

CHAPTER 2

RESEARCH AND ANALYSIS

“Greensburg is projected to grow steadily”

Introduction

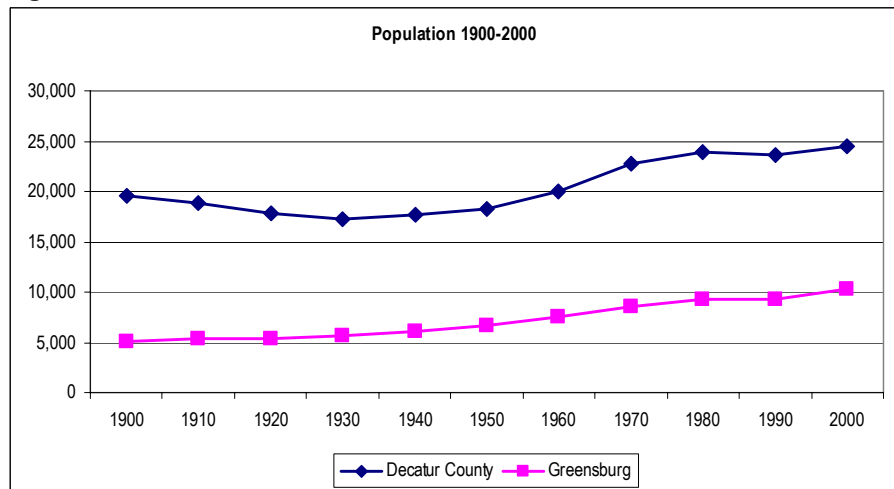
The physical data, along with public input, forms the basis for decision-making in the comprehensive planning process. This information attempts to answer the questions “Where are we now?” and to a more limited extent, “Where are we going?”

The primary source of the data below is the 2000 US Census of Population and Housing. Whenever more current estimates are available, the estimates from the US Census Bureau and the Indiana Business Research Center are used.

Growth Trends

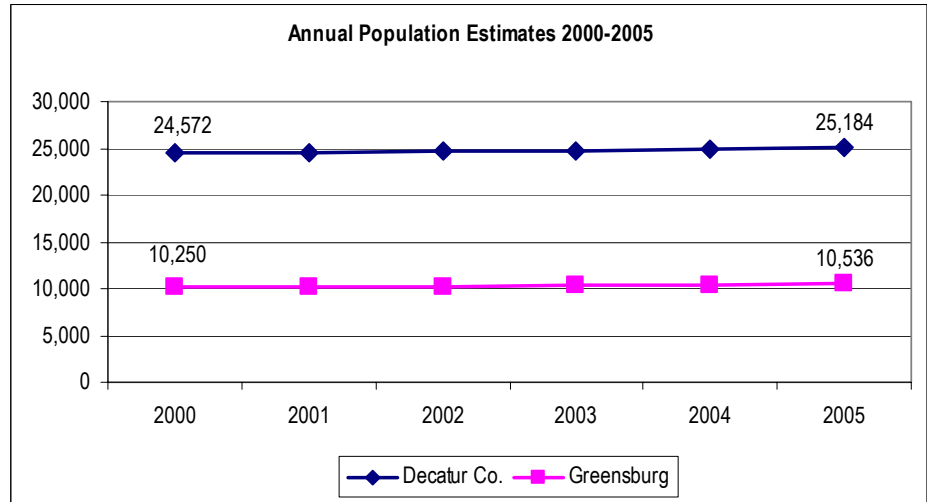
Key The estimated 2005 population of the City of Greensburg was 10,536. This is an increase of nearly three percent over the 2000 population. This rate of population growth is consistent with the statewide growth rate. Between 1990 and 2000, Greensburg grew more than 10 percent, while the county population grew less than four percent. Two potential explanations for this are annexation of population into Greensburg that was previously unincorporated and increased interest in living in the City due to availability or affordability of housing.

Figure 2.1 - Decennial Census 1900-2000



Source: Indiana Business Research Center

Figure 2.2 - Annual Population Estimates 2000-2005

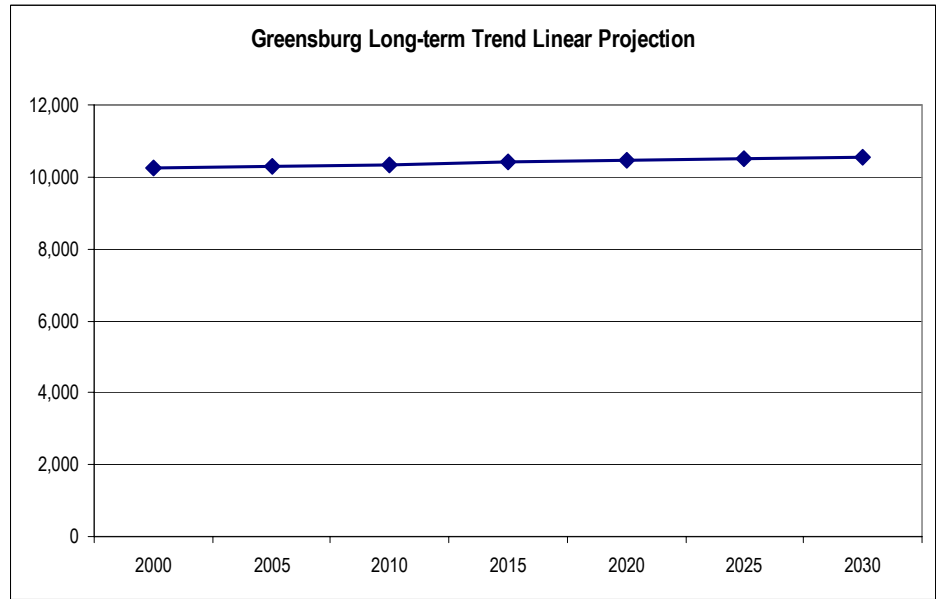


Source: Indiana Business Research Center

Population projections for Greensburg are both incredibly problematic and incredibly important. They are important to understand the potential impacts of growth related to the development of the Honda plant. Accurate projections are problematic because the “official statistics” from the Census only reflect births, deaths, and migration based on historical trend and are not reported for cities and towns. They are unable to account for major changes in industry or other factors that affect population. Historical trends are one way to project population figures into the future, this method is shown in Figure 2.3. Another method that attempts to account for the population growth due to Honda is shown in Figure 2.4.

According to the long-term trends model, the population of Greensburg is projected to grow steadily. The Census Bureau and the Indiana Business Research Center do not produce population projections for cities and towns. However, projections can be developed based on short-term and long-term trends. These projections do not account for any growth due to the Honda plant, they are a “baseline” projection of what the population may be without Honda. The long-term trend places the 2030 population for the City at 10,500, an increase of approximately 250 over the 2005 population.

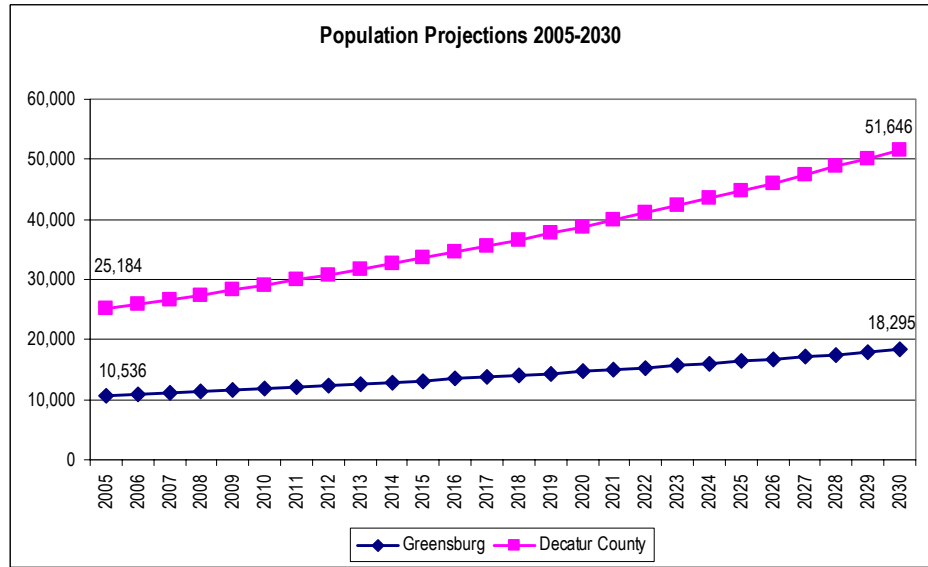
Figure 2.3 - Population Projection – Long-Term Trend (Linear)



Source: HNTB

The second method used attempts to reflect the population growth potential from Honda using the impact rate from communities that have had similar experiences. The early analysis included Marysville, Ohio (Honda plant), Georgetown, Kentucky (Toyota plant), and Princeton, Indiana (Toyota plant). Marysville’s growth was not used for the final projections because data was not available on an annual basis far enough back to determine their baseline growth. Princeton experienced very little growth, as most of their growth was directed toward the Evansville metro area. Georgetown, Kentucky provides the best example for Greensburg in terms of location characteristics and likely growth. Georgetown’s population growth rate based on the impact of the Toyota plant (growth above their “baseline rate”) was added to Greensburg’s projected “baseline rate” to determine an impact rate of growth and ultimately population projections for several years extending to 2030. The projected population for Greensburg in 2030 using this method is 18,295. The projection is shown in Figure 2.4.

Figure 2.4 - Population Projections with Honda Impact - Aggressive



Source: HNTB

Population Characteristics

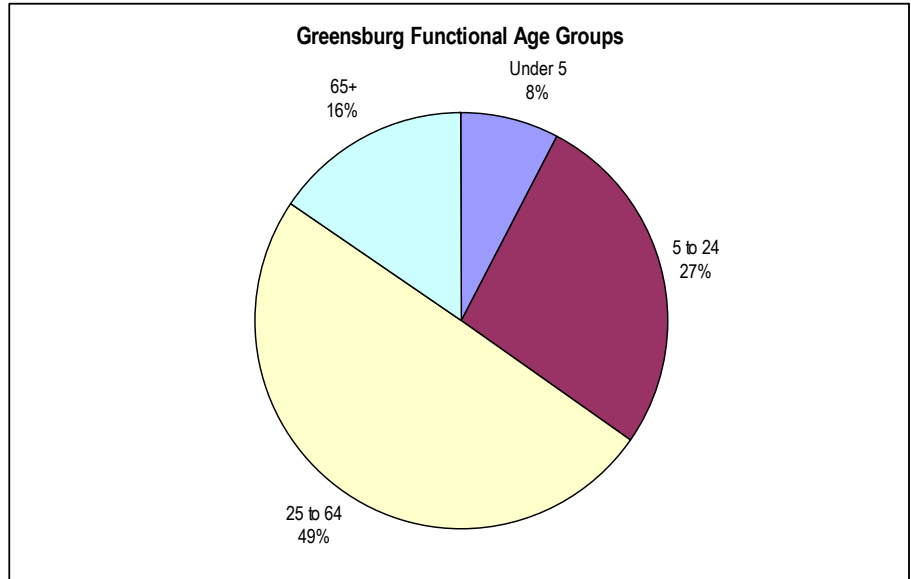
Key population characteristics include:

- An **older population** that could signal the need for different housing types, such as townhouses, condominiums, and active elderly communities.
- **Asians are the only significant minority** in Greensburg and their population may increase. More diverse dining, shopping, and educational opportunities may be needed to meet the needs of this population.
- The **educational gap is increasing** between Greensburg and out of state comparison communities.

Age

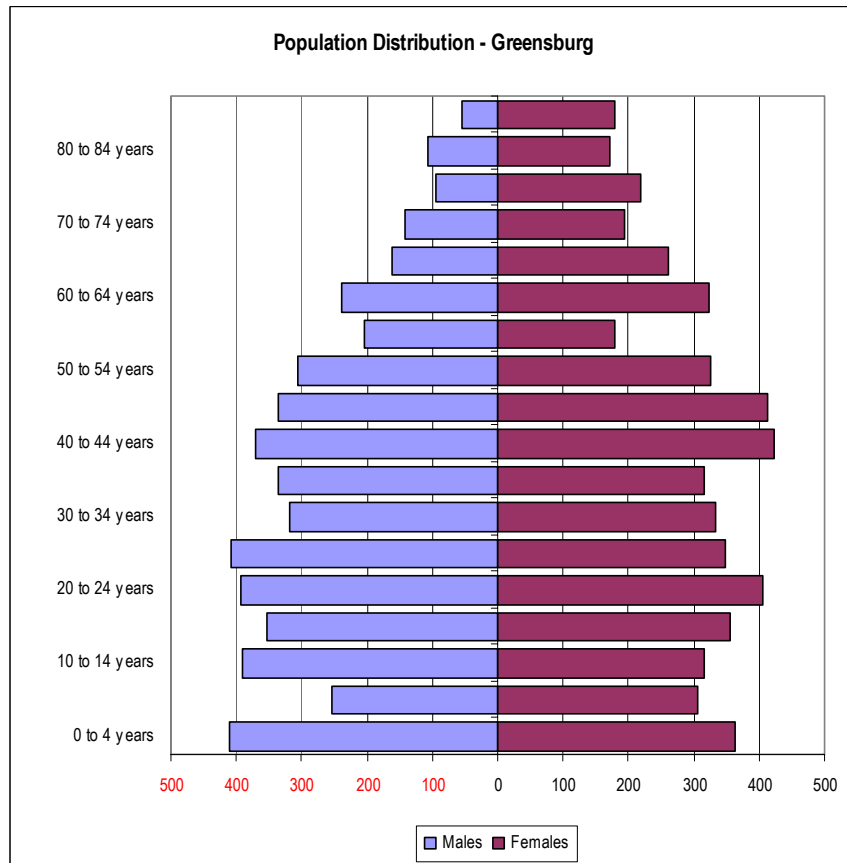
Approximately half of the Greensburg population is working age (young adults and older adults). This is similar to the statewide average. The city’s population over age 65 is higher than the statewide percentage and much of the older population is female. This could signal a need for new housing types that meet the needs of an older population, particularly as the Baby Boom generation ages.

Figure 2.5 - Functional Age Groups



Source: Indiana Business Research Center

Figure 2.6 - Population Distribution



Source: Indiana Business Research Center and HNTB

Race

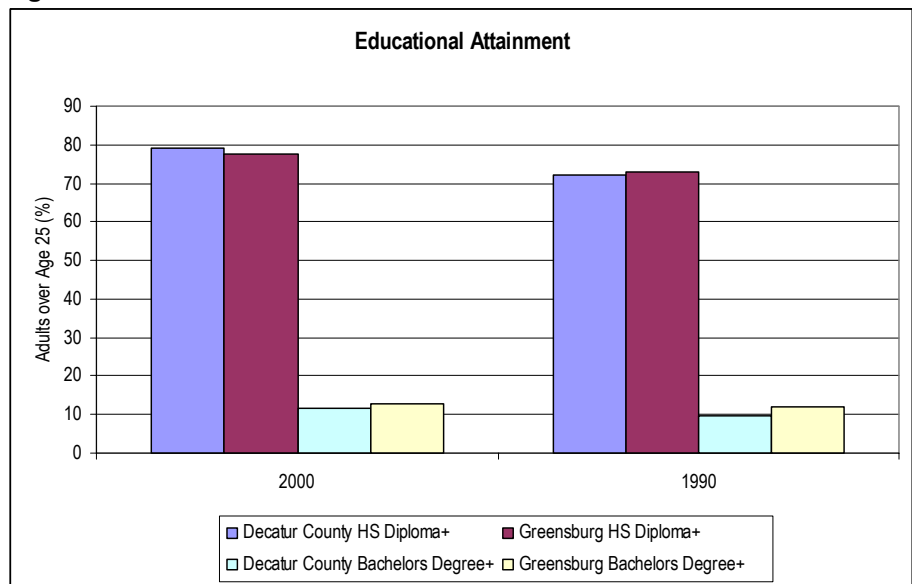
The city is predominately Caucasian, but there is an Asian population of over 300. The growing Asian population may create demand for more diverse shopping and dining opportunities as well as expanded educational opportunities. Other minorities are not well represented in Greensburg.

Educational Attainment

High school diploma attainment and attainment of a college degree is generally lower in Greensburg than the state average. The education gap is widening in Greensburg. While educational attainment has risen since 1990, the city’s educational attainment has not kept pace with improvements in other communities, resulting in the city’s declining ranking.

Approximately 12 percent of Greensburg adults had completed a Bachelor’s degree or higher by the 2000 Census. An argument can be made that lower educational attainment tends to attract jobs that require lower skilled workers. The availability of lower skilled jobs does not provide an incentive to pursue higher education. Another argument can be made that the presence of Honda will attract more educated workers to the community and that educational attainment will rise rapidly in the next few years. This may create additional demand for adult education/workforce development opportunities in the community.

Figure 2.7 - Educational Attainment



Source: Indiana Business Research Center

Housing

Key housing characteristics include:

- **Older housing** is attractive from one market perspective for its architecture and character, but may present challenges like outdated utilities, leaking roofs, and lack of energy efficiency. The older housing stock may require programs to encourage maintenance, restoration, and repair.
- **Lower median home values** indicate more affordable housing, but age and quality can also contribute to lower home values.
- An **increasing percentage of rental units** indicates greater housing diversity, but may be an indicator of problems with foreclosure.

The 2000 Census, indicates nearly 4,500 housing units in Greensburg, a 23 percent increase over the 1990 Census. Most of the housing growth occurred in single family attached and multi-family housing units. This indicates growing demand for lower maintenance or more affordable housing.

Age of Housing

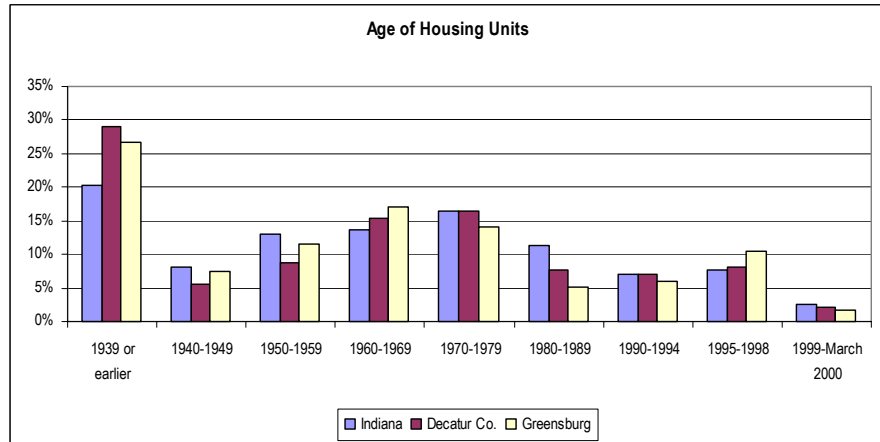
More than one-quarter of the homes in Greensburg were built prior to 1940. Older housing can be attractive for the quality of architecture and character, but may depress housing value because many older homes are in need of utility upgrades or lack desirable features such as large kitchens. Approximately 20 percent of housing units were built during the 1960s and 1970s. Generally housing needs to be renovated or replaced after a 30 year period. Only 37 percent of the housing in Greensburg was built after 1970, less than Decatur County (41 percent) or the state (45 percent). This could indicate maintenance concerns for older homes where renovations have not taken place.

“More than one-quarter of the homes in Greensburg were built prior to 1940”



Older neighborhoods

Figure 2.8 - Age of Housing Units

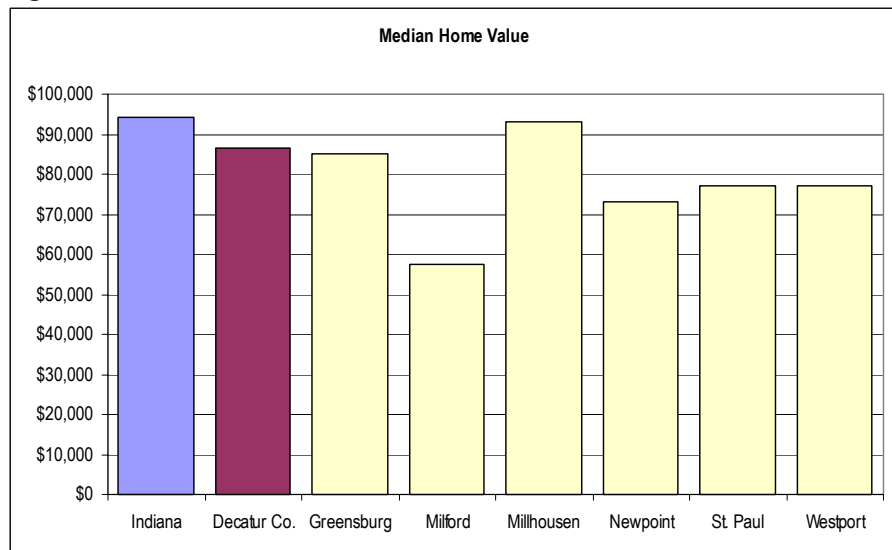


Source: Indiana Business Research Center

Home Value

The median home value in Greensburg was \$85,100 in 2000, compared to \$94,300 statewide. While lower median values make housing more affordable, they can also reflect a housing market that is less desirable than other areas in the state. The Honda announcement has driven home prices up temporarily. A March 27, 2007 Indianapolis Star article reported that the median sales price for February 2006 in Decatur County was \$129,900. This figure includes only homes in Decatur County that were on the market and sold during that month. The 2000 median home value in Decatur County was \$86,400.

Figure 2.9 - Median Home Value



Source: Indiana Business Research Center

Tenure

Home ownership is weaker in Greensburg than in the county or statewide; 63 percent of homes are owner-occupied, compared to 71 percent statewide. Indiana is a strong home-ownership state ranking

12th nationally. Greensburg had the highest percentage of rental units in the county, 37 percent, compared to 27 percent in Decatur County and 29 percent statewide. Rental units provide flexible, generally affordable, housing options for young people and families, for working class families, and for older adults. Rental housing is also more desirable for a mobile workforce, a growing trend in today's economy. Declining homeownership locally from 1990 to 2000 could indicate that many people experienced problems with maintaining a home or mortgage payments.

Figure 2.10 - Housing Tenure



Source: Indiana Business Research Center

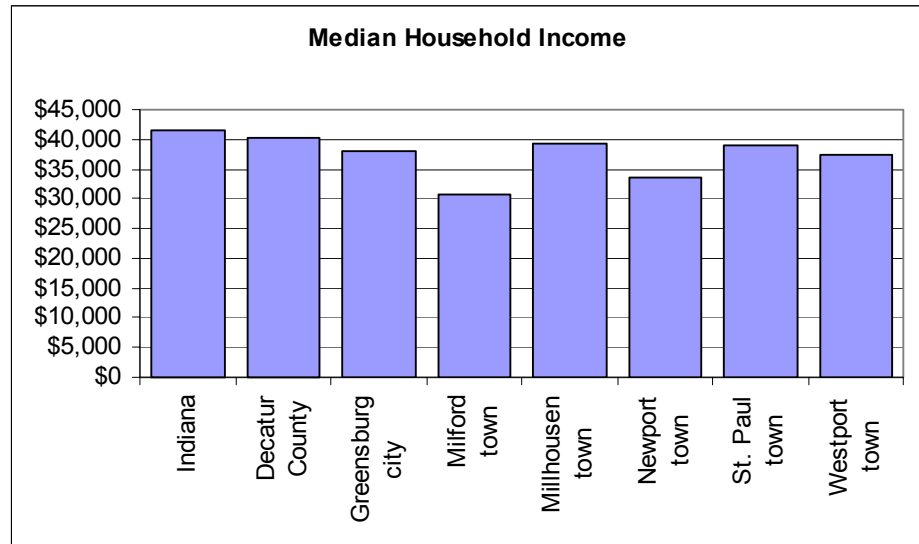
Income

Key income characteristics include:

- **Lower median household incomes** than the state or nation mean less spending power for goods and services
- **Income disparity** across the communities in the county can create areas that have problems associated with lower income levels.

The median household income in Greensburg in 1999 (2000 Census) was nine percent lower than the statewide average. The city median household income was \$38,029. Since median household income in Indiana is below the national average, this means the spending power of Greensburg residents is somewhat lower than the national average. Lower incomes and lower home values are related as housing is the single largest expense for the typical household. Lower incomes also mean lower spending on vehicles, travel, and high value consumer items.

Figure 2.11 - Median Household Income



Source: Indiana Business Research Center

Comparison Communities

Key characteristics of Greensburg relative to comparison communities include:

- **Slower population growth** than out of state communities, however growth may increase dramatically when Honda opens for business
- A **larger Asian population** than comparison communities which provides local diversity, growth in the Hispanic population could be the next change in diversity locally.
- **Older housing stock** than most comparison communities, however growth in residential construction could improve the community's balance between old and new housing stock.
- **Lower median home values** than comparison communities exist currently, but would likely change with new residential construction.

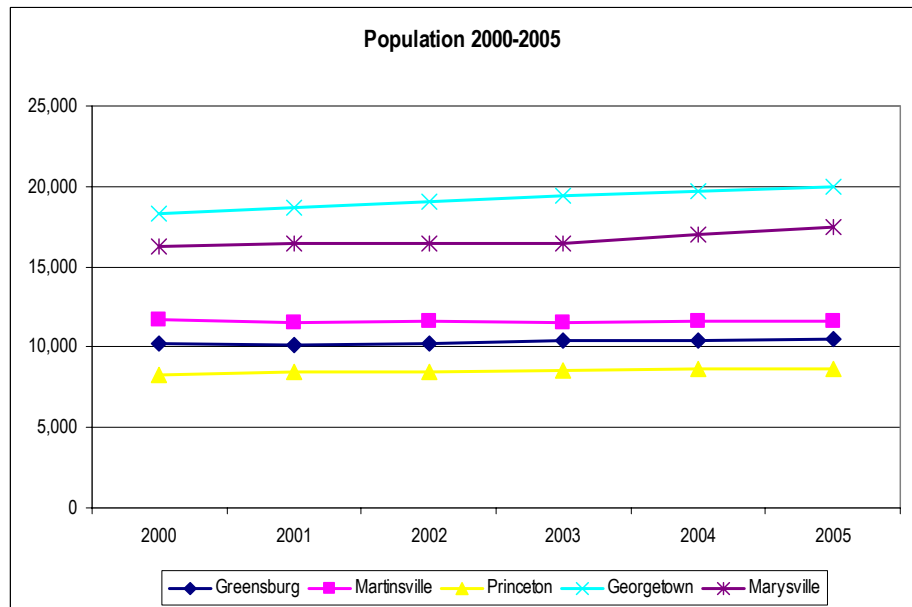
Several communities were chosen as comparison communities for Greensburg to provide perspective. Comparison communities include Georgetown (KY) which has a Toyota factory, interstate access, and is a county seat; Marysville (OH) which has a Honda factory; Princeton (IN) which has a Toyota factory in a more rural community; and, Martinsville (IN) which has Harman-Becker (an automotive supplier) and a similar sized population. The Toyota plant in Georgetown opened in 1986, while the Princeton plant opened in 1998. The Marysville Honda plant opened in 1982.

Population

Greensburg grew 10 percent from 1990 to 2000, during that same period, Marysville, OH and Georgetown, KY grew 65 percent and 58 percent respectively – the highest growth among comparison communities. Marysville and Georgetown continued to grow the most of comparison communities between 2000 and 2005, growing 7.7 and 9 percent respectively while Greensburg grew 2.8 percent during that period.

Greensburg has the largest Asian population among the comparison communities. Greensburg also saw the most significant increase in Asian population between 1990 and 2000, although Census race data are not exactly comparable from Census to Census.

Figure 2.12 - Comparison Community Population

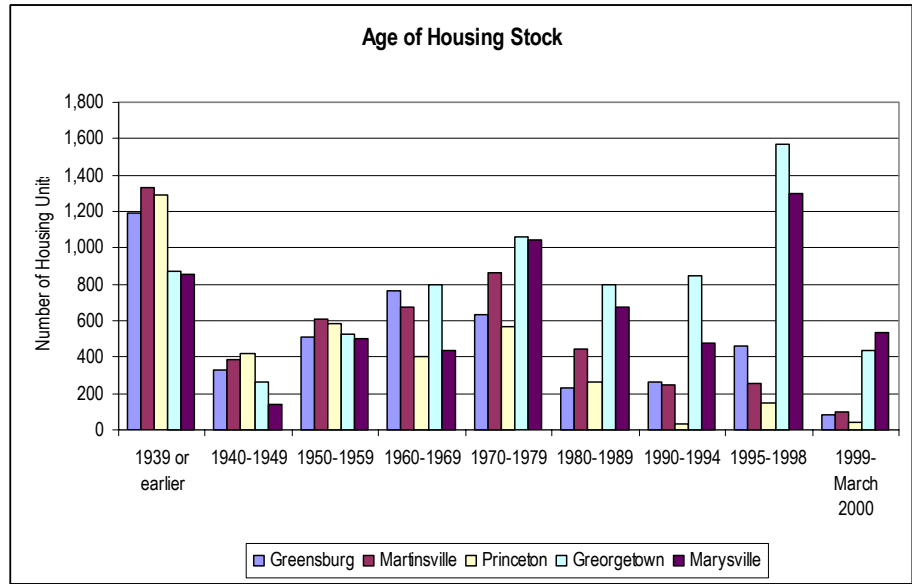


Source: Indiana Business Research Center and US Census Bureau

Housing

The housing stock in Georgetown, KY and Marysville, OH was much newer than in other comparison communities. The median year built was 1981 and 1980 respectively, compared to 1963 for Greensburg. Nearly 20 percent of the housing stock in Georgetown and Marysville was built between 1995 and 1998. The growth in housing during the 1990s in Georgetown and Marysville was due to the explosive population growth in those communities during that period. Greensburg is likely to experience higher levels of residential development than they have experienced recently, but may not reach the significant growth that Georgetown and Marysville have experienced.

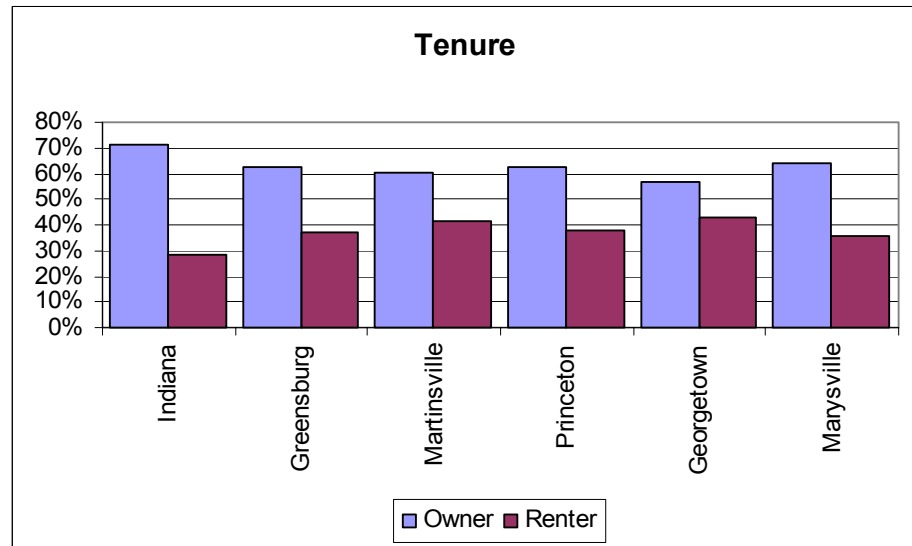
Figure 2.13 - Age of Housing Stock – Comparison Communities



Source: US Census Bureau

Greensburg’s percentage of rental units is similar to other comparison communities. Comparison community rental percentages range from 36 to 43 percent, Greensburg has 37 percent rental housing. While Greensburg has a higher percentage of rental units than the county or the state average, the comparison shows this percentage to be consistent with other cities and by itself is not a cause for concern. The decline in homeownership, however, should be monitored to better understand the underlying causes.

Figure 2.14 - Tenure – Comparison Communities

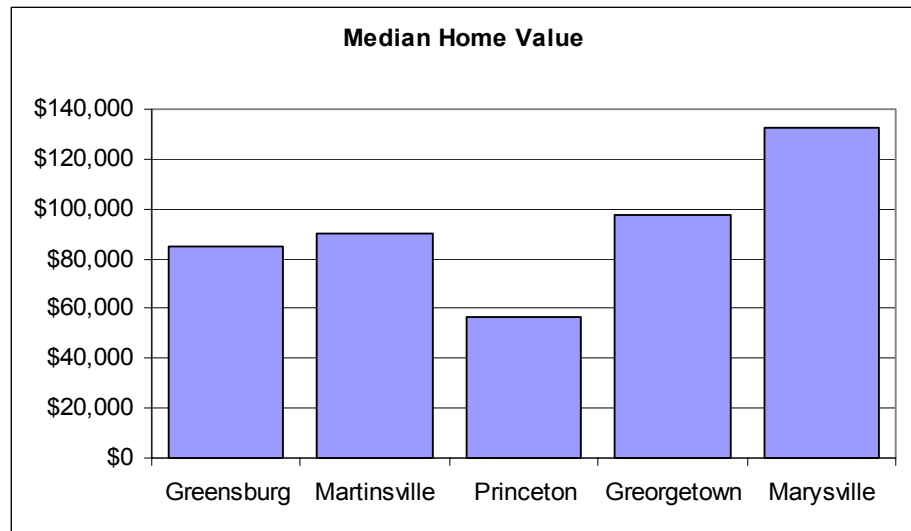


Source: US Census Bureau

Home Value

The median home value in Greensburg was lower than all comparison communities except Princeton, IN (\$56,400). Marysville, OH had the highest median home value, \$132,400. The median home value in Greensburg was \$85,100. Considering the age of housing units in Greensburg and the lower median incomes, the lower home values is not surprising. Jobs, such as those planned by Honda, will bring higher wages to the area, potentially spurring population growth, housing demand and construction, and increasing home values.

Figure 2.15 - Median Home Value – Comparison Communities

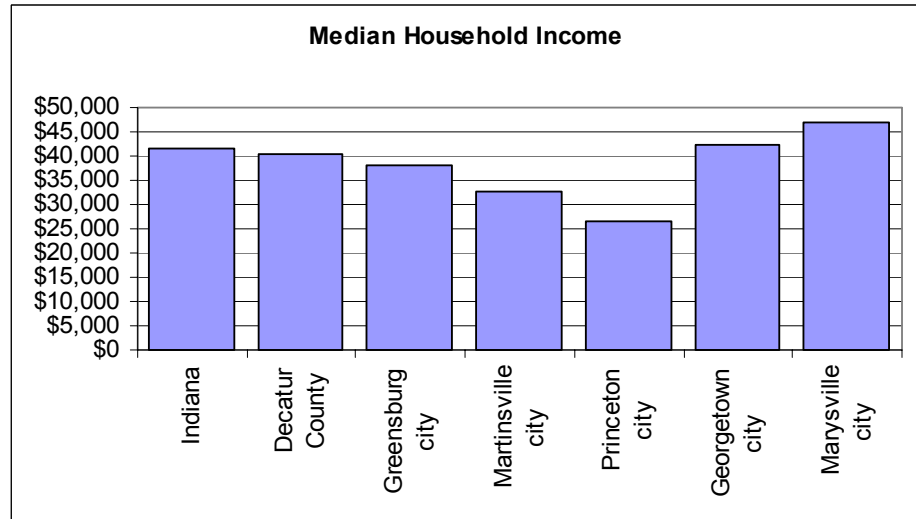


Source: US Census Bureau

Income

Greensburg’s median income (\$38,029) was higher than Indiana comparison communities, but lower than Georgetown, KY (\$42,186) or Marysville, OH (\$46,765). Incomes in Georgetown and Marysville are influenced by their existing automotive manufacturing facilities wages. There is potential for the median income in Greensburg to rise as higher wage jobs come to the community.

Figure 2.16 - Median Household Income – Comparison Communities



Source: US Census Bureau

Eleven percent of the Greensburg population lived in poverty in 1999 (Census 2000). This is comparable to Martinsville, IN and Georgetown, KY. Princeton, IN had a poverty rate of 16 percent and Marysville, OH had a poverty rate of only six percent. The largest percentage of those in poverty were working age, 18-64 years old.

Physical Analysis Maps

Figures 2.17 through 2.21 illustrate the existing conditions in the community.

Key Issues

Through the public input, data collection, and existing conditions a number of issues were identified. These issues become the basis for the planning principles and ultimately for the goals of the comprehensive plan. The key issues identified were:

- The need for additional quality housing that meets the needs of a variety of income levels and lifestyles.
- A desire to improve the walkability of the community, making it more pedestrian oriented.
- The importance of downtown revitalization and infill development.
- The need for well planned, attractive business corridors.
- The need to annex areas outside the city limits where growth is occurring or planned.
- The need to focus on the future development of the I-74/US 421 interchange.