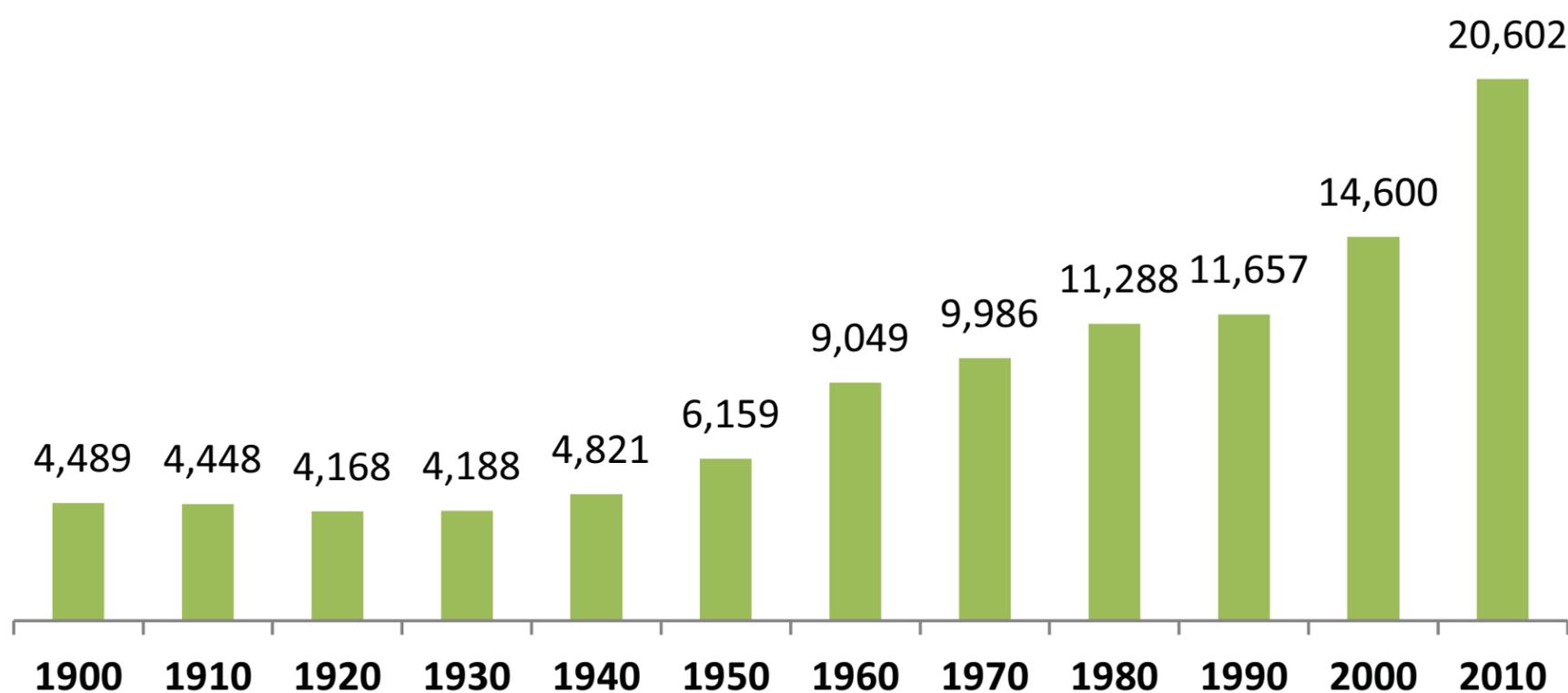


POPULATION

- Between 1990 and 2010 **Greenfield grew by 76%**, significantly faster than the state.
- In 2010 Greenfield was ranked 45th in population out of 682 cities, towns, and villages. This figure is up from 2000 when Greenfield's population was ranked 53rd out of 601.

Greenfield: Population Growth



Source: STATS Indiana; U.S. Census Bureau

EDUCATIONAL ATTAINMENT

- The percent of individuals enrolled in college or graduate school improved drastically since 2000, **increasing by 11 percentage points**.

EMPLOYMENT

- The median earnings for the total civilian employed population were \$42,335 in Greenfield and \$40,282 for the state. **Greenfield had higher average earnings in most industries.**

COMMUTING

- Half of Greenfield's residents work in Hancock County and half commute out.

HOUSING

- About 74 percent of Greenfield's housing structures are single-unit. About 45 percent were built after 1990.

MARKETING INFORMATION

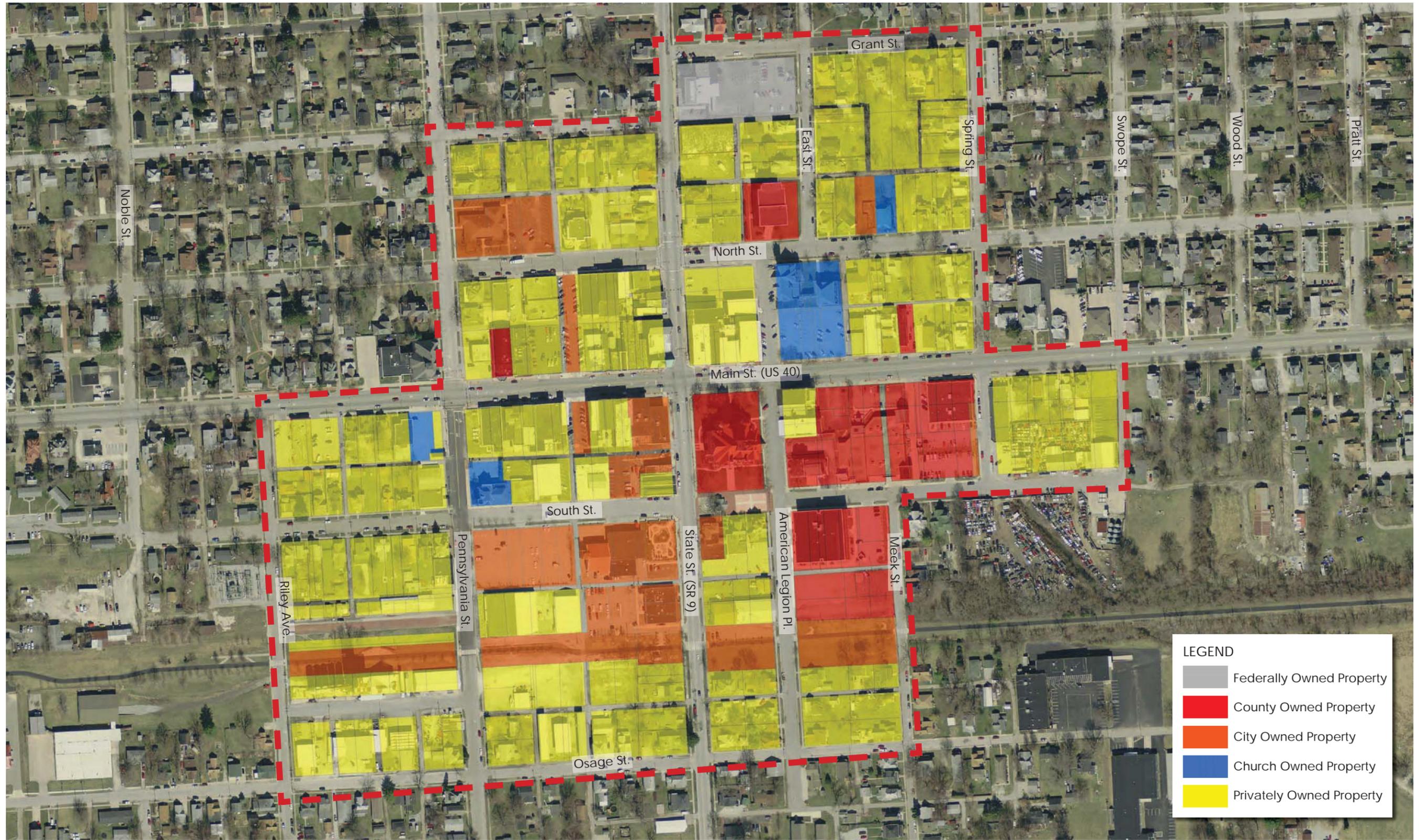
- Downtown has a large number of potential customers to draw from; **almost 63,000 in a 10-mile radius**.
- About **24,000 vehicles pass downtown Greenfield daily** where U.S. 40 and SR 9 intersect, according to the Indiana Department of Transportation.
- Data on the buying habits of Greenfield residents reveal potential markets. For example, the average household spent \$3,437 on apparel in 2012.
- The data also shows where local residents are spending money outside of Greenfield. For example, of the \$7.9 million they spent on sporting goods, hobbies and books in 2011, **71 percent was spent outside the city. Some of that money might be recaptured.**
- SDG is researching investment tools for the city, such as TIF districts and sale-leasebacks.





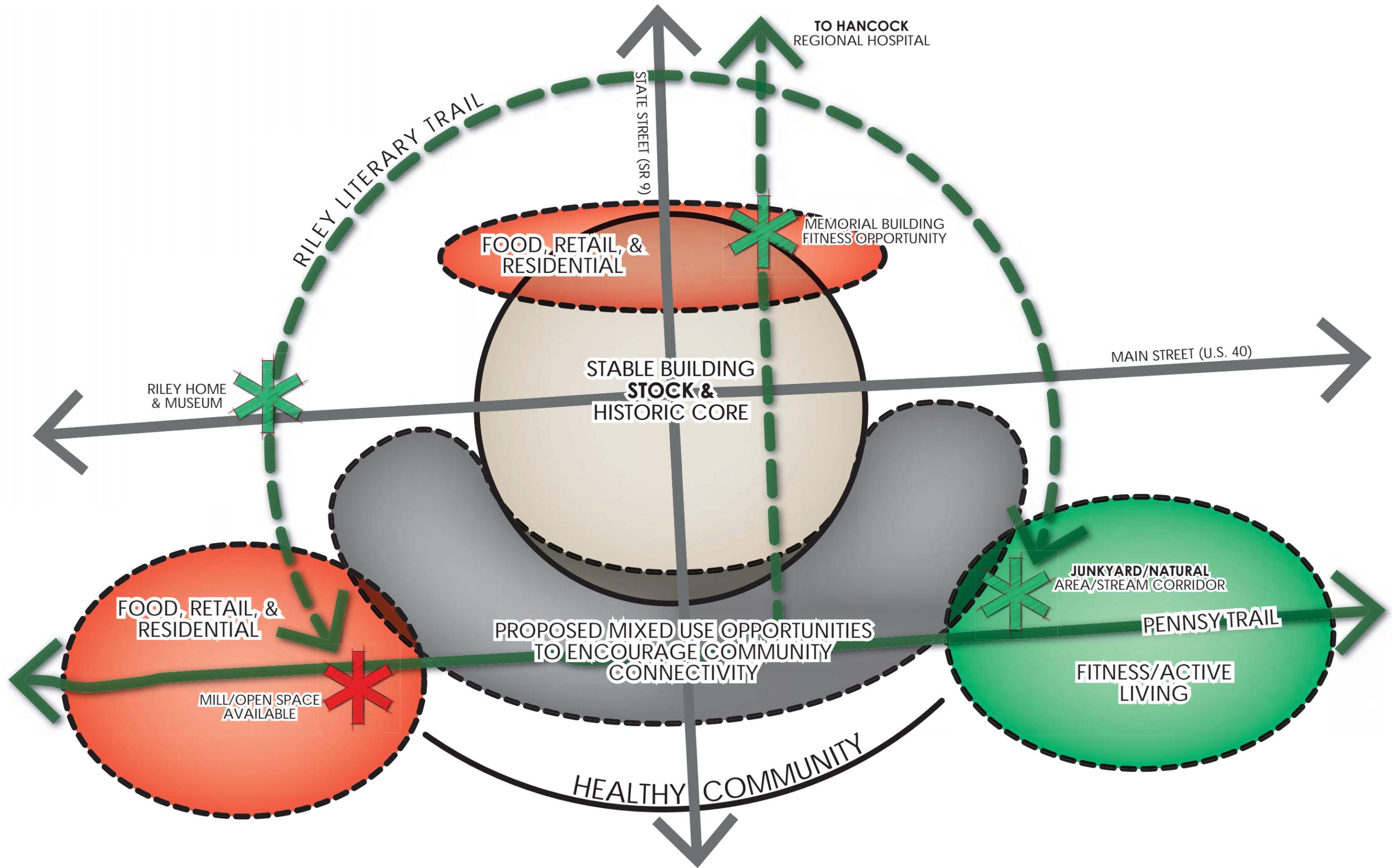
LEGEND

- Retail
- Food/Entertainment
- Professional Services
- Banks
- Non-Profit/Religious
- Governmental

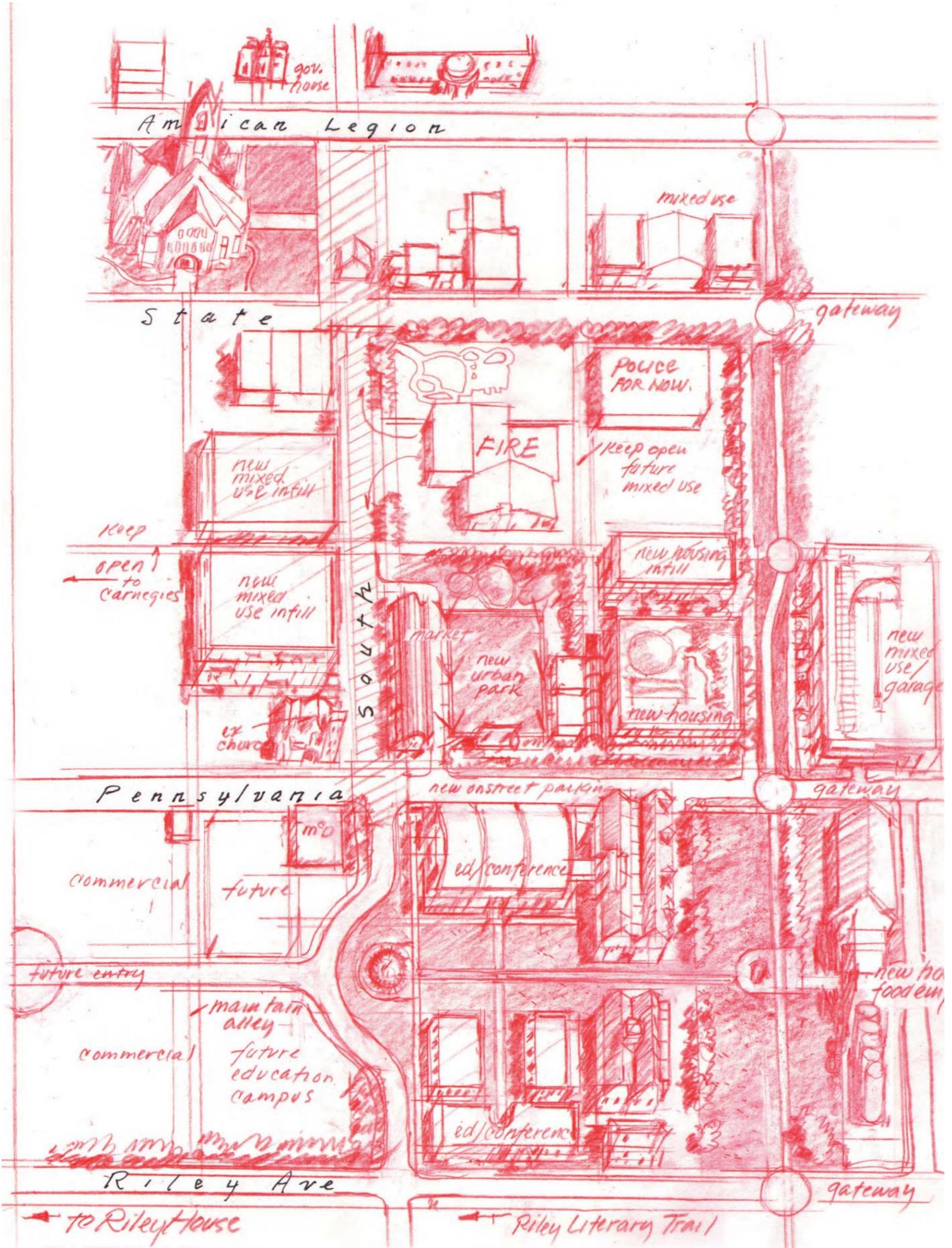


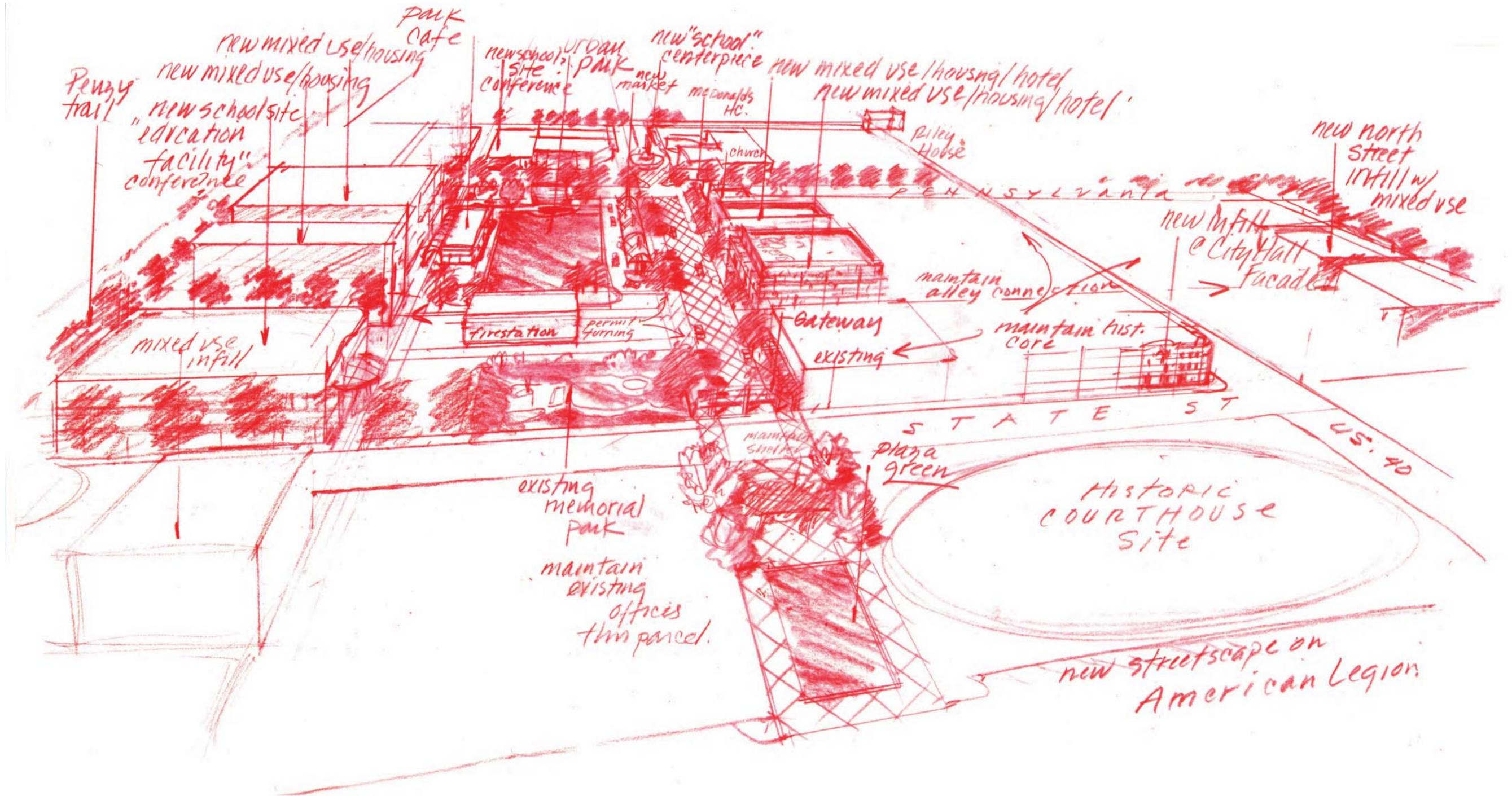
LEGEND

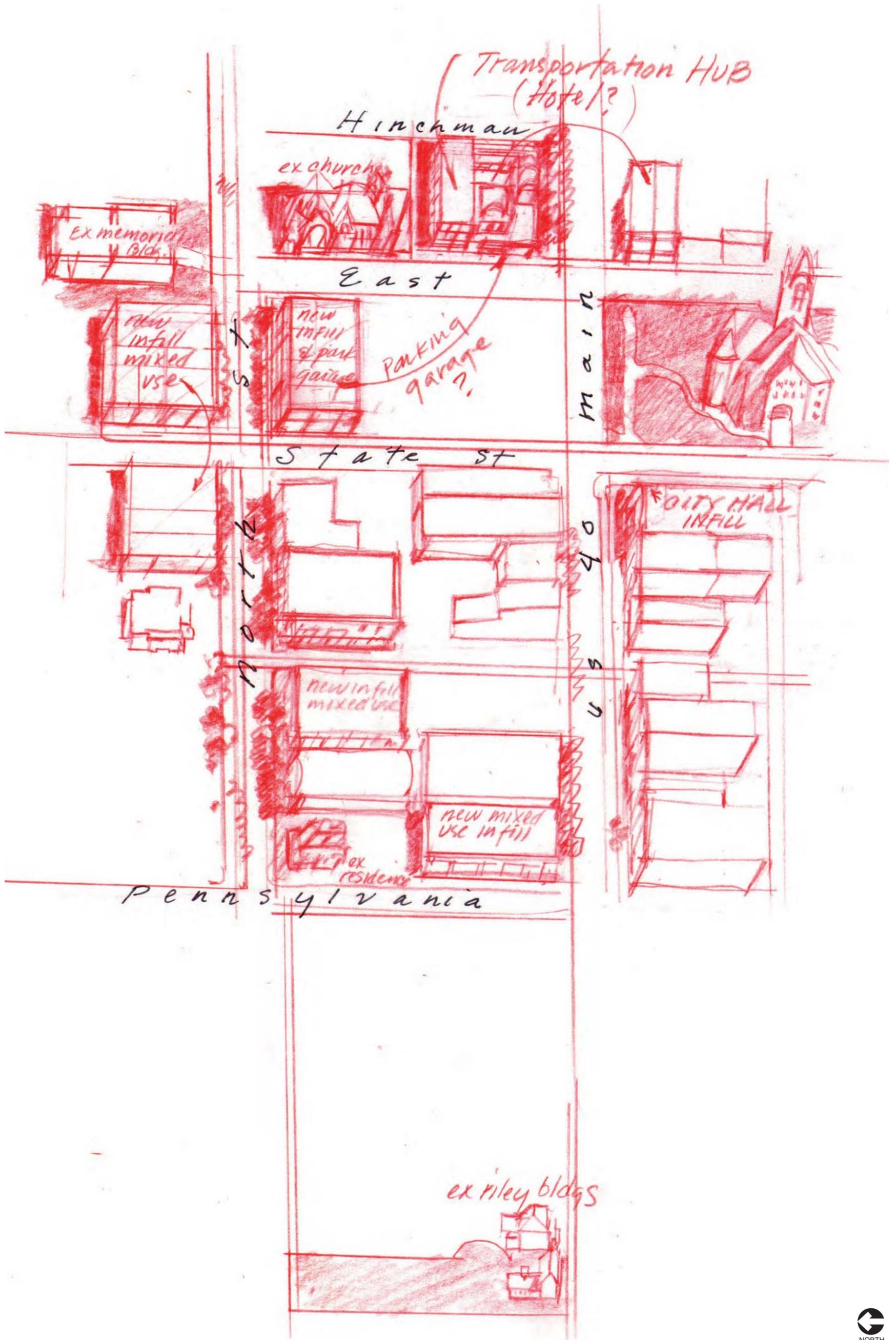
- Federally Owned Property
- County Owned Property
- City Owned Property
- Church Owned Property
- Privately Owned Property









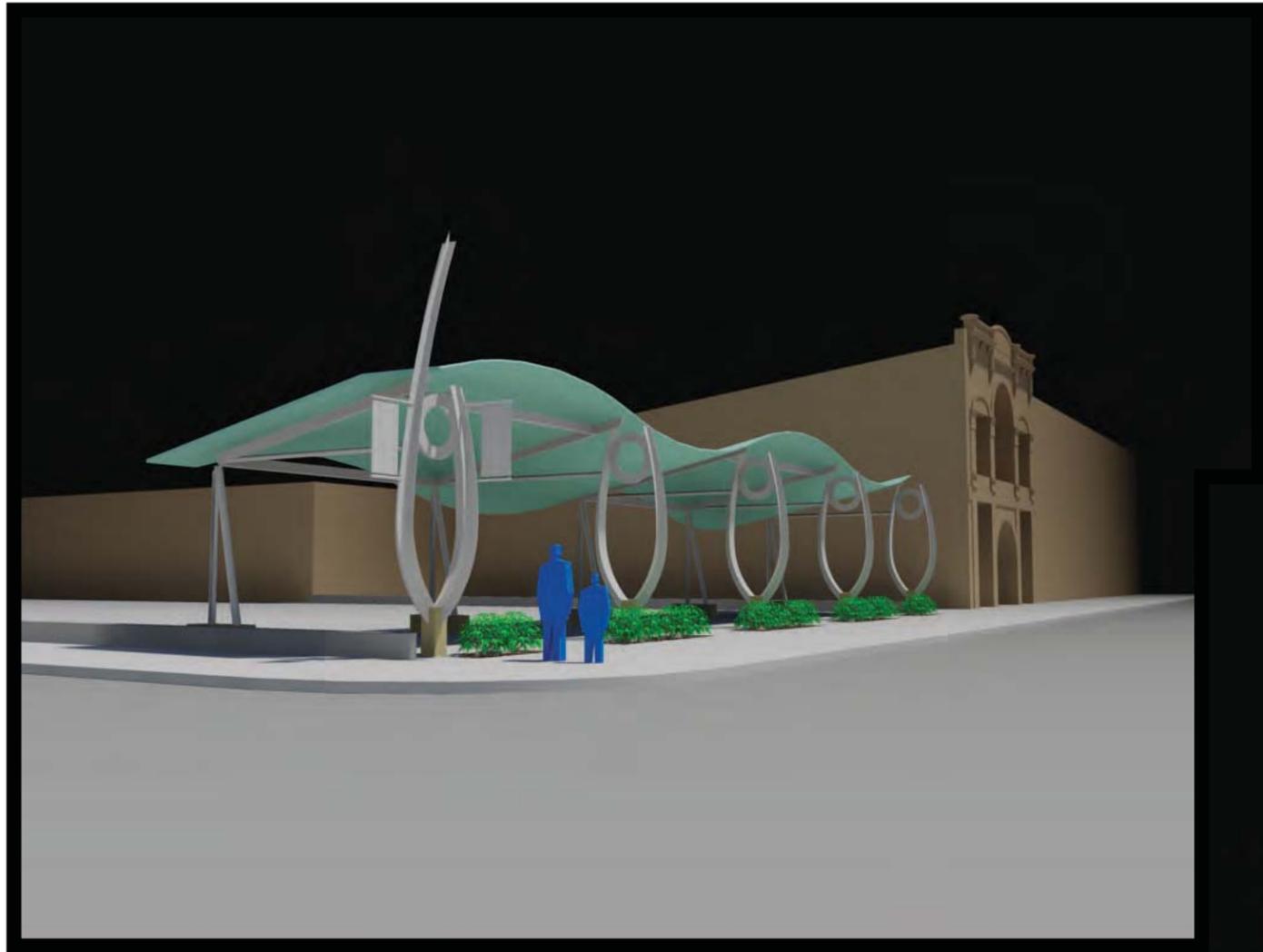




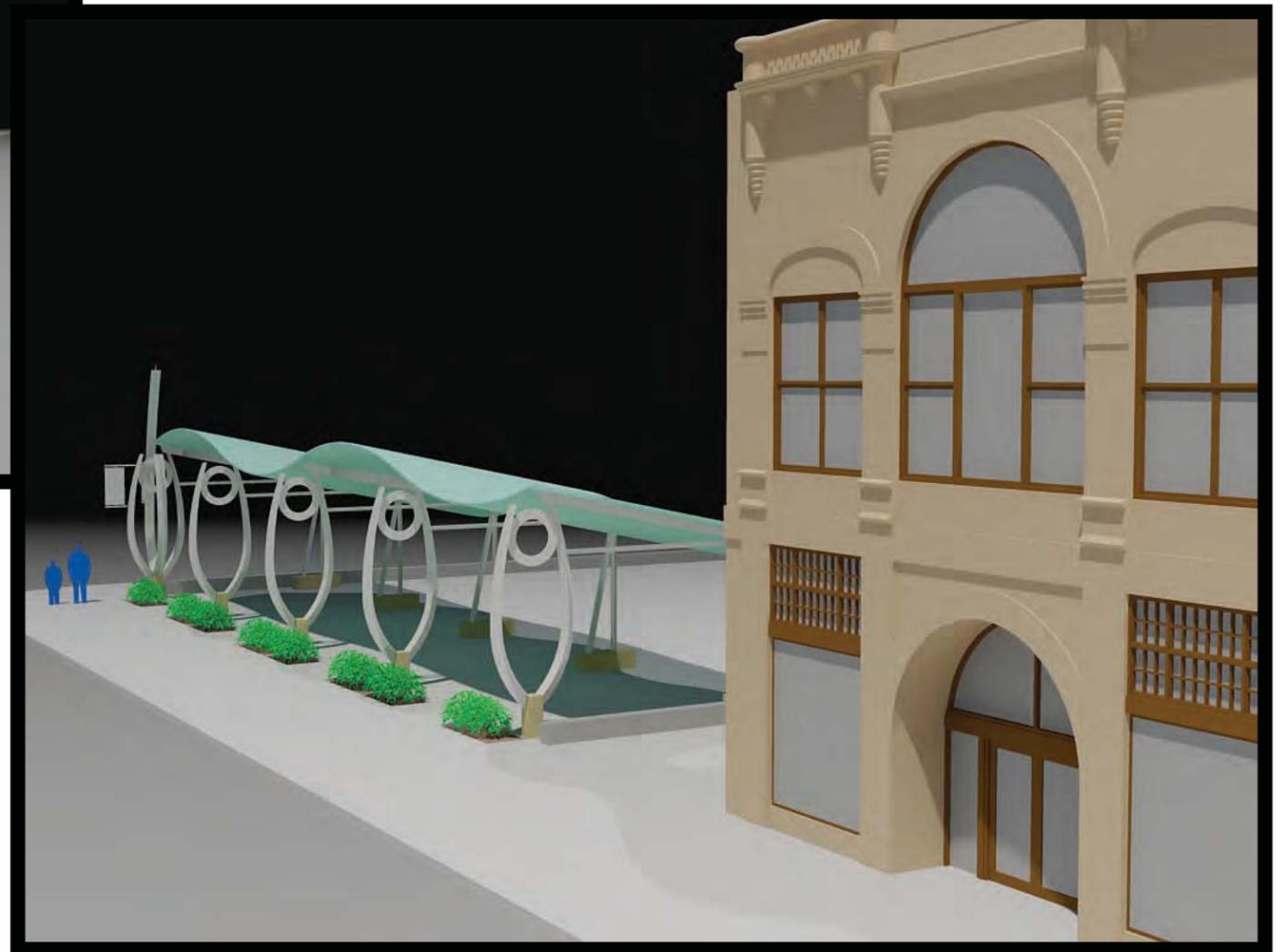
SOUTH STREET LOOKING EAST



ALLEY VIEW LOOKING THROUGH CANOPY



NORTH STREET MARKET FROM NORTHWEST



NORTH STREET MARKET FROM SOUTHWEST

8 WEST MAIN STREET: L. A. DAVIS BUILDING

Building Information:

Construction Date: 1895
 Style: Romanesque Revival
 NR Classification: Contributing

Building Description:

The L. A. Davis Building, located at 8 West Main Street, was constructed in 1895. This two-story building has a stone parapet wall, complete with decorative checkerboard panels, and a pressed tin central arch, and also features quarry-faced stone tourettes and finials. The second story windows have rock-faced round arch heads and keystones complete with molded terra cotta insets. Across the top of the windows is a stone string course; a similar band serves as the sills. The piers between the windows are finished in rock-faced stone stops. The original storefront has been replaced with modern materials.

Existing Conditions/Proposed Work:

The building is currently occupied by the law offices of Dan Strahl and has been maintained in a stable condition. Areas needing restoration include the decorative metal cornice, tuckpointing at limestone and brick masonry, window replacement with an appropriate new sash, painting, removal of metal awning and marble panels at transom and replacement with new transom windows and fabric awning and restoration of existing brass and glass storefront. New signs and exterior lighting should also be considered.

