MKM
architecture + design

City of New Castle
Preliminary Housing Analysis

As presented to City Council on
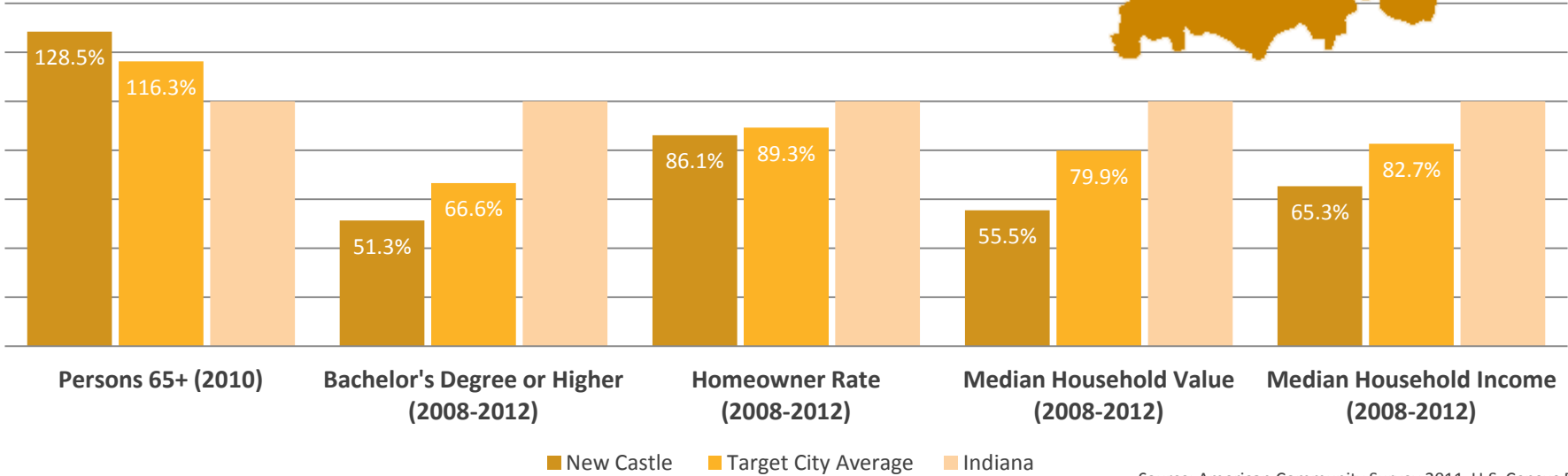August 5, 2014

31 TARGET CITIES

POPULATION= 10-25,000 PEOPLE

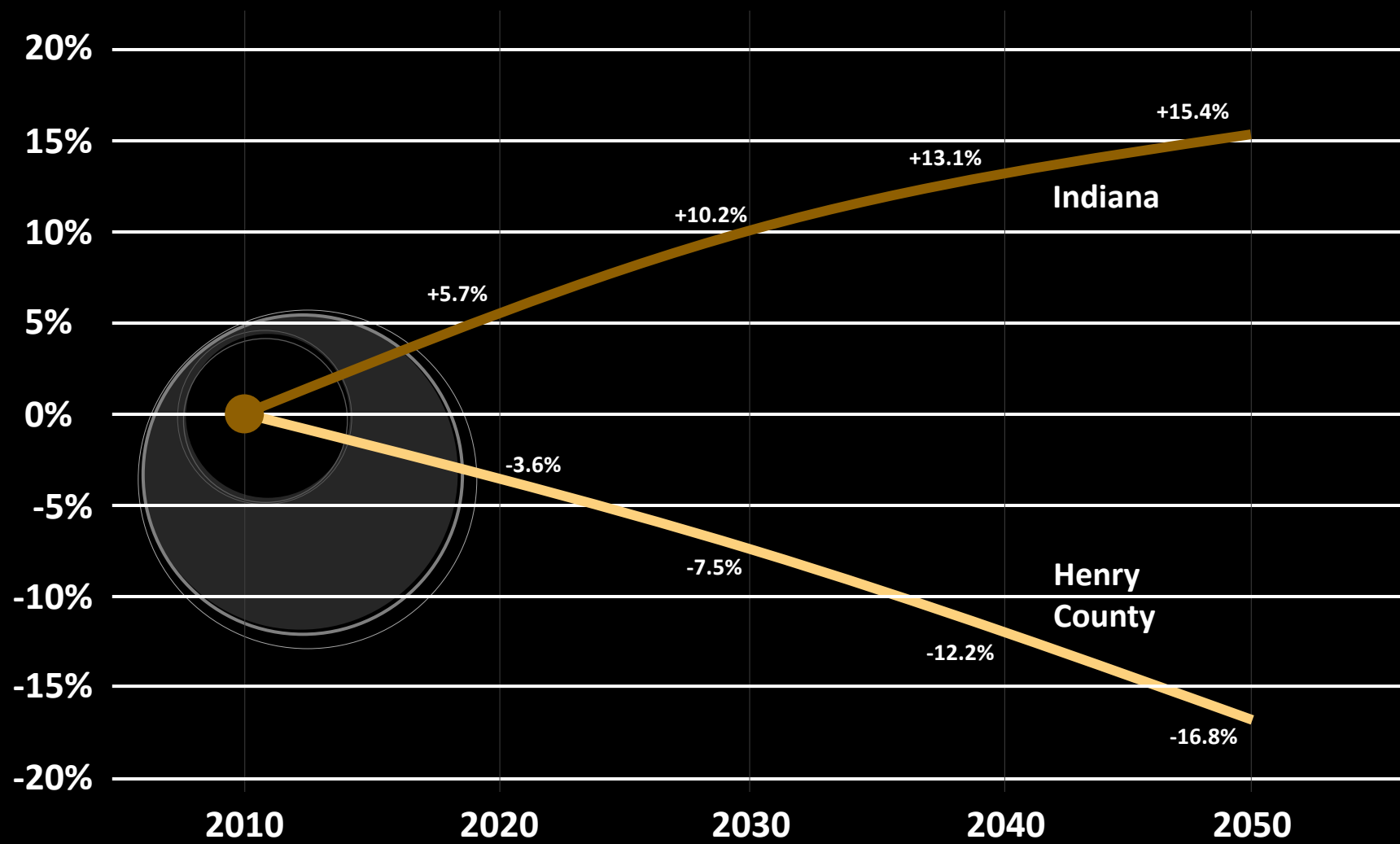If you compare New Castle to all cities within Indiana with populations between 10,000-25,000, this is the result...

NEW CASTLE COMPARATIVE DATA

Category	New Castle	Target City Average	Indiana
Persons 65+ (2010)	128.5%	116.3%	
Bachelor's Degree or Higher (2008-2012)	51.3%	66.6%	
Homeowner Rate (2008-2012)	86.1%	89.3%	
Median Household Value (2008-2012)	55.5%	79.9%	
Median Household Income (2008-2012)	65.3%	82.7%	

■ New Castle ■ Target City Average ■ Indiana

Source: American Community Survey 2011, U.S. Census Bureau

POPULATION PROJECTIONS

Indiana

+15.4%

+13.1%

+10.2%

+5.7%

Henry County

-3.6%

-7.5%

-12.2%
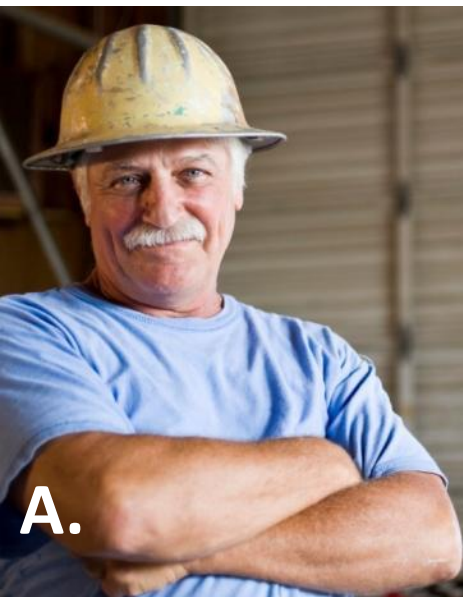
-16.8%

| | 2010 | 2020 | 2030 | 2040 | 2050 |

Source: STATS Indiana

Indiana Population Growth from 2005 to 2040:
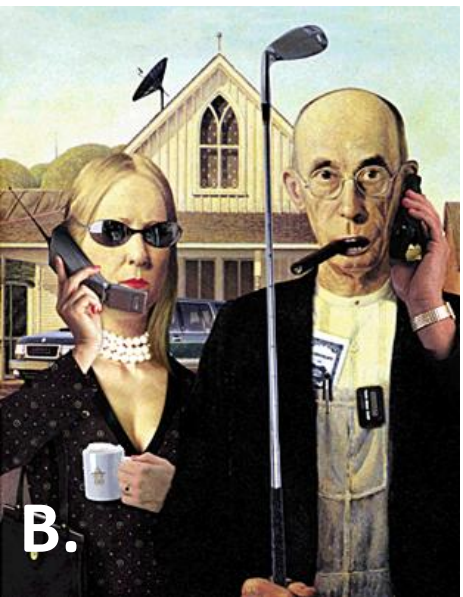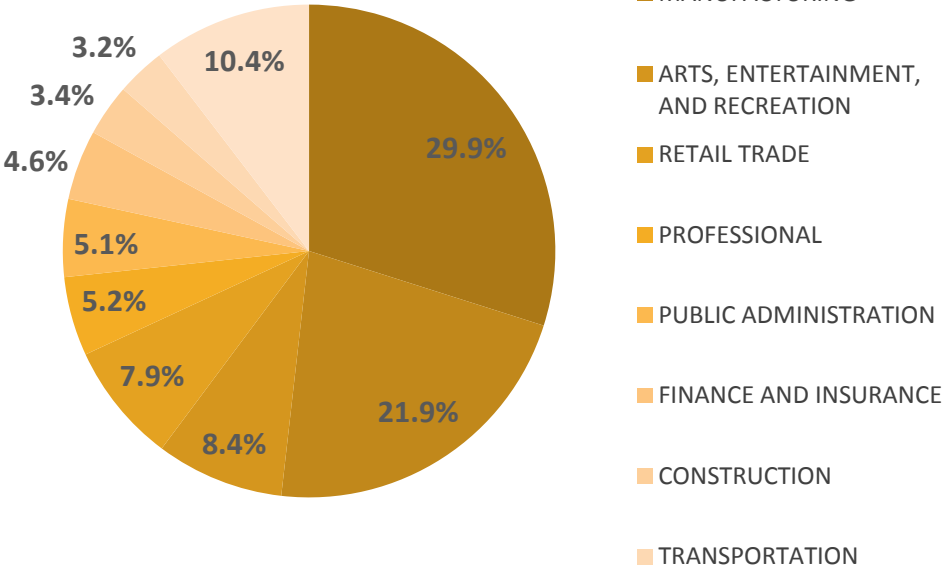
15%
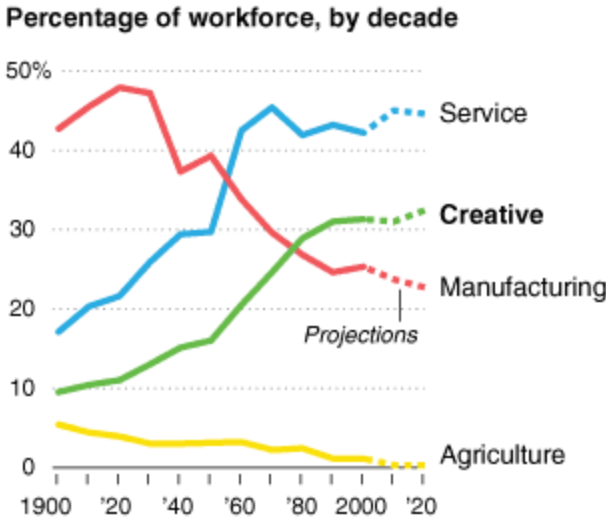
for 65+ POPULATION

90%

Indiana's older population is rapidly growing.

CONSOLIDATE

Begin to strategic consolidate housing in an effort to align with the projected economic trajectory of the major market sectors.

A.

- EDUCATIONAL
- MANUFACTURING
- ARTS, ENTERTAINMENT, AND RECREATION
- RETAIL TRADE
- PROFESSIONAL
- PUBLIC ADMINISTRATION
- FINANCE AND INSURANCE
- CONSTRUCTION
- TRANSPORTATION

29.9%
21.9%
8.4%
7.9%
5.2%
5.1%
4.6%
3.4%
3.2%
10.4%

DIVERSIFY

Develop strategies to utilize diverse and inclusive housing options as a catalyst in attracting new demographics (e.g., Creative Class, Empty Nesters, Retirees, etc.) in an effort to mitigate projected population shifts.
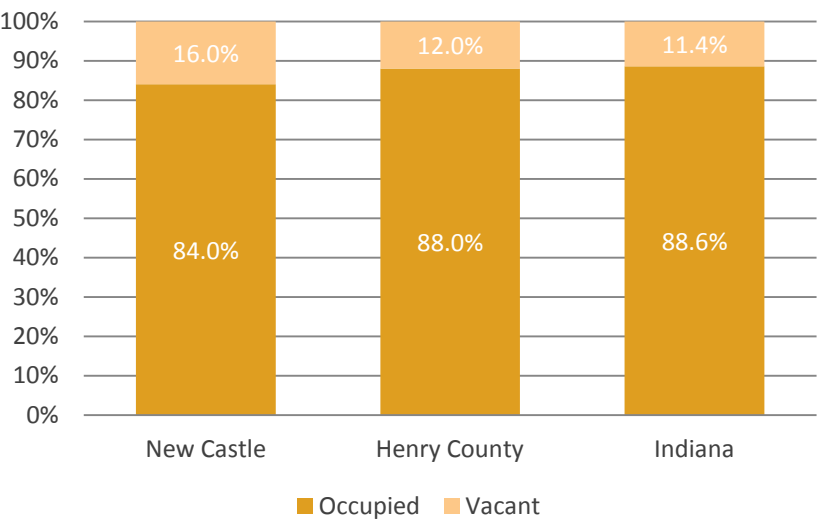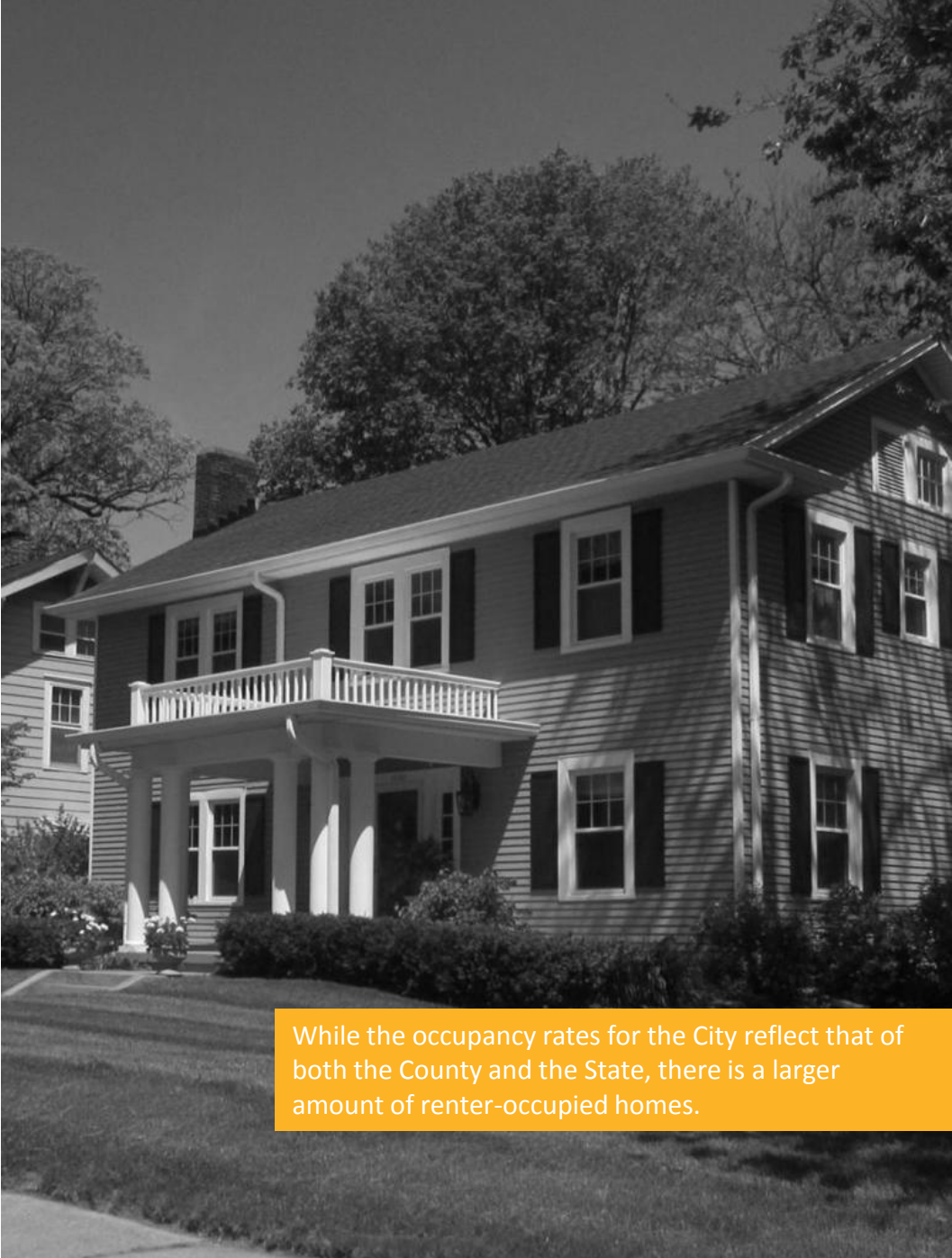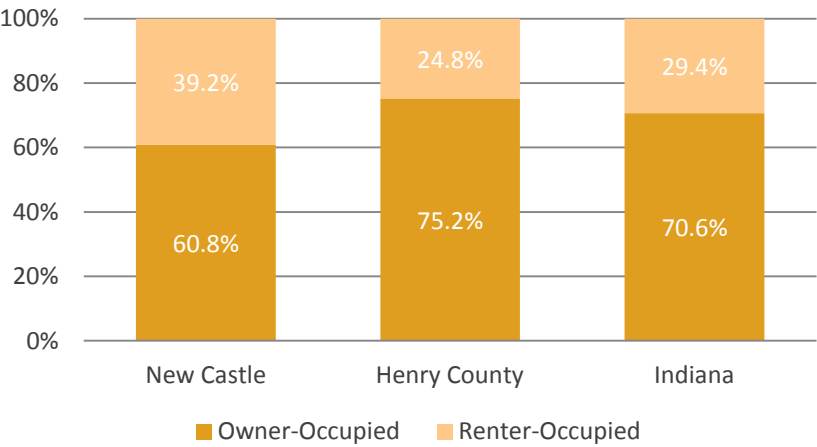
B.

Percentage of workforce, by decade

1 HOUSING DATA + ANALYSIS SUMMARY
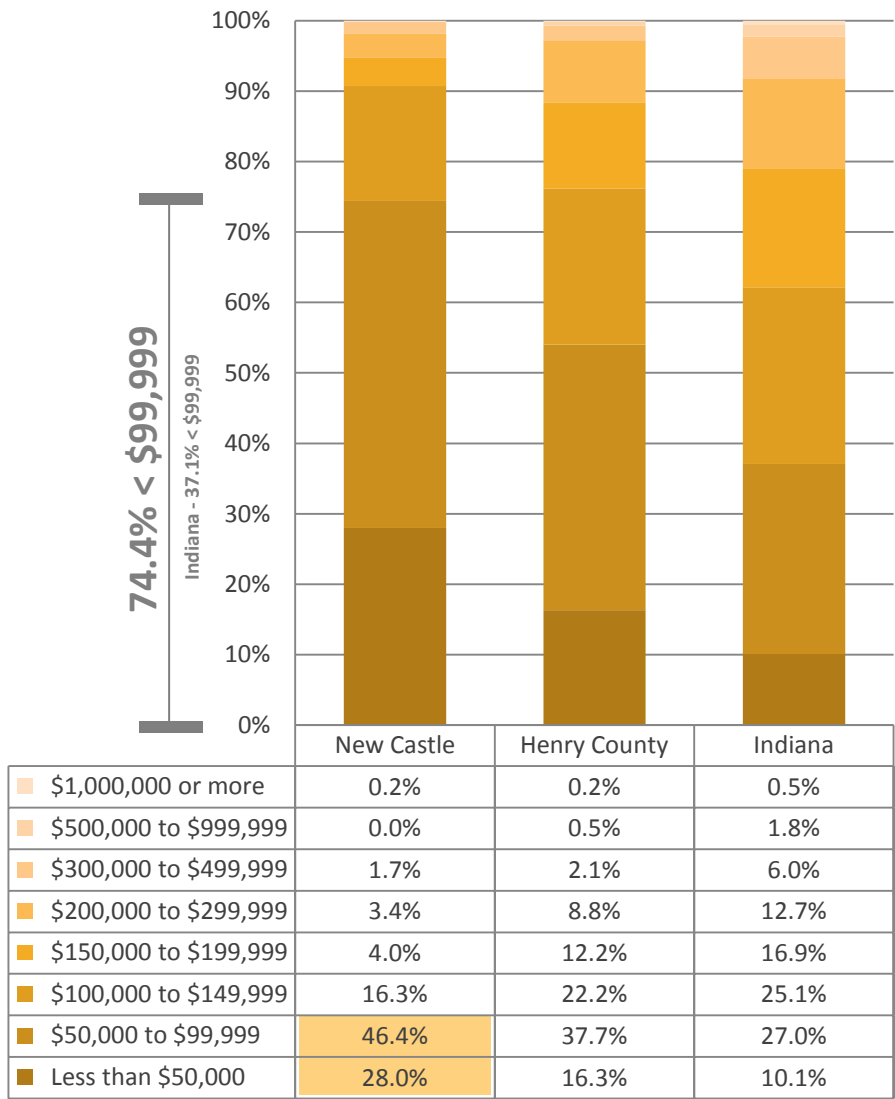
HOUSING DATA + ANALYSIS

HOUSING OCCUPANCY

Chart: Housing Occupancy (Occupied / Vacant)

	New Castle	Henry County	Indiana
Vacant	16.0%	12.0%	11.4%
Occupied	84.0%	88.0%	88.6%

■ Occupied ■ Vacant

HOUSING TENURE

Chart: Housing Tenure (Owner-Occupied / Renter-Occupied)

	New Castle	Henry County	Indiana
Renter-Occupied	39.2%	24.8%	29.4%
Owner-Occupied	60.8%	75.2%	70.6%

■ Owner-Occupied ■ Renter-Occupied

Source: American Community Survey 2011, U.S. Census Bureau

While the occupancy rates for the City reflect that of both the County and the State, there is a larger amount of renter-occupied homes.

HOUSING VALUE

	New Castle	Henry County	Indiana
$1,000,000 or more	0.2%	0.2%	0.5%
$500,000 to $999,999	0.0%	0.5%	1.8%
$300,000 to $499,999	1.7%	2.1%	6.0%
$200,000 to $299,999	3.4%	8.8%	12.7%
$150,000 to $199,999	4.0%	12.2%	16.9%
$100,000 to $149,999	16.3%	22.2%	25.1%
$50,000 to $99,999	46.4%	37.7%	27.0%
Less than $50,000	28.0%	16.3%	10.1%

74.4% < $99,999
Indiana - 37.1% < $99,999

GROSS RENT

	New Castle	Henry County	Indiana
$1,500 or more	1.0%	0.6%	3.0%
$1,000 to $1,499	4.0%	6.1%	13.7%
$750 to $999	22.8%	23.7%	28.3%
$500 to $749	42.8%	41.1%	37.3%
$300 to $499	15.3%	17.6%	11.9%
$200 to $299	9.0%	7.1%	3.5%
Less than $200	5.1%	3.7%	2.3%

Source: American Community Survey 2011, U.S. Census Bureau

BEDROOMS

57% < 3-bed
Indiana - 37.3% pre-1970

	New Castle	Henry County	Indiana
5 or more Bedrooms	1.7%	2.6%	3.4%
4 Bedrooms	6.9%	12.5%	15.4%
3 Bedrooms	34.5%	43.5%	44.0%
2 Bedrooms	42.0%	32.6%	26.8%
1 Bedroom	13.4%	7.8%	9.2%
No Bedroom	1.6%	1.1%	1.3%

YEAR STRUCTURE BUILT

60% pre-1970
Indiana – 36.7.3% pre-1970

	New Castle	Henry County	Indiana
1939 or earlier	32.2%	31.4%	18.6%
1940 to 1949	9.2%	6.9%	6.4%
1950 to 1959	18.6%	14.1%	11.7%
1960 to 1969	9.0%	11.0%	11.6%
1970 to 1979	11.6%	14.2%	14.2%
1980 to 1989	7.0%	6.8%	10.1%
1990 to 1999	7.7%	9.3%	14.5%
2000 to 2009	4.8%	6.2%	12.7%
2010 or later	0.0%	0.0%	0.3%

Source: American Community Survey 2011, U.S. Census Bureau

HOUSING DATA + ANALYSIS

Housing can be looked at in various ways. Beyond the physical structure, it is important to understand HOW people live in their homes and explore how this quality of life can be enhanced. For example, New Castle tends to be:

29% *Home Town*
Wealth – Lower Middle; Household Type – Mixed

We're a mix of singles and families of different ages in settled, low-density communities. We're content to stay close to home; although we may move from one house to another, we seldom cross county lines. Most of us who work have jobs in manufacturing, retail, and service. We like to go fishing, and play baseball, bingo, backgammon, and video games. We watch shows on CMT, Nick at Nite, Game Show Network (GSN), and TV Land. We shop at Belk and Wal-Mart, and also buy Avon products.

23% *Salt of the Earth*
Wealth –Middle; Household Type – Families

Settled, hard-working, and self-reliant, we're married couples with or without kids. We own and live in single-family houses in small towns or rural areas. Even though we're somewhat older, many of us still have professional or managerial jobs in mining, manufacturing, construction, and agriculture. Others are skilled laborers. We love and work on our vehicles; some of us own three. Most of us drive a truck; many ride a motorcycle. Two pets, most often dogs or cats, are part of the family. We'll tackle small home improvement projects, hunt, fish, and go target shooting, to country music concerts and car races.

11% *Simple Living*
Wealth – Lower Middle; Household Type – Singles

We are older singles who live alone or share housing; others are married couple families. We're in urban outskirts or suburbs across the US. Nearly half of us receive Social Security. We live in older single-family houses, assisted living facilities, and multi-unit buildings. More than half of us rent. Our activities vary by age; the younger ones go dancing, and play softball and volleyball. Seniors go to Bingo Nights. Many seniors don't own a PC cell phone, or DVD player; however, we watch a lot of daytime TV, so cable is a must.

Source: Esri
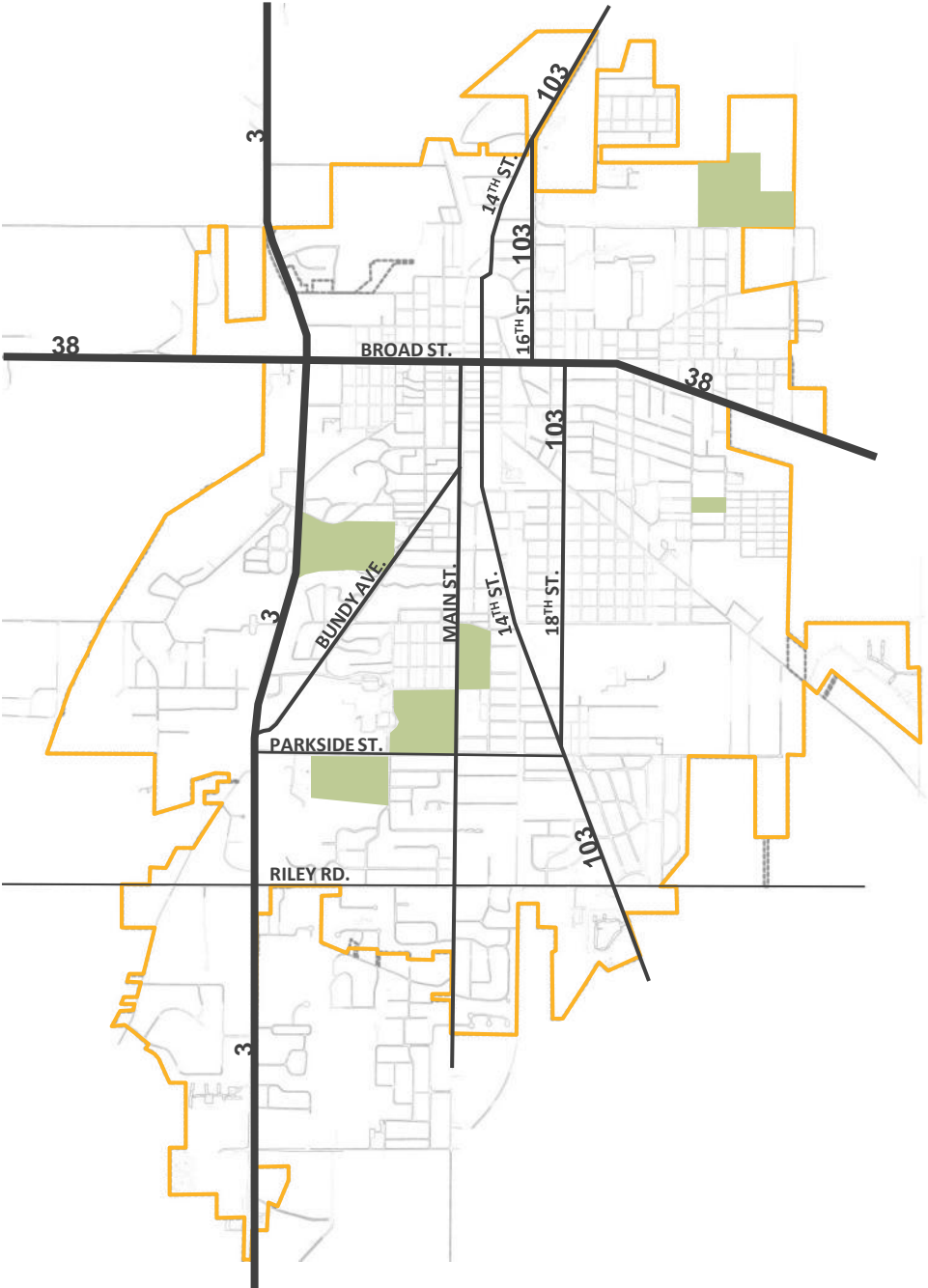
2 DEMOGRAPHIC DATA + ANALYSIS

CENSUS TRACT COMPARISON

Legend: 976000, 976100, 976300, 976400, 976500, 976600
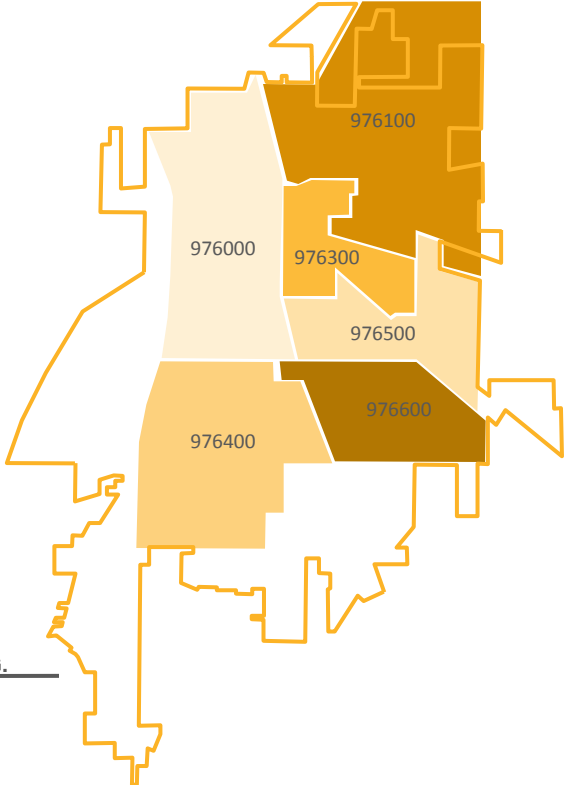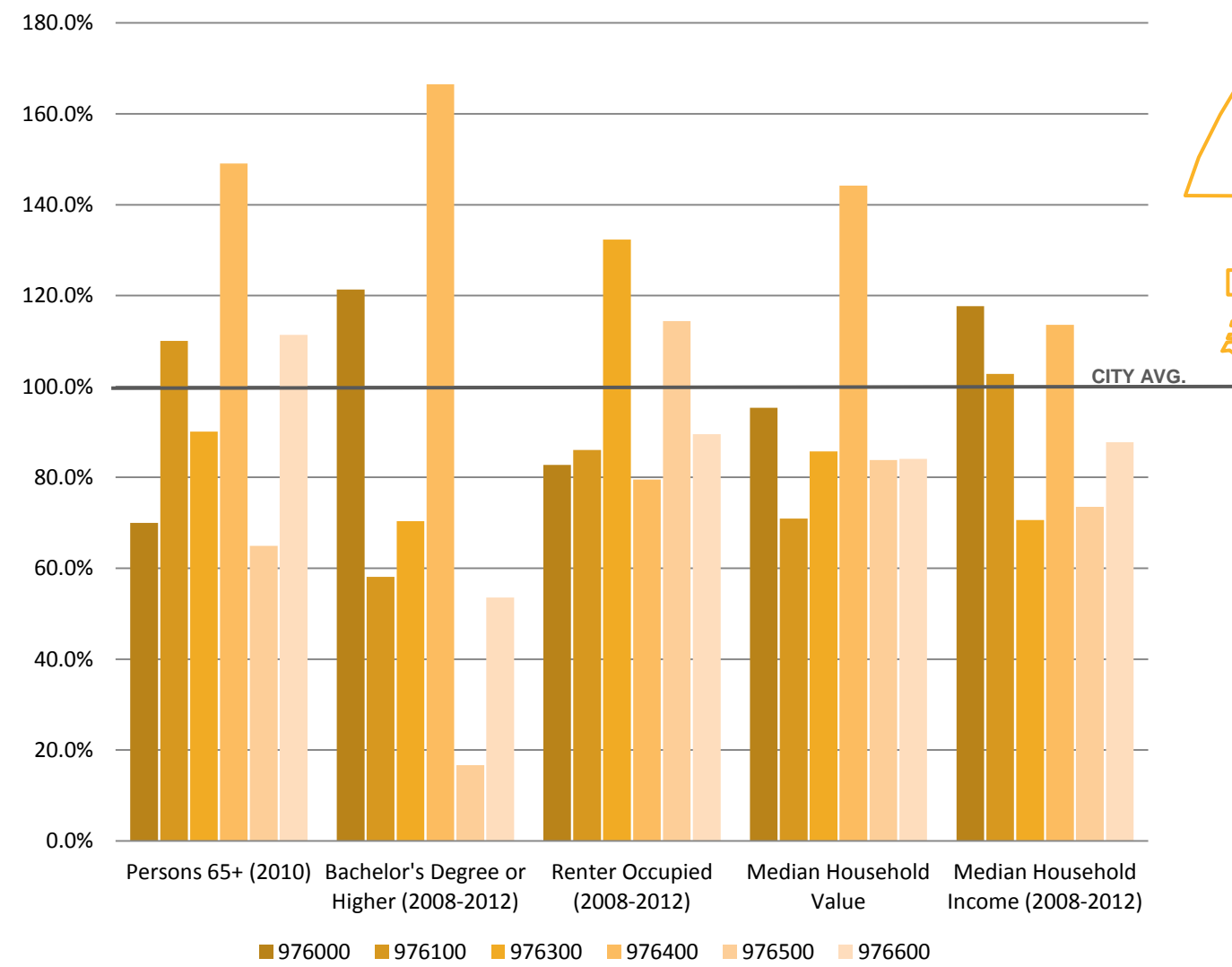
UNDERSTANDING SUBGROUPS
While the City averages for various metrics can be compared to regional benchmarks, to understand the complexity of the community's current condition it is helpful to understand these measures in smaller subgroups. Here is a comparison of the City's various census tracts.

DEMOGRAPHICS SUBGROUPS

AREA DIFFERENTIATORS INCLUDE:

• Historic District
• Downtown/Urban Core
• Higher Education Attainment
• Higher Median Household Income
• Young Demographic
• Topography
• Amenities Include:

  • Courthouse; South Mound Cemetery; Highway 3 Commercial Corridor

TRACT BREAKDOWN (976000)

CITY AVG.

Category	Value
Persons 65+ (2010)	~70%
Bachelor's Degree or Higher (2008-2012)	~121%
Renter Occupied (2008-2012)	~82%
Median Household Value	~95%
Median Household Income (2008-2012)	~118%
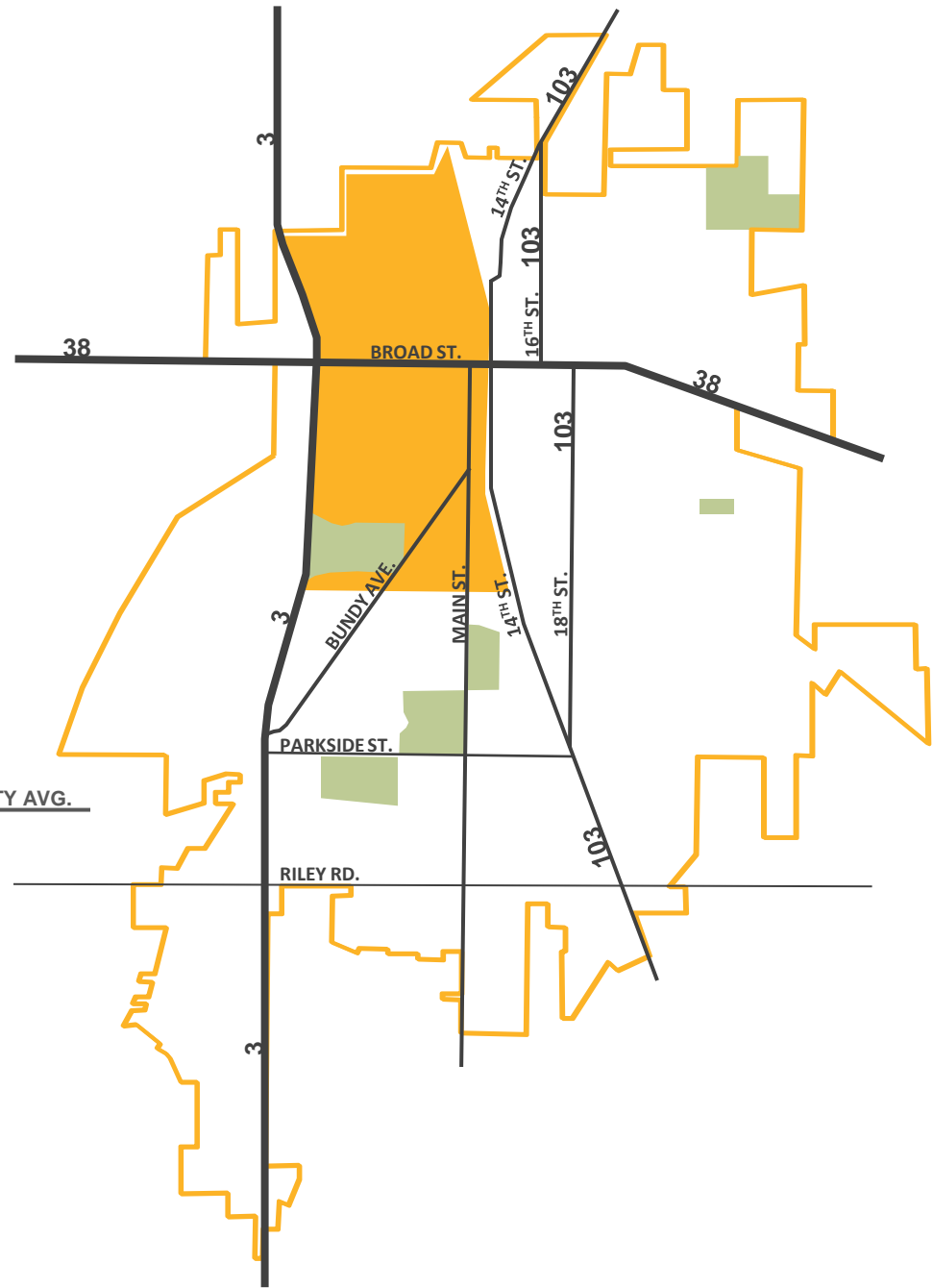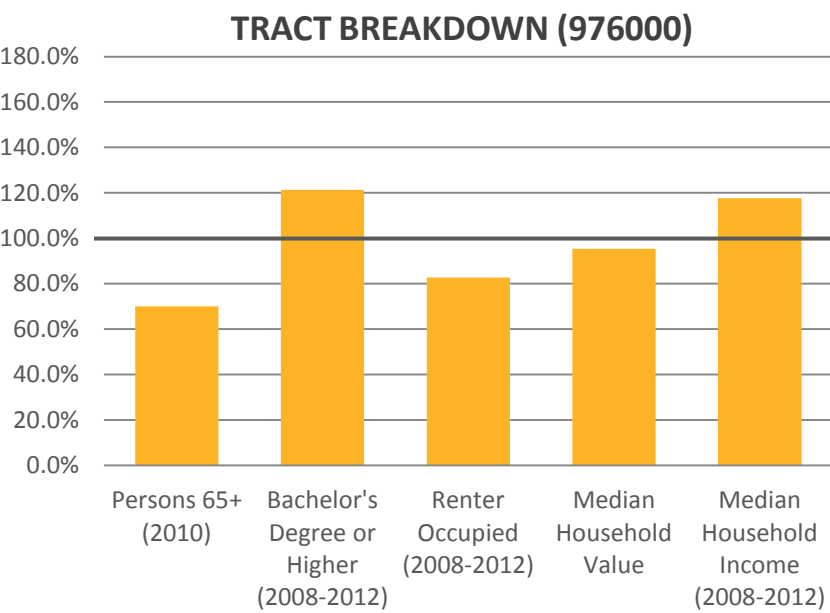
DEMOGRAPHICS SUBGROUPS

AREA DIFFERENTIATORS INCLUDE:

• Older Demographics
• Lower Educational Attainment
• Lower Median Household
• Amenities Include:

   •Henry County Hospital; Medical Park; Osbourne Park

TRACT BREAKDOWN (976100)

180.0%	
160.0%	
140.0%	
120.0%	
100.0%	CITY AVG.
80.0%	
60.0%	
40.0%	
20.0%	
0.0%	

Persons 65+ (2010) | Bachelor's Degree or Higher (2008-2012) | Renter Occupied (2008-2012) | Median Household Value | Median Household Income (2008-2012)
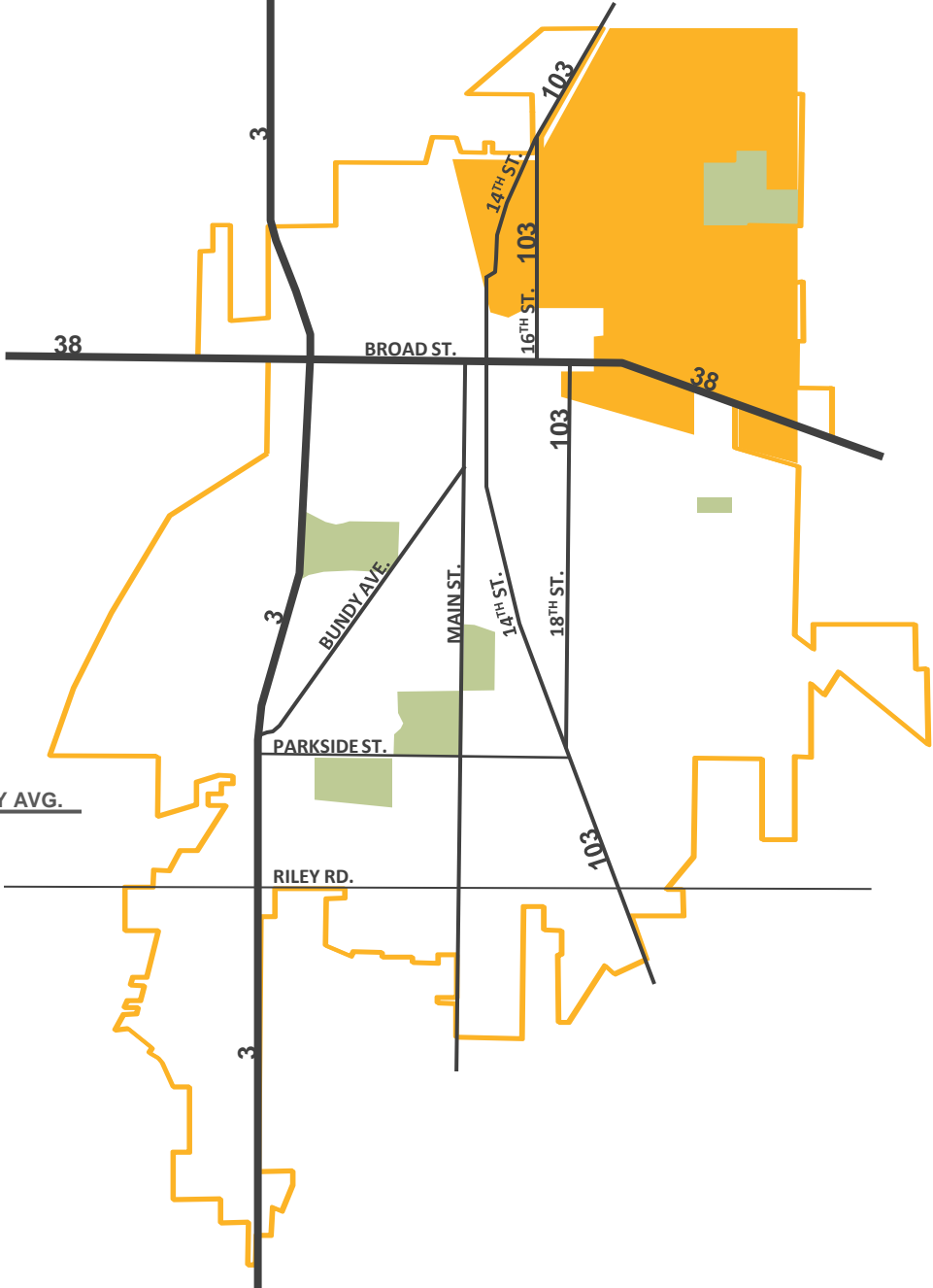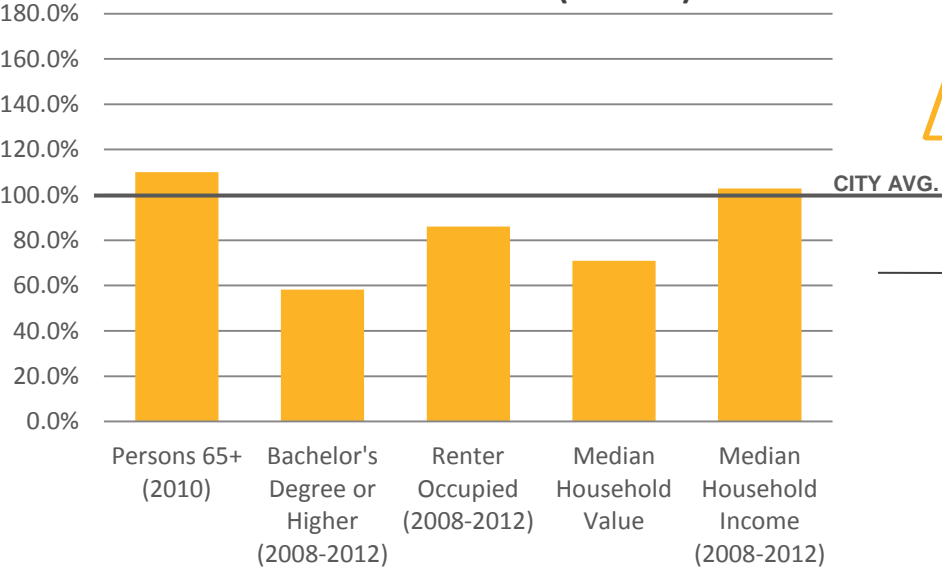
DEMOGRAPHICS SUBGROUPS

AREA DIFFERENTIATORS INCLUDE:

• Younger Demographic
• Lower Educational Attainment
• Higher Renter Mix
• Lower Median Household Income
• East Downtown
• Amenities Include:
    •Eastwood Elementary School

TRACT BREAKDOWN (976300)

Chart (bar chart with CITY AVG. line at 100.0%), y-axis from 0.0% to 180.0%:
- Persons 65+ (2010): ~90%
- Bachelor's Degree or Higher (2008-2012): ~70%
- Renter Occupied (2008-2012): ~132%
- Median Household Value: ~86%
- Median Household Income (2008-2012): ~71%

Map with streets labeled: 3, 103, 14TH ST., 16TH ST., 18TH ST., 38, BROAD ST., BUNDY AVE., MAIN ST., 14TH ST., PARKSIDE ST., RILEY RD.
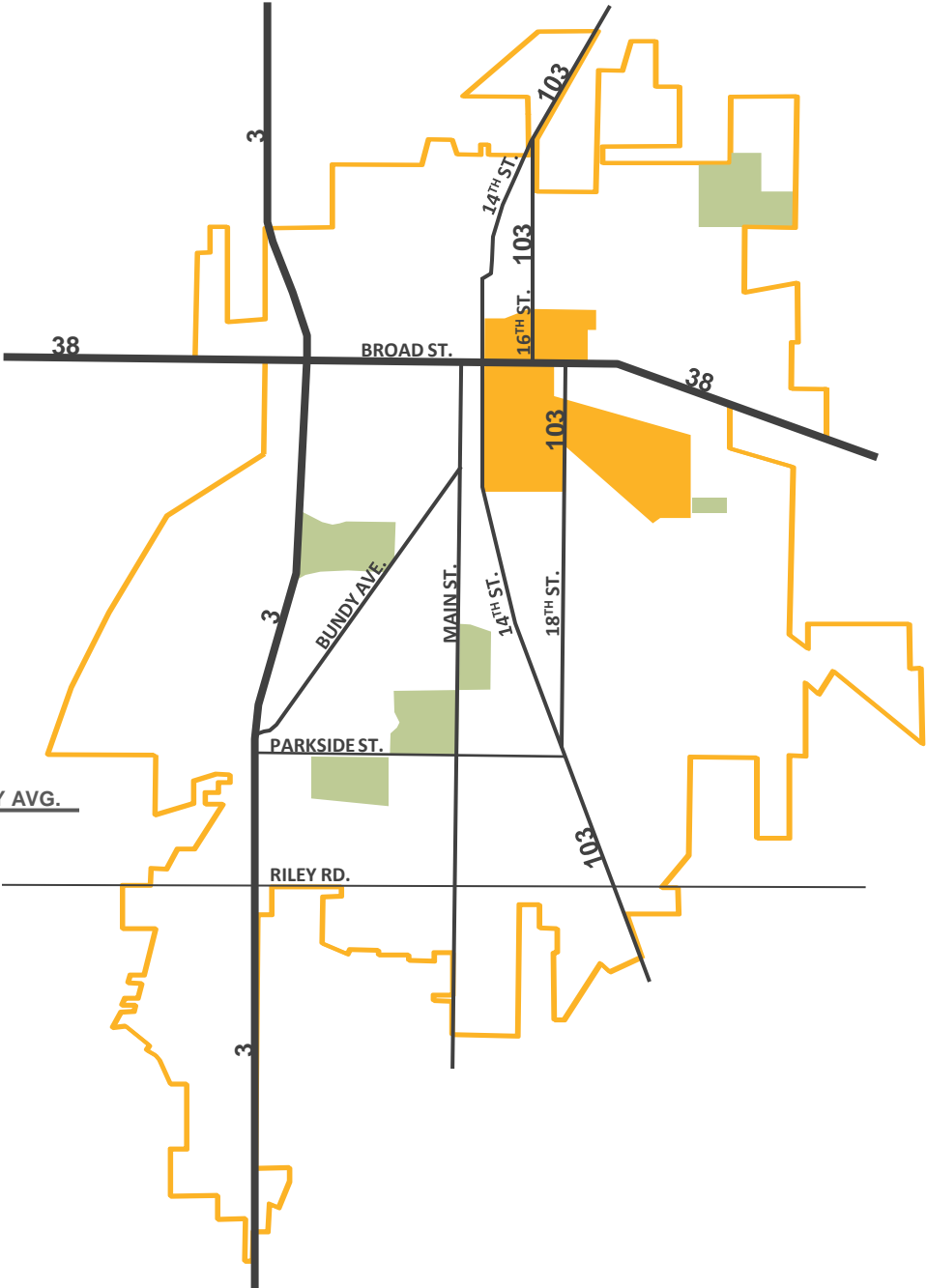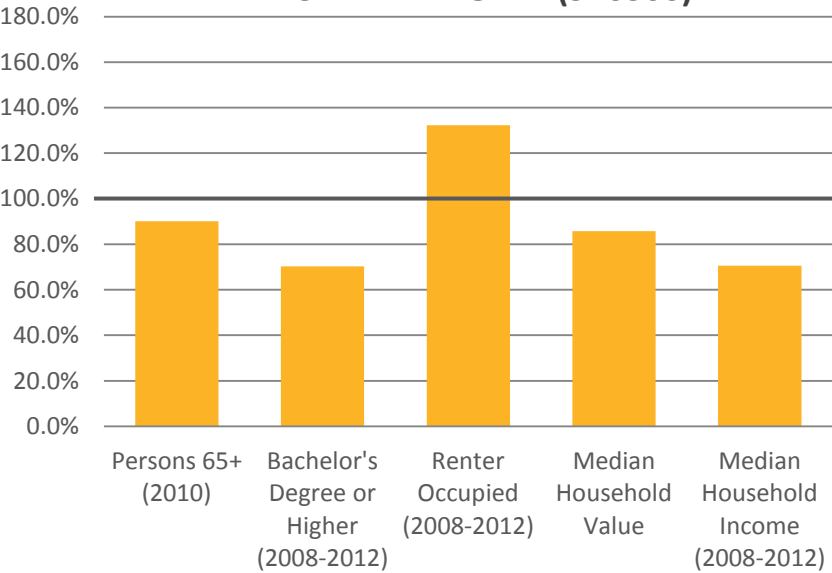
DEMOGRAPHICS SUBGROUPS

AREA DIFFERENTIATORS INCLUDE:
- Older Demographic
- Higher Household Value
- Higher Median Household Income
- Higher Educational Attainment
- Amenities Include:
  - Babe Ruth Park; Baker Park and Aquatic Center;

TRACT BREAKDOWN (976400)

Bar chart values (approximate, relative to City Avg. at 100.0%):
- Persons 65+ (2010): ~149%
- Bachelor's Degree or Higher (2008-2012): ~166%
- Renter Occupied (2008-2012): ~80%
- Median Household Value: ~144%
- Median Household Income (2008-2012): ~113%

CITY AVG. line at 100.0%
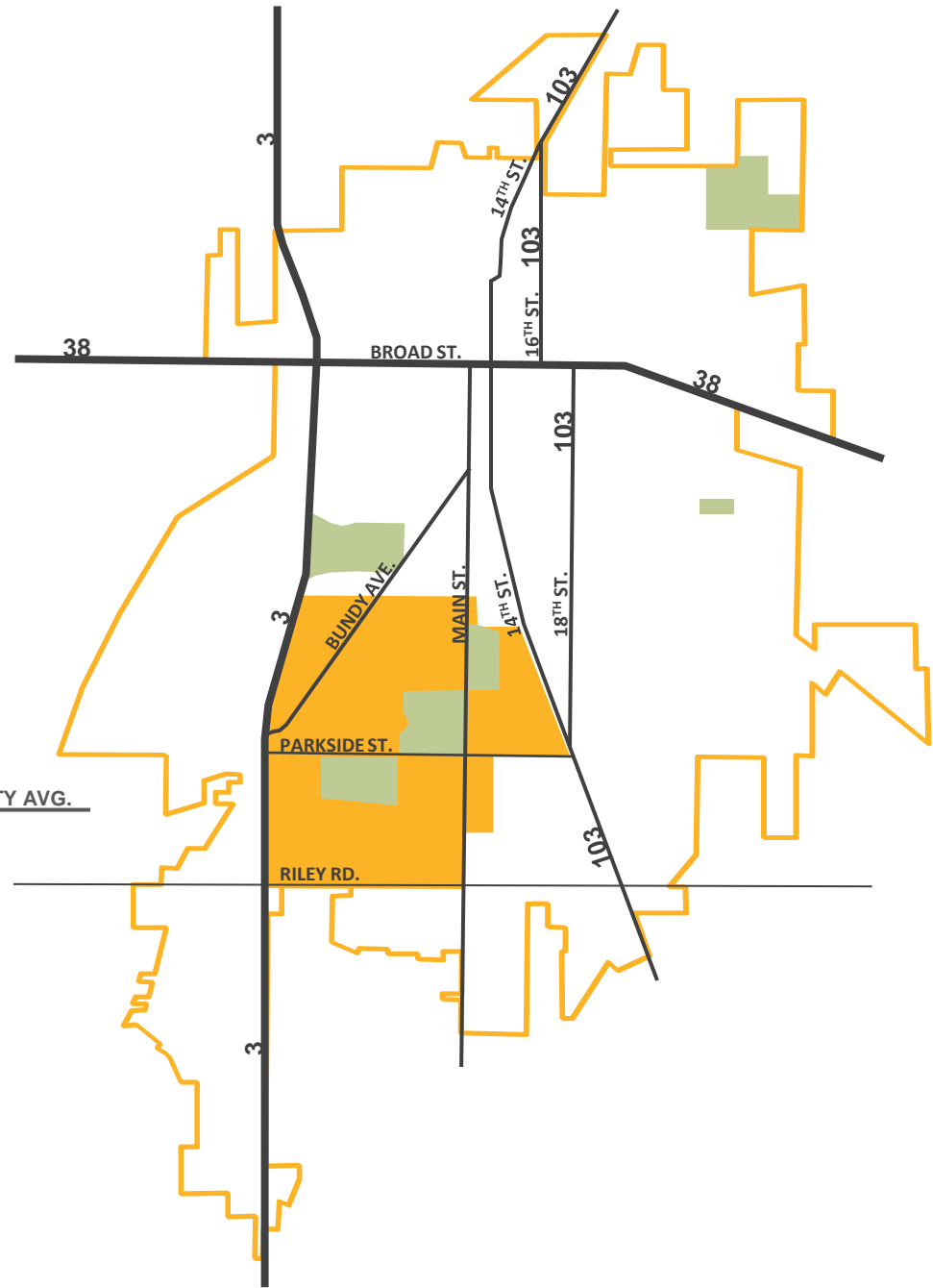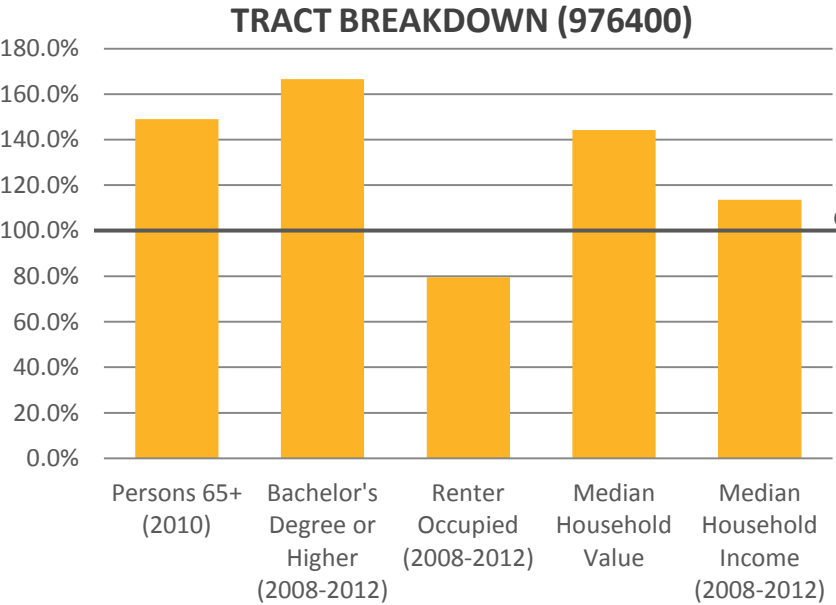
HOUSING DATA + ANALYSIS

AREA DIFFERENTIATORS INCLUDE:
- Younger Demographic
- Extremely Low Educational Attainment
- Lower Median Household Value
- Lower Median Household Income
- Proposed Belmont Redevelopment Project
- Amenities Include:
  - Lowe Park, Crede New Castle Foundry;

TRACT BREAKDOWN (976500)

Bar chart axis: 0.0%, 20.0%, 40.0%, 60.0%, 80.0%, 100.0%, 120.0%, 140.0%, 160.0%, 180.0% with CITY AVG. line at 100.0%.

Categories: Persons 65+ (2010); Bachelor's Degree or Higher (2008-2012); Renter Occupied (2008-2012); Median Household Value; Median Household Income (2008-2012)

Map labels: 3, 103, 14TH ST., 16TH ST., 103, 38, BROAD ST., 103, 38, BUNDY AVE., MAIN ST., 14TH ST., 18TH ST., 3, PARKSIDE ST., RILEY RD., 103
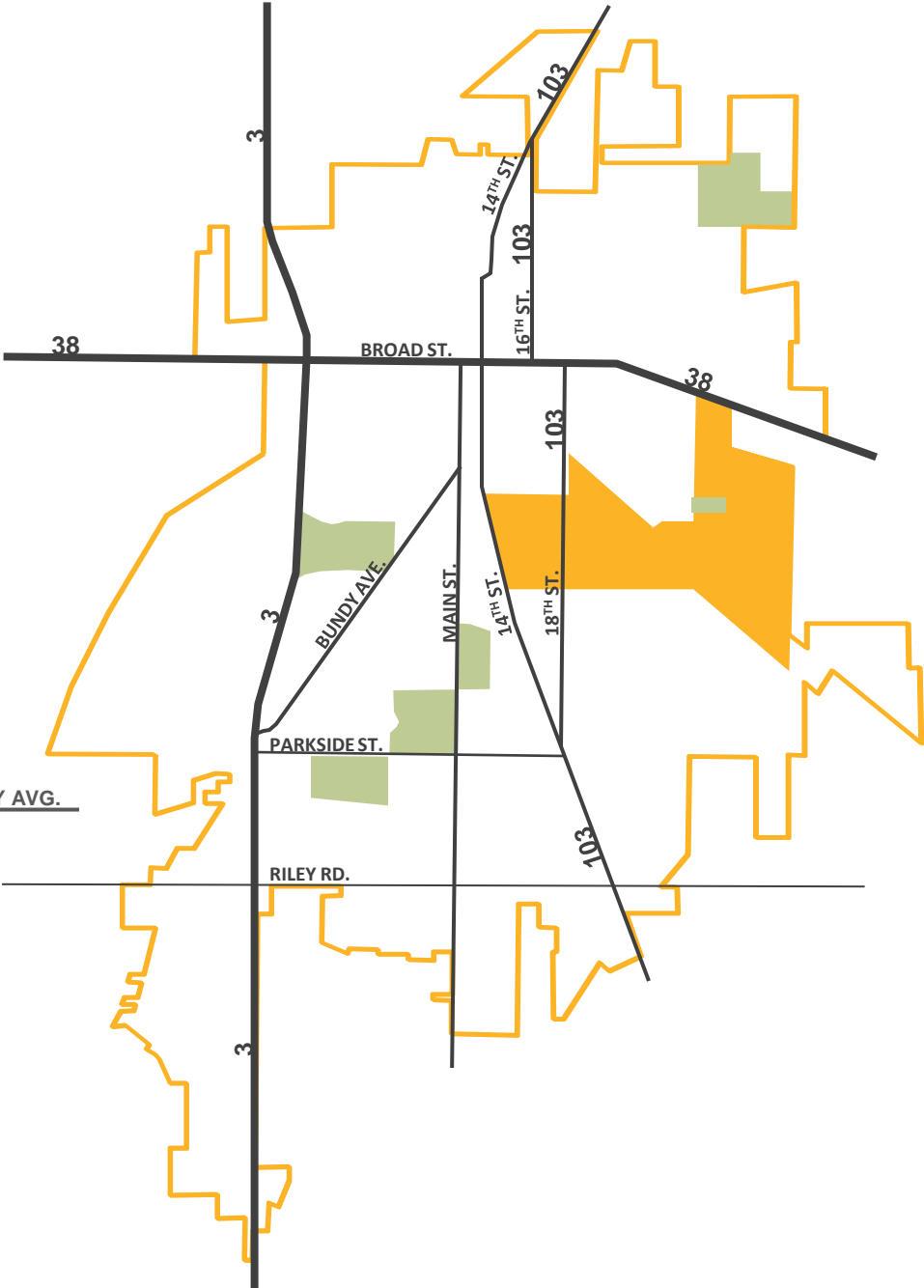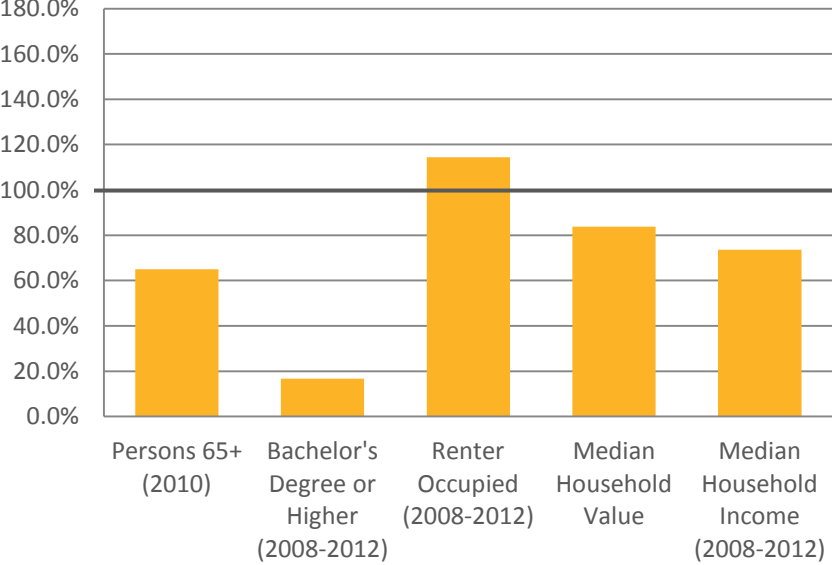
HOUSING DATA + ANALYSIS

AREA DIFFERENTIATORS INCLUDE:
- Older Demographic
- Lower Educational Attainment
- Amenities include:
    - Crown Equipment USA (TIF District)

TRACT BREAKDOWN (976600)

Chart showing percentages relative to CITY AVG. (100.0%):
- Persons 65+ (2010): ~112%
- Bachelor's Degree or Higher (2008-2012): ~53%
- Renter Occupied (2008-2012): ~89%
- Median Household Value: ~84%
- Median Household Income (2008-2012): ~88%

Y-axis: 0.0%, 20.0%, 40.0%, 60.0%, 80.0%, 100.0%, 120.0%, 140.0%, 160.0%, 180.0%

Map labels: 3, 103, 14TH ST., 16TH ST., 18TH ST., BROAD ST., 38, MAIN ST., BUNDY AVE., PARKSIDE ST., RILEY RD.
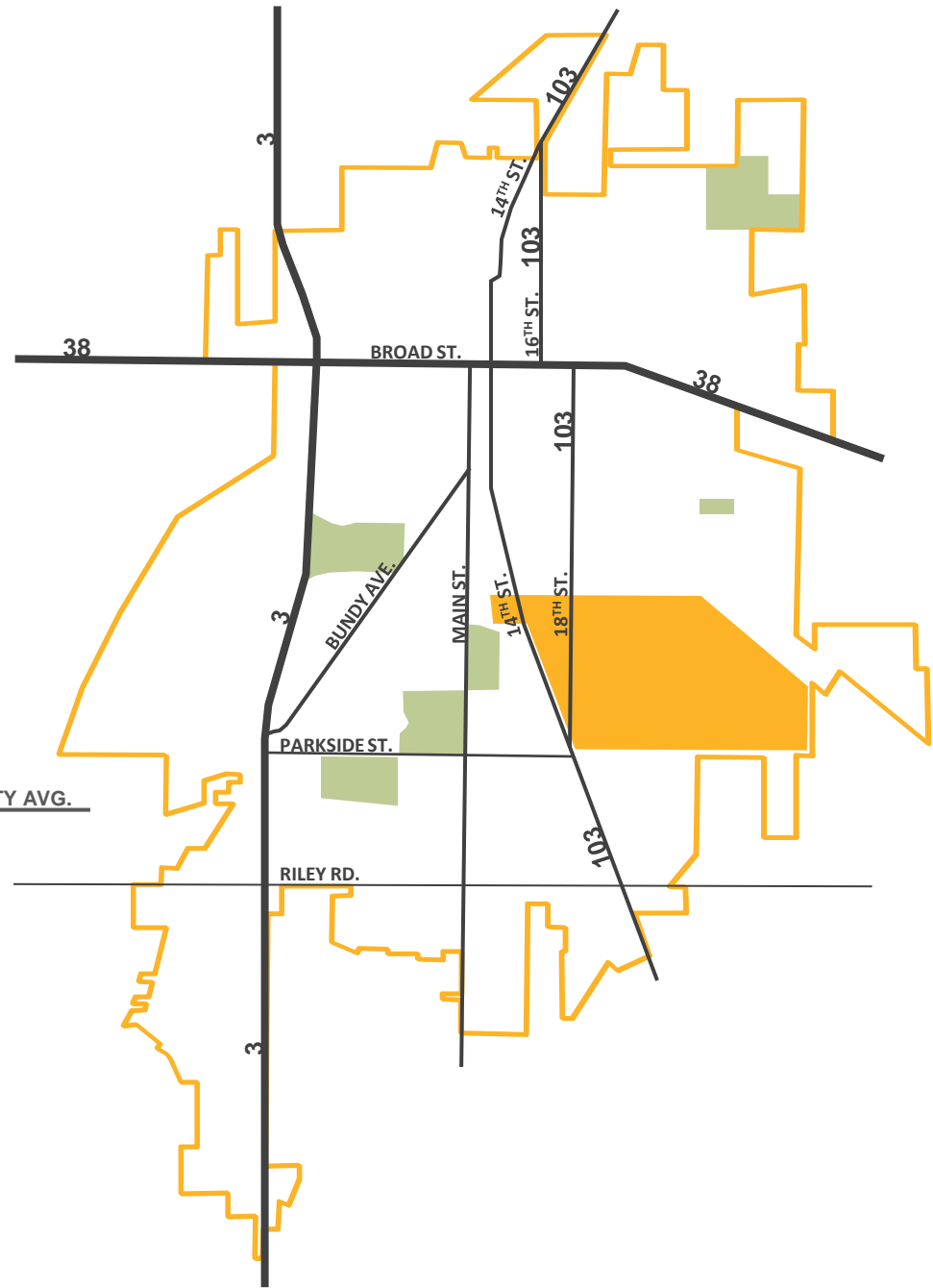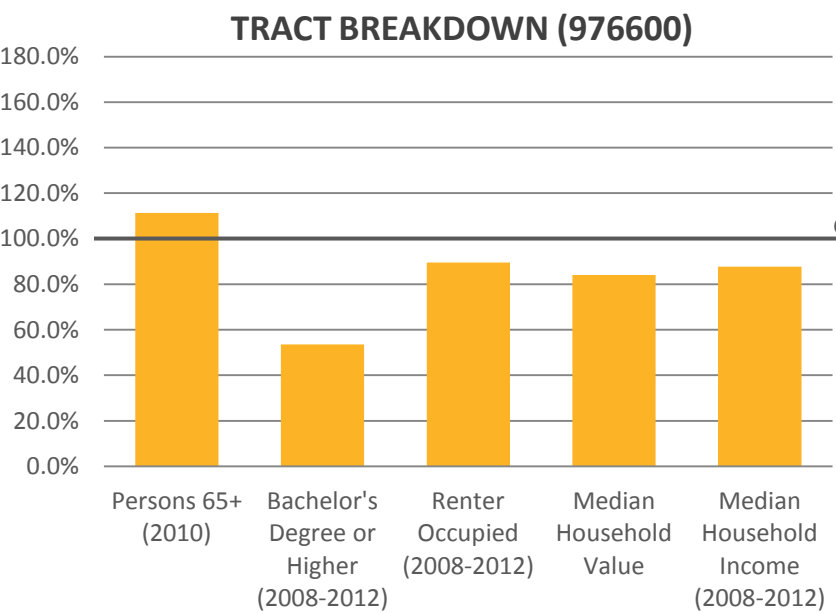
3   PLACE ATTACHMENT & ENGAGEMENT

WHERE we live changes _HOW we live_.
The places we inhabit have a direct impact on our everyday routine.

3.

PLACE ATTACHMENT

Successful cities consistently prioritize communal attachment through three categories:

- *Social Offerings*: Places for people to meet each other and the feeling that people in the community care about each other.

- *Openness*: How welcoming the community is to different types of people, including families with young children, minorities, and talent.

- *Aesthetics*: The physical beauty of the community including the availability of parks and green spaces.

Attachment is critical to economic development. Communities with the highest levels of attachment had the highest rates of gross domestic product (GDP) growth.

Addresses Basic Needs
- Appropriate and affordable housing
- Safety in the home and neighborhood
- No one goes hungry
- Useful information on available services

Promotes Social and Civic Engagement
- Meaningful relationships
- Active engagement in community life
- Meaningful paid and voluntary work
- Community priority for aging issues

Optimizes Physical and Mental Health and Well Being
- Healthy behaviors
- Community activities to enhance well being
- Access to preventative health services
- Access to medical, social, palliative services

Maximizes Independence for Frail and Disabled
- Resources for "living at home"
- Accessible transportation
- Support for caregivers

4   MODELS FOR SUCCESSFUL LIVING

lifetime community district(s)

The purpose of a Lifetime Community

District (LCD) is to formally adopt a

strategy that incentivizes development

designed to promote the physical, social,

mental, and economic wellbeing for

persons of all ages and abilities across

the entire lifespan.
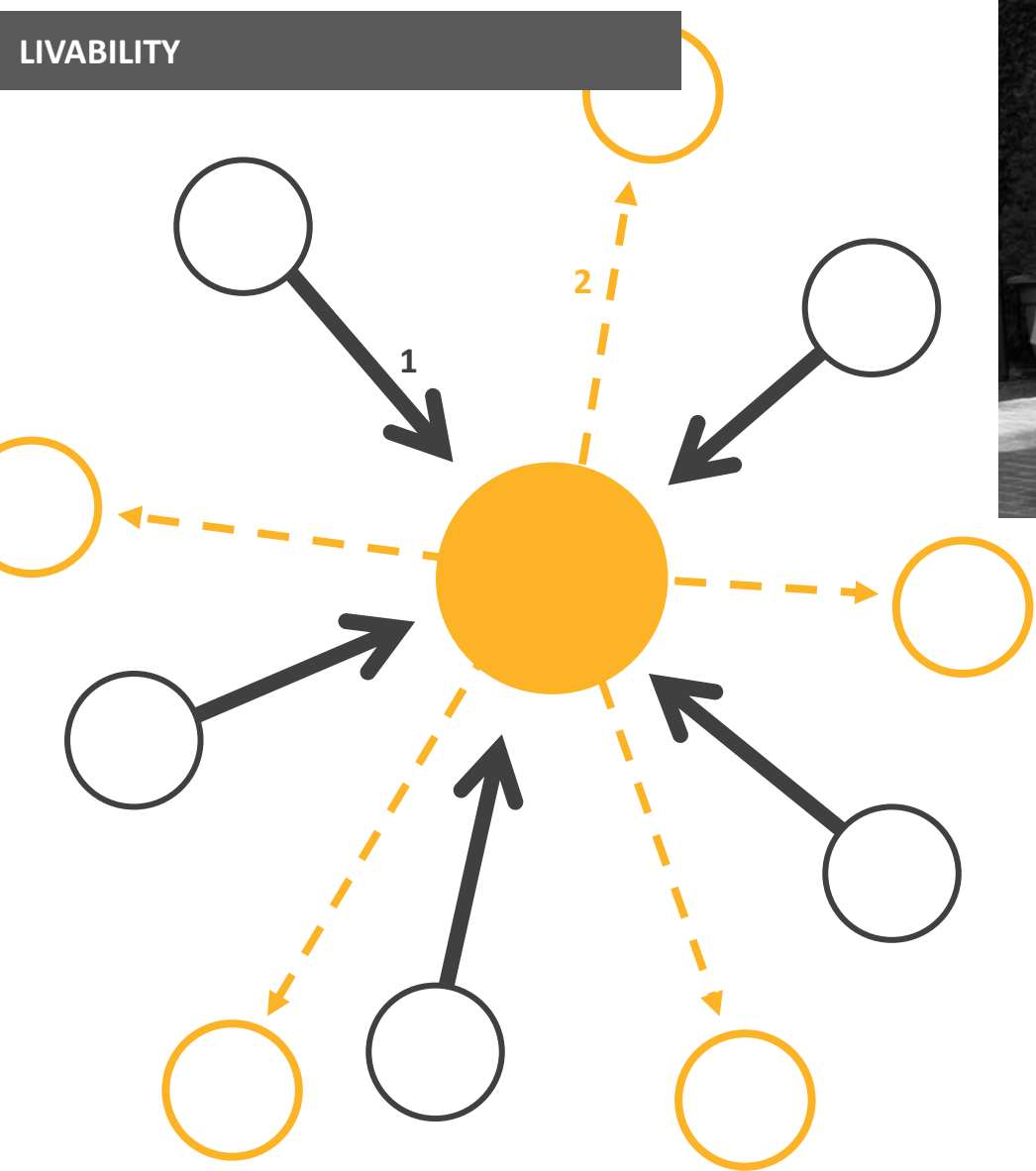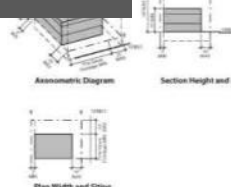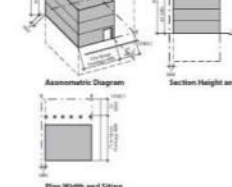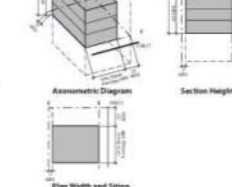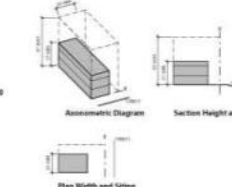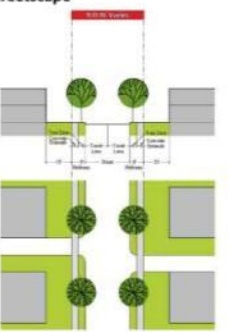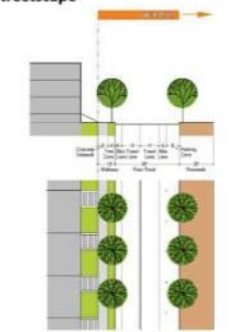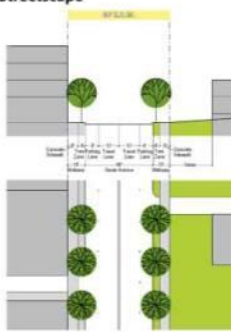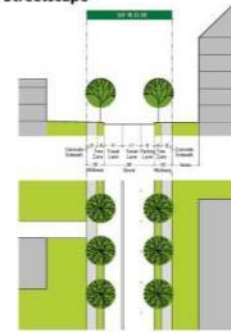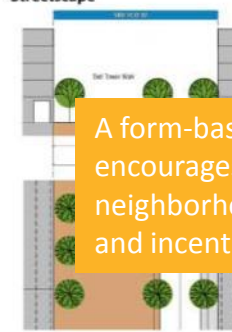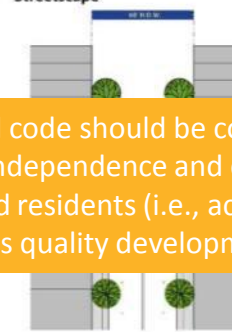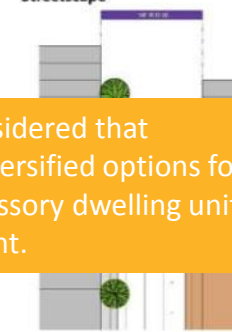
While many organizations and services are provided within the community to assist people of all ages and abilities, the LCD should consider rethinking how the success of these services are measured. If the goal of each of these services was to empower local residents to be more active members of their surrounding community (e.g., shopping, working, etc.) these populations can begin to serve as a critical mass for the neighborhood. This reciprocal revitalization strategy can serve as the backbone to the LCD mission.

SENIOR POPULATION: Seniors retained within existing community or migrating from outside the community.

SENIOR SERVICE NETWORK: (e.g., in-home care, transportation, etc.)

LOCAL ECONOMY: private sector institutions benefiting from growing senior population (e.g., medical retail, restaurants, wellness facilities, etc.)

INITIAL NETWORK: Services aimed at accommodating the supportive needs of seniors.

RESULTANT NETWORK: Socio-economic activity offered by concentrated populations of engaged senior populations.

Old Sevier | Scottish Pike
Reinforcing what is already there

River Road | Goose Creek Row | Island Home Avenue
Initiating a new waterfront experience

Sevier Avenue
Building on the historic neighborhood "Main Street"

City View | Campus Cove | Quay Village
Encouraging development on the water's edge

Bell Tower Walk
Defining a new civic space

Henley Gateway
Creating a gateway to downtown

Waterfront Marketplace
Establishing a waterfront presence

A form-based code should be considered that encourages independence and diversified options for neighborhood residents (i.e., accessory dwelling units) and incentives quality development.

©Knoxville Form-Based Code

STUDY AREAS + NEIGHBORHOODS

The housing study proposed to development unique for four distinct quadrants of the City, in an effort to development diverse, engaging neighborhoods. These areas are as follows:

Northside: Mimics the boundaries of the "*Northside Livability Study – A Community Revitalization Planning Documents*" by Sturtz Public Management Group, LLC. How can the downtown, historic district, and medical presence be leveraged to provide a unique and transformative identity?

Southeast: Anchored by Highways 103 and 38, the district is largely industrial. How can these area be enhanced to provide successful affordable housing with direct access to city amenities?

Southwest: Located along the Highway 3 spine, this areas consists of large commercial districts with detached housing. How can housing be looked at uniquely here?

Central: Located at the heart of the community, how can the existing housing stock, surrounding amenities, and unique demographics be used for catalytic development?

More to come…

Let us know what we should be thinking about.