

Office Potential -- It is anticipated that most of Downtown's office market growth will continue to consist of office uses which serve the personal needs of those who live in, or in proximity to, Downtown Greensburg's primary trade area.

Communities nationwide of all sizes have experienced the fact that -- as improvements are made in the overall economic and physical conditions of their Downtowns -- an associated increase in demand for office space normally follows. This is also expected to hold true for Downtown Greensburg.

Therefore, it is estimated that approximately 20,000 to 35,000 square feet of additional office space could potentially be supported in Downtown Greensburg between now and the year 2010. This represents an increase in demand based on both the expected continued enhancement of the area and an anticipated increase in area households during the same time period. As with retail space potential, this demand should be considered an economic goal of the enhancement effort.

It must be noted that the actual growth in Downtown's office demand could be **higher** if Downtown is able to attract general offices, or back office operations from outside the area; to attract office occupants currently located elsewhere in the community; or to experience significant expansion by current Downtown office operations.

Office Business Development -- A listing of office types recommended for recruitment and expansion in Downtown Greensburg is presented in the chapter of this document titled ***Course of Action***.

Downtown Housing Opportunities

Downtown Greensburg is fortunate to have a number of housing units located above storefronts around the square, scattered single-family housing at the edges of Downtown's boundaries, and housing virtually surrounding Downtown in adjacent neighborhoods. And, the community is also fortunate that loft units recently completed and underway in the upper floors of Downtown's existing buildings have been readily absorbed in the marketplace.



Communities of all sizes throughout Indiana and the nation are experiencing a tremendous increase in demand for housing in and near Downtown as their Downtown's physical environment and mix of businesses are improved. For example, in association with the implementation of the **Lafayette (Indiana) Downtown Action Agenda** -- amplified through efforts to further strengthen the retail, lodging, and restaurant offerings of Downtown Lafayette and enhance the overall physical environment through streetscape and public space upgrading -- over 1,000 housing units have either been completed or are under construction in Downtown Lafayette at this time. And, even the small Town of Warren, Indiana (with a 2000 population of 1,185) is experiencing Downtown housing development in association with the implementation of the **Warren Downtown Action Agenda**, including condominium unit development.

An increase in the demand for quality Downtown housing is expected to occur in Downtown Greensburg in association with the implementation of the **Greensburg Downtown Action Agenda 2004**. And it should be noted that, while housing of all types is in high demand in and near quality Downtowns throughout the nation, conventional, market-rate housing is thriving. Therefore, every effort should be made, consistent with the implementation of the overall Downtown enhancement program, to introduce more quality, market-rate housing.

In the future, every effort should be made to develop more loft units in the upper floors of existing buildings throughout Downtown -- particularly around the Square -- and, as market conditions allow, consideration should be given to the development of new free-standing housing and mixed-use structures on infill/redevelopment lots throughout Downtown. To the extent possible, parking should be developed in association with the introduction of housing units, particularly in association with new construction projects.

Under no condition should housing be located on the first floor of buildings located on the Courthouse Square.

In addition, every effort should be made to maintain the highest level of quality single-family homes in proximity to Downtown Greensburg.



Rather than placing arbitrary or artificial limits on the number of housing units appropriate for Downtown Greensburg -- and in the neighborhoods near the commercial district -- it is suggested that the absorption of units in the marketplace be used as the indicator of demand. And, that every effort be made to develop the greatest number of quality housing units possible in and near Downtown when market conditions allow.

