

Chapter 3 – The Granville Community

I. History¹

The Village of Granville is located in Licking County on the western edge of the Appalachian Plateau. Surrounding the Village on three sides is Granville Township, with its rolling hills, farmland, and pleasant residential subdivisions. The City of Newark lies on the eastern border.

The Village of Granville was settled in 1805 by New Englanders from Granville, Mass., and Granby, Conn., who sought more fertile farmland. They followed a group of Welsh settlers who, in 1803, had settled in the hills to the northeast of Granville's plat.

Before leaving New England, the village design was planned in great detail. The favorable report of the advance-surveying scouts encouraged 107 families to form The Licking Company with the intent to buy and settle 28,000 acres of Ohio land. Advance parties came westward early in 1805 to plant corn for the fall harvest and to erect a mill for sawing lumber and grinding corn. They also laid out the farm and village plats. The families left New England in September 1805 and arrived in their new homeland in December.

The first settlers planned Granville to closely resemble a "New England town" set down in the middle of Ohio. They began with two main and wide thoroughfares that intersected at the town square with churches on its corners. The plat continued with 24 blocks of 288 rectangular lots on the original plateau situated a safe 70 feet above the Raccoon Creek floodplain to the south. Nestled there between the three hills (Sugar Loaf rising 55 feet above the plateau on the west; College Hill at 135 feet high to the north; and Mt. Parnassus at 105 feet high on the east); these New Englanders constructed the main thoroughfare streets called Broad Way, Water and Bowery (now West and East College), as well as Fair and Equality (now West and East Elm).

The Village began to prosper and achieved early maturity in the first part of the 19th century. The Ohio Canal (Cleveland to Portsmouth) was begun in 1825 and passed through Licking County several miles east of Granville. A feeder canal was constructed and the commerce that resulted made Granville a thriving community. In 1880, the Ohio Central Railroad came to Granville. Ten years later, an inter-urban street railway connected the village to nearby Newark.

Schools also prospered. Academies and colleges were founded and flourished. Education eventually became the Village's main business. The Granville Literary and Theological Institution (1831) later became Granville College (1845) and then Denison University (1856). It is now one of the most outstanding private liberal arts colleges in the country.

For decades, there was no major industry in Granville. In 1960, however, Owens Corning located a research center in Granville Township along the north side of State Route 16. Another research center constructed on the south side of State Route 16 by Dow Chemical has become an office park and is currently the site of another 95,000-square-foot building constructed by Paramount Financial Group.

¹ <http://www.granville.oh.us/>

II. Demographic Information²

The purpose of this section is to assemble objective information and hard data necessary to inform the planning process. Of particular importance is not only updating data from prior planning efforts, but offering fresh insights into how the Granville Community has changed and is changing.

A. General Demographic Changes and Projections

When the 1998 Strategic Update of the Granville Comprehensive Plan was completed, it was estimated that 6,225 people collectively had resided in the village and township in 1994. Since the combined area of the township and village is 17,350 acres or 27.11 square miles, the density of residents was 230 per square mile.

Today, population growth has made the Granville community more urbanized. (According to the U.S. Census Bureau, an urban area is where a census block or a group of census blocks have a population density of at least 1000 people per square mile.) The following chart indicates how the population estimates for the Village and Township have changed since 2000:

Population Estimates by Geographic Area 2000-2008									Base Population
Area	Jul 2008	Jul 2007	Jul 2006	Jul 2005	Jul 2004	Jul 2003	Jul 2002	Jul 2001	Apr 2000
Village	5382	5370	5377	5341	5219	5212	5129	5130	5101
% Change from 2000	5.51%								
Township (outside Village)	4203	4152	4109	4069	3956	3858	3853	3861	3848
% Change from 2000	9.23%								
Total Township and Village	9585	9522	9486	9410	9175	9070	8982	8991	8949
% Change from 2000	7.11%								
Licking County	157,721	156,734	155,315	153,974	152,125	150,194	148,439	147,326	145,625
% Change from 2000	8.31%								
State of Ohio	11,485,910	11,477,641	11,458,390	11,450,954	11,445,095	11,430,306	11,410,582	11,391,298	11,353,160
% Change from 2000	1.17%								

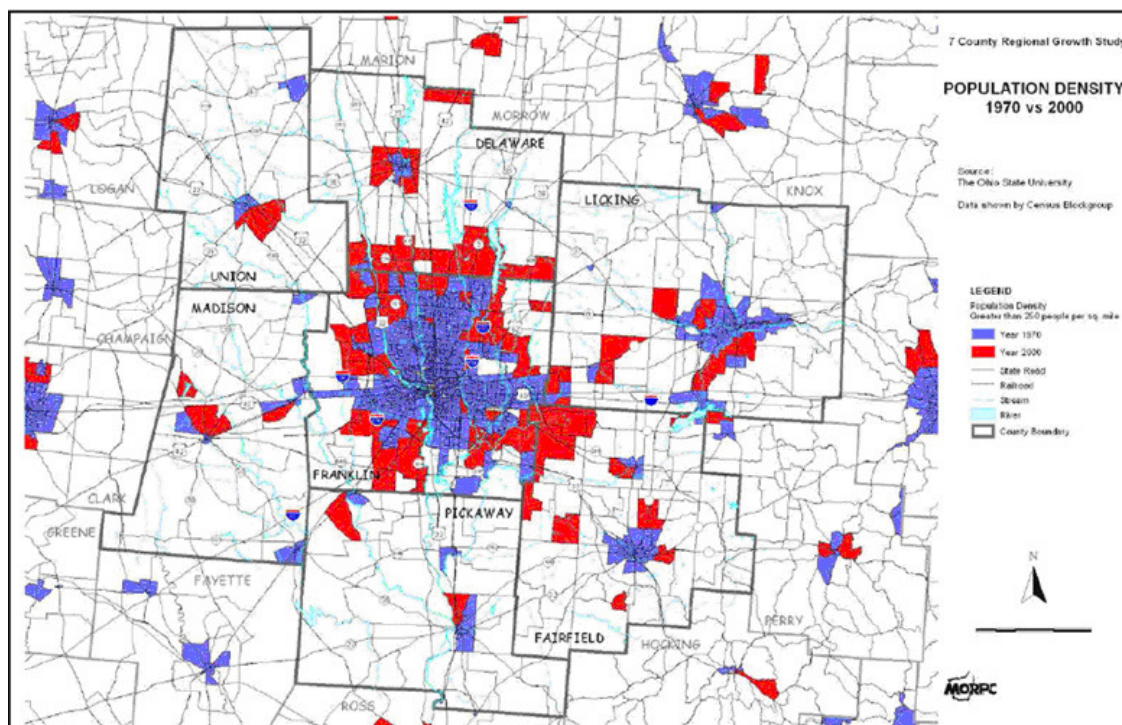
Data from the adjusted 2000 census indicated that the combined Village and Township population was nearly 9,000 people, while the most recent estimate (July 1, 2008) places the population at 9,585, including approximately 2,000 Denison University students. Therefore, the population of the Granville area is estimated to have grown by 7.1% between 2000 and 2008. Given this growth, the estimated density of residents has now reached 354 per square mile. More simply stated, for every two residents present in 1994, there is now one additional resident.

The pace of growth in Granville generally mirrors the growth trend for Licking County as a whole

² Unless otherwise noted, the demographic information is from the 2000 decennial census or the United States Census Bureau.

and is consistent with the general pattern of growth in Central Ohio. Central Ohio growth trends are well documented in the report titled *Regional Fact Book* produced by the Mid Ohio Regional Planning Commission (MORPC) in 2004 as part of the Regional Growth Strategy project called Regional Connections. Some key findings from the Regional Connections report³ include:

- The central Ohio region (which includes the seven counties of Delaware, Fairfield, Franklin, Licking, Madison, Pickaway, and Union) has experienced marked population growth – outpacing other regions in the state – and will continue to do so for the foreseeable future. Between 1990 and 2000, the region’s population grew by 15%, exceeding that of the regions of Cincinnati (9%) and Cleveland (3%). It is projected to grow by an additional 36% between 2000 and 2030 for a total population of 2,155,000. (The State of Ohio’s prediction for the growth rate in Central Ohio is a little more robust. The Department of Development estimates that the total population for the seven Central Ohio counties will be 2,183,000 by 2030.)
- The growing population (and related development) is spreading outward from the existing urbanized areas and is concentrating around key transportation nodes at the edges of the those urbanized areas. The following map illustrates where the population growth is occurring. The areas of densest development (250 or more persons per square mile) are shown in blue where they existed as of the 1970 census and in red where they have developed since the 1970 census. (The northeastern quadrant of the Granville community is shown in red on the map.)



- The map illustrates that the bulk of the population growth in the region is spreading outward from the City of Columbus, particularly in the Counties of Franklin, Delaware, Fairfield and Licking. Forty percent (40%) of the new houses in the Central Ohio region are being built outside of Franklin County.

³ Mid Ohio Regional Planning Commission, 2004.

- Household creation has outpaced population growth in the region. In addition to the households that are being created through normal population growth, other new households are being created to house the existing population because household sizes are getting smaller. (While Ohio’s population increased 43% between 1950 and 2000, the number of households increased by 92%.)
- While household sizes are getting smaller, the amount of land that each individual home consumes has increased by almost 60% over the last fifty years.⁴
- Fast population growth, declining household sizes, larger homes, and larger lot sizes have led to greater land consumption on a per person basis. The following chart shows how the growth in the number of households has outpaced the population growth in Licking County and the Central Ohio region since 1970.

	1970-1980	1980-1990	1990-2000	2000-2030
Licking County				
% Change in Population	12.20%	6.00%	13.40%	35.00%
% Change in Households	27.20%	11.90%	17.70%	68.00%
Central Ohio Region				
% Change in Population	8.20%	10.70%	14.80%	38.00%
% Change in Households	26.80%	16.80%	19.20%	76.00%
State of Ohio				
% Change in Population	1.40%	0.40%	4.70%	16.00%
% Change in Households	16.50%	6.60%	8.80%	35.00%

- Future population growth in Licking County, and in the Granville area, is expected to continue at a significant rate. Certainly, the exact amount of growth will be influenced by regional and national trends and many other considerations. Ohio’s Office of Strategic Research offers one projection of local growth that indicates Licking County will reach nearly 200,000 people by 2030.⁵
- If Granville Village and Township remain a constant share of Licking County’s total population, then the combined village and township population will be 12,000 to 13,000 people by 2030.
- Vehicle miles of travel (VMT) grew faster in the Central Ohio region between 1990 and 2000 than the growth in population. The population of the seven-county region grew by 15% while interstate VMT increased by 31%. Between 2000 and 2030, population is projected to increase by 36%, trips by 44%, miles driven by 47%, and hours driven by 66%.
- Central Ohio has one of the highest per capita land consumption rates in the state. The rapid consumption of land is expensive to serve and maintain.
- Growth in school enrollment is not taking place equally around the region. Delaware

⁴ “Dollars and Sense of Sustainable Development, Ed McMahon, Urban Land Institute

⁵ Office of Strategic Research, Ohio Department of Development, July 2003

County experienced a 65 percent increase in enrollment, Union experienced a 26 percent increase, and the remaining counties grew by 20 percent or less. The increasing school population places considerable pressure on local school districts and the local tax base to provide quality education.

B. Age

Apart from overall population change, it is also important to examine potential changes in the populations of key age groups, such as children, the working population and older residents. Obviously, the number of children in an area places certain demands on the local educational system while numbers of older residents impact the demand for other services. All together, the distribution of persons in various key age groups closely mirrors what is found Statewide.

Based on the 2000 demographic information for Granville Township, the median age for the Granville area population was 31.0 years. The median age for Licking County was 36.6, for the State of Ohio was 36.2, and for the United States was 35.3. The significantly lower median ages in Granville compared to the other jurisdictions can be attributed to the high concentration of college students in the area.

The one age group that differs most from the statewide comparison is the 25-34 grouping. Only approximately 5.4% of the Granville community falls within this age range while the statewide percentage is 13.4%. This is important not only as a static statistic, but also as part of a larger trend. By comparing Statewide numbers for this age group, it is evident that the Granville community experiences an out-migration of young adults aged 25 to 34 years. Specifically, this age group directly follows the teenage and “college” age groups of 15-19 and 20-24. This demographic trend, often referred to as “brain drain,” relates to concerns that young people are not staying in the area or do not return after college to join the workforce in the Granville area.

In spite of the high student population in the area, the 45-54 age group in Granville (14.3%) is slightly above the statewide proportion (13.8%). This segment is occasionally classified as the “middle-age workforce” and typically includes individuals who are well established in their careers and often working in management or management related positions with increased responsibility. Members of this age group are part of the “Babyboomer” generation. Considering the over-50 age group owns the majority of financial assets in America, a decrease of the 45-54 age group could impact local tax revenues, homeownership rates, and consequently, housing values.

It may be interesting to note that the Granville area has proportionately fewer residents (13.6%) of age 60 and older than the State of Ohio (17.4%). One reason for the lower proportion of older residents may be due to the presence of students. Common concerns about the growth of the over-60 age group include the impact to health care and additional demands on other social service systems, while simultaneously reducing the number of contributors into such systems.

C. Income

The 2000 census indicated that the estimated per capita income for the Granville area was \$27,158, and the estimated median household income was \$74,186. Those figures were in comparison to an estimate of \$21,003 (per capita income) and \$40,956 (median household income) for the entire State of Ohio. In general, Granville households have higher incomes than those living countywide (median household income of \$44,124) statewide (\$40,956), and nationwide (\$41,994).

D. Town & Gown

“College towns” in the United States are often magnets for growth. Technological and research activities often draw business activity, while the cultural and educational aspects of a college town frequently attract retirees, empty-nesters, and young adults.

Throughout its history, Denison University has been a major asset to the Granville community. Denison University was founded in 1831. Denison was an exclusively male college at the time of its inception. The school became coeducational when the Granville Female Seminary, founded in 1831 by Charles Sawyer, was sold to Daniel Shepardson in 1861. It was renamed Shepardson College for Women and became a part of Denison University in 1900.

Denison programs and facilities provide the community with opportunities to participate in the arts, sciences, and lifelong learning. Denison previously offered graduate programs leading to a master's degree; however, Denison was made into an exclusively undergraduate institution in the late 1920s. Denison is now a highly rated liberal arts college with approximately 2000 students. The University now offers more than 45 majors, concentrations, and pre-professional programs, service-learning, and early field experience; an 11 to 1 student/teacher ratio; and small classes with an average class size of 20. Denison's annual operating budget is about \$95 million. It also has other funds including endowments that surpass \$600 million.

The campus is about 900 acres, including a 350 acre biological reserve adjacent to campus. With towering trees and historic and contemporary buildings, the Denison campus has a New England feel that offers a safe and inviting atmosphere for students. Virtually all students live on campus, which gives Denison a vibrant sense of community. Currently, Denison University has no plans to expand its campus or enlarge enrollment. The University intends to remain a residential campus, thereby eliminating off-campus housing concerns or student/resident conflicts sometimes found in a community where a university is located.

Distinguished alumni include the former CEO of Walt Disney Productions, the former Chair of the United States Senate Foreign Relations Committee, the President of ESPN and ABC Sports, a champion race car driver, and several award-winning actors.

Other higher educational facilities within commuting distance of Granville include: Ohio State University (Main Campus and Newark Branch Campus); Columbus State Community College, Franklin University, and Ohio Dominican University in Columbus; Otterbein College in Westerville; and Capital University in Bexley.

The following are the recommendations for incorporating Denison into the comprehensive strategy for the Granville community:

- * Continue to develop and promote active and vital collaboration among local jurisdictions and private economic development agencies, including local institutions of higher education and the business community. Local jurisdictions and Denison University should discuss and actively pursue future potential partnerships to help leverage economic development and improve the educational opportunities in the Granville area.
- * Denison University may foster collaborative research efforts among other nearby educational institutions.

- * Businesses in the community at large should continue to market the area's access to Denison University, which offers business and industry-flexible educational opportunities for employees.
- * Assess the feasibility of creating an educational and training program to assist minority, disadvantaged, women-owned, and knowledge-based business start-ups.
- * Denison University may work with the Village and Township to develop benchmarks to assess the progress of the development goals and objectives outlined herein.