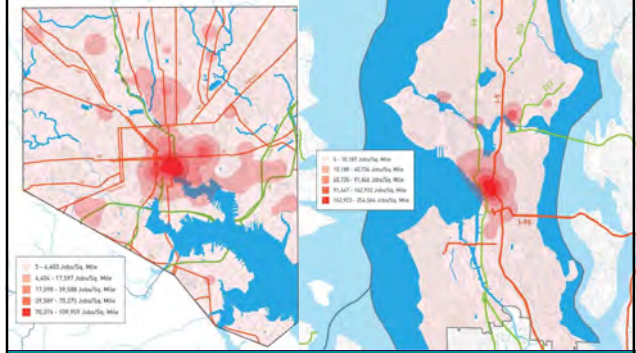


**Philadelphia: transitions to residential**



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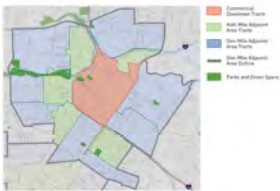
**LED enables both a calculation & visualization of where commercial areas begin & end**



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**Used standard census tract boundaries to draw the irregular shapes of commercial areas**

**DOWNTOWN HOUSTON**



**DOWNTOWN LOS ANGELES**



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**Categorized three types of urban job centers:  
(1) Traditional downtowns. Indianapolis**

**High-density commercial office buildings, hotels & retail**



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Overall: 147 such centers (63% of our sample)  
Charlotte, N.C.



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(2) Anchor institution districts:  
Academic, medical & cultural facilities: University City, Phila.



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University Circle, Cleveland & MIT in Cambridge, Mass  
Counted 47 (21% of our sample)

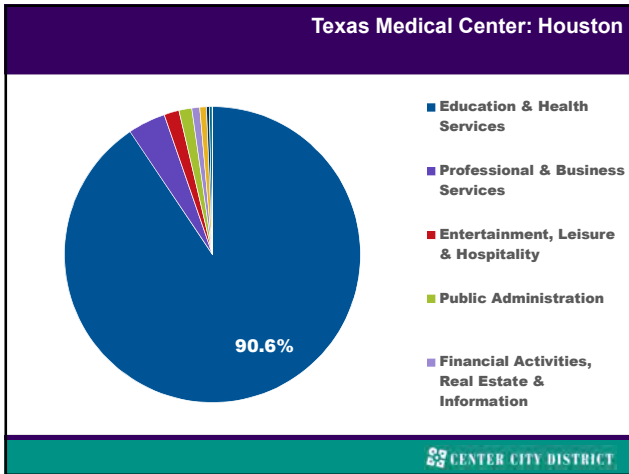


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Texas Medical Center: 87,000 jobs at 71 jobs/acre



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With music, theater & entertainment



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Convention centers & new hotels



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Downtown sports facilities



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Restaurants & outdoor cafes



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New downtown housing: San Diego



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Denver, Colorado



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Atlanta, Georgia



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We found 4 types of urban employment patterns  
(1) One dominant downtown:  
Hartford, Ct & Seattle, Wash

Figure 13: One Dominant Downtown Employment Node—Hartford

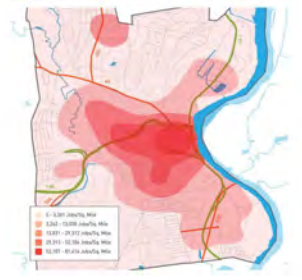
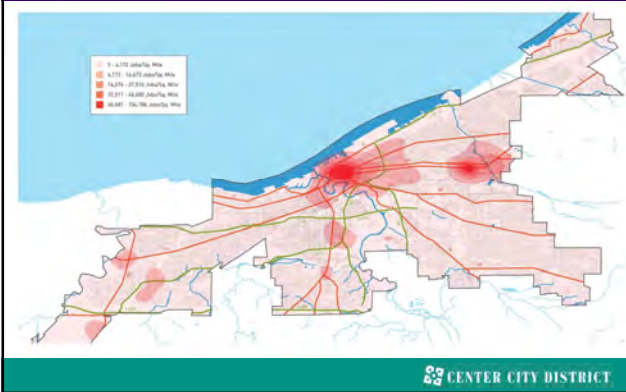


Figure 13: One Dominant Downtown Employment Node—Seattle

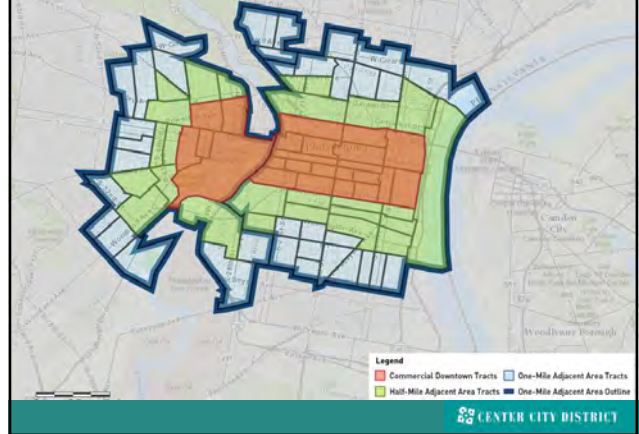


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**(2) A dominant downtown + one anchor institution district  
Cleveland, Ohio**



**University City + Center City**



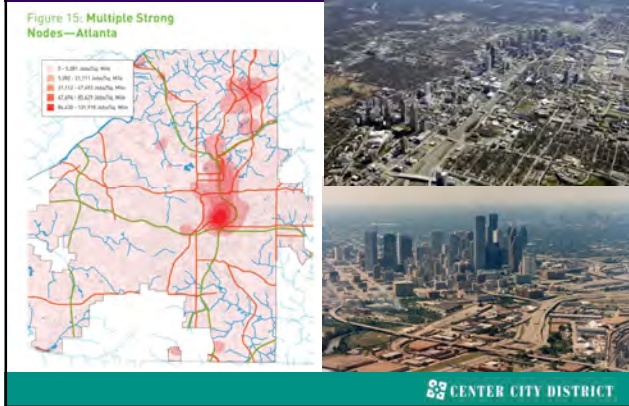
**Nashville: 2 major areas of concentrated employment**  
Series of other small nodes; all job locations are important



25% of all jobs are downtown or within one mile  
**22% of all workers in city, work downtown**



**(3) Places with multiple strong employment nodes:  
Atlanta, Houston & LA**



**Downtown, Uptown & the Medical Center**



**(4) Places with decentralized employment,  
building downtowns for first time: Jacksonville**







For each place developed a *live-work* ratio

Figure 3: Highest Live-Work Percentages

| Employment Node                | % of Workers Living Within One Mile of Downtown Who Work Within One Mile of Downtown |
|--------------------------------|--|
| Midtown Manhattan, NY          | 55.9%  |
| Downtown Chicago, IL           | 51.8%  |
| Downtown Washington, DC        | 50.5%  |
| Strip - Las Vegas, NV*         | 50.5%  |
| Downtown Rochester, MN         | 50.2%  |
| Downtown Ann Arbor, MI         | 49.3%  |
| Downtown Honolulu, HI**        | 44.5%  |
| Downtown Portland, OR          | 43.5%  |
| Downtown Seattle, WA           | 41.0%  |
| Center City - Philadelphia, PA | 40.7%  |

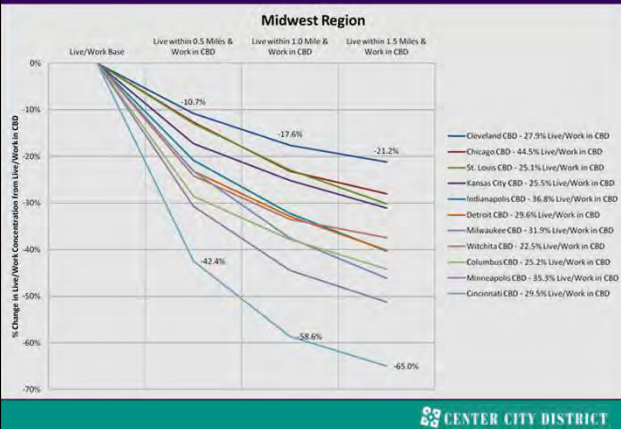
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The higher the ratio, the shorter the commute



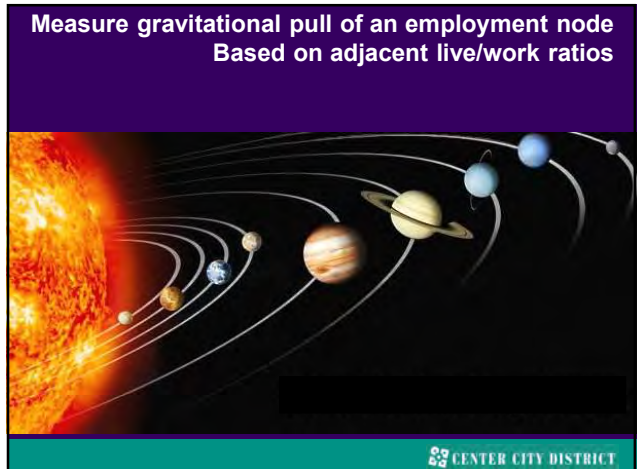
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Track live-work ratios as you move away from downtown



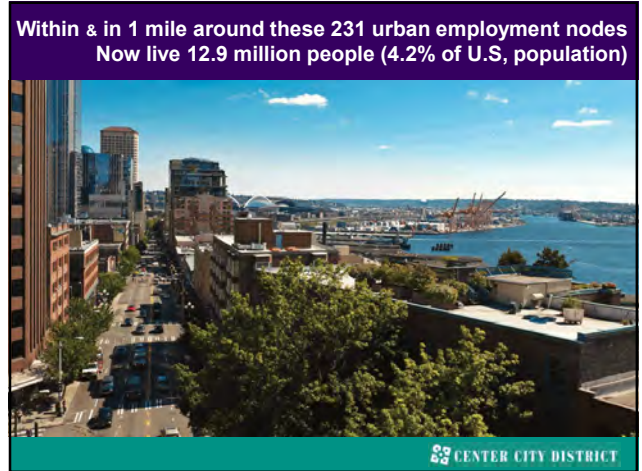
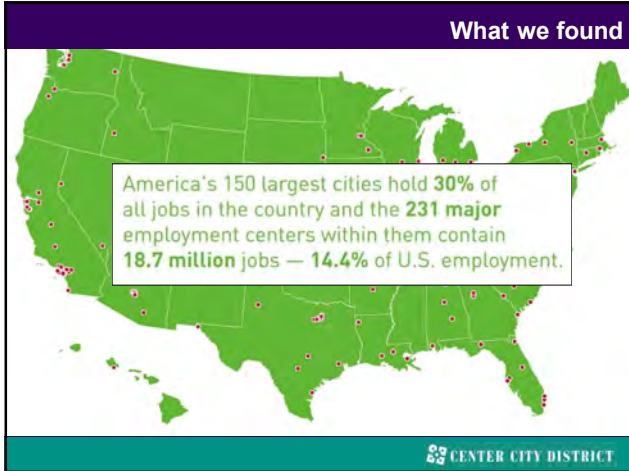
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Measure gravitational pull of an employment node  
Based on adjacent live/work ratios



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### From 2000-2010 populations in/adjacent to downtowns of 10 largest cities grew 17.2% While national population grew by 9.7% Most downtowns grew even more since the 2010 census

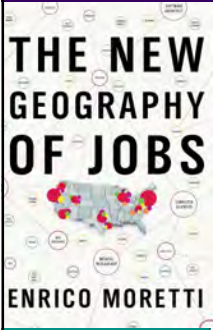
Figure 4: Population Change Around Job Nodes with Largest Residential Populations

| Employment Node                | Commercial Downtown |                    | Population Within Half Mile |                    | Population Within One Mile |                    |
|--------------------------------|---------------------|--------------------|-----------------------------|--------------------|----------------------------|--------------------|
|                                | 2010 Population     | 2000-2010 % Change | 2010 Population             | 2000-2010 % Change | 2010 Population            | 2000-2010 % Change |
| Midtown Manhattan, NY          | 76,379              | 12.5%              | 378,553                     | 6.7%               | 586,452                    | 8.9%               |
| Downtown Manhattan, NY         | 65,314              | 14.8%              | 148,396                     | 15.4%              | 172,179                    | 13.1%              |
| Center City - Philadelphia, PA | 57,237              | 14.2%              | 107,853                     | 14.2%              | 170,447                    | 8.9%               |
| Downtown Chicago, IL           | 53,832              | 35.4%              | 101,885                     | 45.5%              | 144,051                    | 44.0%              |
| Downtown San Francisco, CA     | 52,090              | 15.7%              | 117,212                     | 14.4%              | 134,312                    | 13.9%              |
| Downtown Seattle, WA           | 42,423              | 25.1%              | 86,427                      | 15.6%              | 119,590                    | 13.3%              |
| Downtown Miami, FL             | 40,414              | 44.2%              | 90,142                      | 33.6%              | 140,689                    | 27.7%              |
| Downtown Boston, MA*           | 33,808              | 14.8%              | 77,610                      | 17.7%              | 170,934                    | 10.4%              |
| Downtown Jersey City, NJ       | 31,538              | 50.2%              | 77,015                      | 20.3%              | 140,186                    | 10.2%              |
| Downtown Sacramento, CA        | 30,544              | -1.9%              | 52,484                      | 2.2%               | 73,225                     | 19.4%              |

\* Excludes North and South End areas based on both downtown boundaries and 0.5 mile radius from North End and South End.

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People who live in & around downtowns & anchor institution districts are very well educated



| City                 | Job Density | Population |
|----------------------|-------------|------------|
| 1. New York, NY      | 4,214,532   | 18,200,000 |
| 2. Los Angeles, CA   | 1,445,476   | 12,500,000 |
| 3. Chicago, IL       | 1,174,400   | 10,000,000 |
| 4. Houston, TX       | 841,680     | 7,000,000  |
| 5. Philadelphia, PA  | 774,900     | 6,000,000  |
| 6. Phoenix, AZ       | 597,418     | 4,500,000  |
| 7. San Diego, CA     | 561,578     | 3,500,000  |
| 8. Washington, DC    | 544,842     | 6,000,000  |
| 9. San Antonio, TX   | 341,300     | 2,500,000  |
| 10. Indianapolis, IN | 287,224     | 2,000,000  |

In the live-work zones in the 10 largest cities

63% of those 25 & older have at least BA degree

30% professional degree



Knowledge workers drive the new economy



Report contains detailed maps for 10 largest cities

APPENDIX III: CHANGES IN JOBS AND POPULATION IN THE LARGEST CITIES FOR JOBS (Based on Number of Jobs)

DOWNTOWN MANHATTAN AND BROOKLYN



| Area      | Jobs      | Population |
|-----------|-----------|------------|
| Manhattan | 1,174,400 | 10,000,000 |
| Brooklyn  | 1,445,476 | 12,500,000 |



Website has detailed profile maps for all 27 cities who supported the project

<http://definingdowntown.org/>

Documenting the Live-Work Dynamic

Thriving downtowns, inner cities and anchor institution districts have become major engines for creativity, innovation industries, and future job creation for their broader regional economies. This website provides several data resources for downtown managers and civic leaders to benchmark progress on their path to sustained growth and development.

The Report



"Downtown Reborn" features an analysis of downtowns and employment centers in America's 150 largest cities by jobs. The report explores the impact of five trends of diversification and identifies its employment centers and provides a new way to quantify changing demographic and economic trends.

City Maps and Data



Examine detailed geographic breakdowns along with demographic and economic data for 150 employment nodes in 27 cities.

Project Partners



This report was made possible through support from the International Downtown Association, the Center City District of Philadelphia, and countless cities across the United States. Learn More.

<http://definingdowntown.org/partners>





& tables for all 150 cities: so we can all track progress

## DEFINING DOWNTOWN



### Documenting the Live-Work Dynamic

Thinking downtown, from centers and active residential districts, from business hubs, from the possibility of new urban forms, and from the reality of the existing regional landscape. This website provides essential data information for downtown managers and city leaders to help them understand the impact of the trends of urbanization and identification of

### The Report



"Downtown District" historical analysis of downtown and employment centers in America's 150 largest cities. This report captures the impact of the trends of urbanization and identification of

### City Maps and Data



Learn more about the success stories along with demographic and economic data for 150 metropolitan areas in 2010.

### Project Partners



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