Measuring Robustness of NBDs

Urbanism Next 2018 University of Oregon

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Neighborhood

Business District/
Main Street
Why the NBD / Main Street?

Ubiquitous

Pan-cultural

Quintessential public space
The Neighborhood Business District/
Commercial street / Main street

Needs + Wants
The Neighborhood Business District/
Commercial street / Main street

Consumption street
Access street
Survival street
Communal street
Social street
Green street
Protest street
Promenading street
Celebration street
Transition street

IMAGE  IDENTITY  COMMUNITY  HEALTH  WELLNESS
PROXIMITY

ACCESS

ENCOUNTER
Biggest competitive advantage:
(location in/near residential neighborhood)

• see and meet neighbors as part of the daily round (sense of community)
• place of easy access for all
• easily accessible to those with limited mobility - children, elderly, disabled, disadvantaged
• space of transition between parochial and public - where neighborhood meets the city and the resident of the neighborhood becomes the citizen of the city

City-wide System - Strategy for Sustainability
The Neighborhood Business District/Commercial street / Main street

Needs + Wants
The Neighborhood Business District/Commercial street / Main street

Needs + Wants

Grocery Store
Small food store
Farmers’ Market

Hardware
Pharmacy
Convenience

Cafe
Restaurant
Bar/Pub
Confectionary
Bakery

Library
Post Office
School
Community Ctr.
Rec./Health Club
Salon
Florist
Apparel/Shoes
Wine Shop
Laundromat
Bank
Fire Station
Gallery

Office
Insurance
Medical/Dental
Auto Repair
Auto Dealer
58% of homebuyers surveyed prefer mixed-use neighborhoods where one can easily walk to stores and other businesses. (2013 National Association of Realtors)

48% preferred to live in walkable neighborhoods with amenities vs. 45% who did not. (2015 National Association of Realtors of 3,000 respondents in 50 metros)

Only 26% of Americans live in homes where they could walk to places. (2013 American Housing Survey)

120 million occupied housing units
Demand = 60 million homes, supply = 30 million
Unmet demand = 30 million homes

Source:
“Tree-lined, walkable streets, historic gaslights and fun, independent shops and eateries”
- cincy.com

- areavibes.com

There are lots of amenities close to this location.

Cost of living index is 21% higher than Cincinnati

Total crimes are 60% lower than Cincinnati

High school graduation 15% higher than Cincinnati
Over-The-Rhine

"Vibrant, Culturally and Historically Rich, Walkable, Small Shops, and Hideaways."
- cincy.com

- areavibes.com

Livability Index:

- BARELY LIVABLE
- Over-The-Rhine

A+ A+ A+ A+ A+ F F

- Are lots of amenities.
- Cost of living index is 3% higher than Cincinnati.
- Total crimes are 1% higher than Cincinnati.
- High school graduation rate is 5% lower than Cincinnati.

Location Map:

[Map showing location of Over-The-Rhine]
Oldest Hilltop Neighborhoods, Diverse, Redeveloping, Historic

Walnut Hills

- Livability: 62, Somewhat Livable
- A+, there are lots of amenities
- A+, Cost of living index is 1% lower than Cincinnati
- A+, there are lots of amenities close to this location.
- A+, Cost of living index is 1% lower than Cincinnati
- F, Total crimes are 1% higher than Cincinnati
- D, High school graduation rate is 6% lower than Cincinnati

- areavibes.com
Roselawn - areavibes.com

Livability:
- BARELY LIVABLE: 57

Amenities: A
Cost of Living Index: 7%
- lower than Cincinnati

Crime: F
- Total crimes are 37% higher than Cincinnati

Education: F
- High school graduation rate: 2% higher than Cincinnati
Assessment

Identifying Business Types

- Designate NBD boundaries
- For each NBD identify business types and numbers (using Business Analyst and Field Observations)
- Categorize businesses 1 through 5

Assessing NBD Completeness

- Availability of different businesses in various categories
- Variety of businesses in different categories
Assessment

Weighted Scores

TOTAL SCORE = 100
NBD Shed:
44% of City Area
(excluding Parks and other Green Areas)
55% of City’s Population
55% of City’s Housing Units
49% of City’s Children
51% of City’s Seniors
NBD Completeness scores for 22 NBDs in Cincinnati
Similar NBD completeness scores but varying number of businesses
The wide range of categories of businesses in the 22 NBDs in Cincinnati
Each color represents a category of business and the 5 categories are not weighted
Positive correlation of NBD completeness to neighborhoods with higher percentage of Caucasians

and

Negative correlation of NBD completeness to neighborhoods with higher percentage of African-Americans

Data from 22 neighborhoods
Negative correlation of NBD completeness to neighborhoods with higher percentage of children and neighborhoods with higher percentage of low-income households (below $35,000)

Data from 22 neighborhoods.
Food Access

Negative correlations of NBD completeness for Category 1 and Category 3 businesses to African-American population (in percentage)

Data from 22 neighborhoods.
Two NBD completeness category scores showing the lack of access to fresh or prepared food for several neighborhoods.
Opportunity

ACCESS

FUNCTIONAL

ECONOMIC

SOCIAL/CULTURAL

RECREATION

HEALTH

PSYCHOLOGICAL

IMAGE + IDENTITY

POLITICAL

ENCOUNTER
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Thank you