

GROWTH & DEVELOPMENT TRENDS

JANUARY 2015

FROM THE DIRECTOR

“Change is the law of life. And those who look only to the past or present are certain to miss the future.”

-John F. Kennedy

Welcome to our latest edition of *Growth and Development Trends*. This collection of information from the US Census Bureau, City of Greensboro and other state and federal sources paint an interesting picture for us. As we start the New Year there are a number of changes evolving in Greensboro.

There are signs our local economy is recovering. Unemployment is down, development activity is picking up and home values on the whole are increasing. Despite those trends, the number of households in Greensboro at or below poverty level has almost doubled since 2000.

Who lives here is increasingly diverse. Our population of seniors, like most of the country, continues to grow at a rapid pace. Conversely, Greensboro does not have a share of the Millennial population (people under 40) found in other major North Carolina cities.

This interesting picture presents some new challenges for us to undertake. Our challenge in the Planning Department is to evaluate the changes we see, and the ones on the horizon so we can be effective in meeting the challenge we take on everyday: Promoting Quality Growth Throughout Greensboro.

Sue Schwartz, FAICP

Director

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- DENSITY



Planning Department

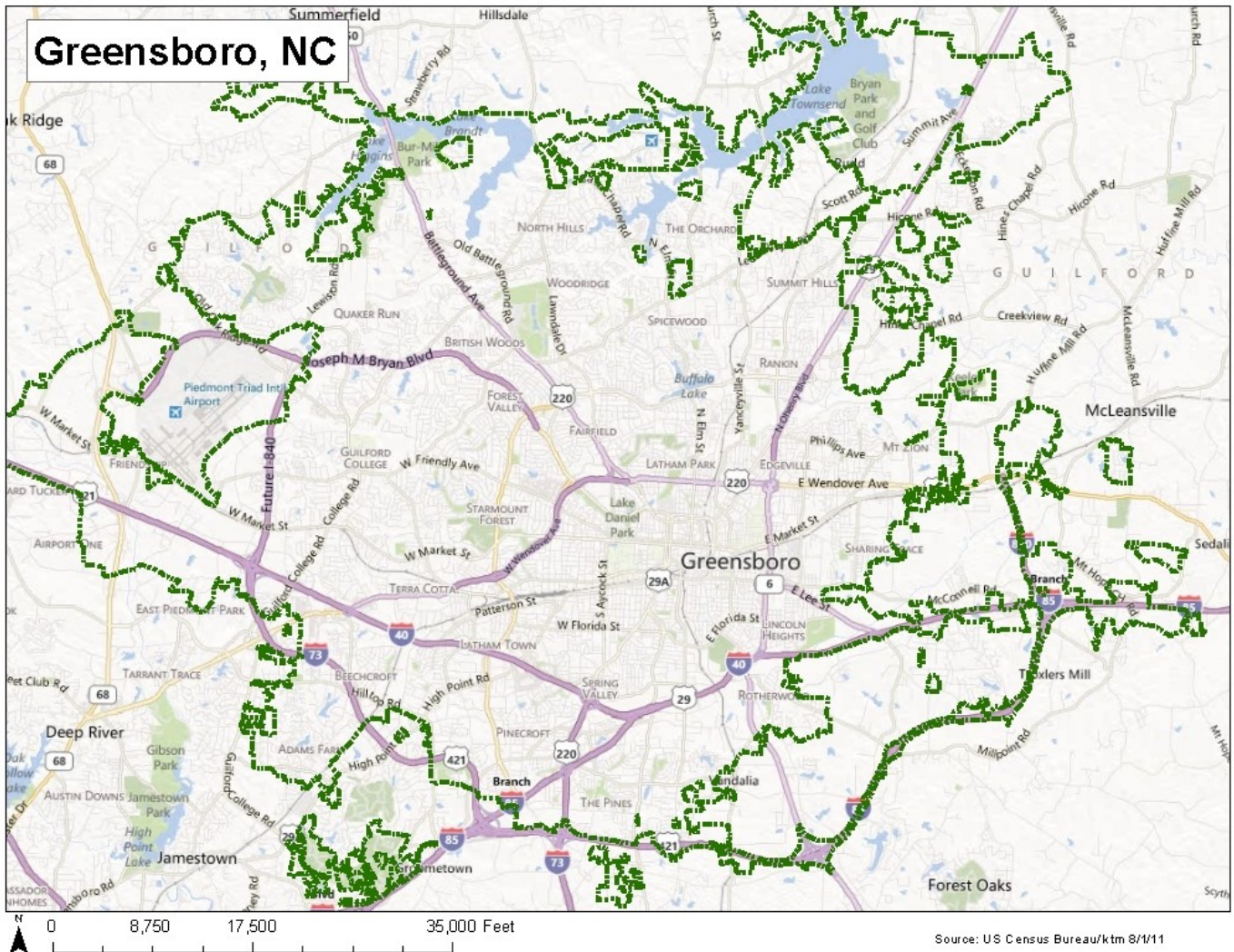
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“Promoting Quality Growth Throughout Greensboro”



Data Notes

This report makes use of a variety of federal, state, and local data sources, including: US Census Bureau, American Community Survey, Employment Security Commission, Bureau of Labor Statistics, North Carolina Office of State Budget and Management, and City of Greensboro Departments of Planning and Engineering and Inspections.

Greensboro-specific data is used when available. The timeframe for data represented in this document varies.

city facts

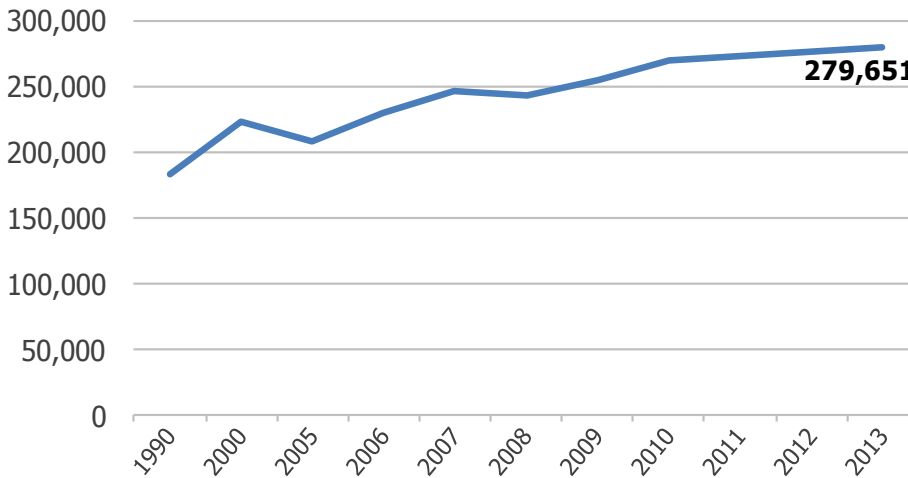
2013 POPULATION			HOUSING		
City of Greensboro	279,651		Total Units	128,671	
Guilford County	506,610		Median Value	\$155,300	
GEOGRAPHY			Occupied Units	115,731	89.9%
Land Area (square miles)	133.2		Owner Occupied Units	58,486	49.9%
			Renter Occupied Units	55,842	50.1%
DEMOGRAPHIC CHARACTERISTICS			Vacant Units	13,048	10.1%
AGE AND GENDER			Average household size	2.31	
Total Population	279,651		Average family size	2.96	
Male	132,489	47.4%			
Female	147,162	52.6%			
Median Age	34.8		ECONOMIC CHARACTERISTICS		
RACE AND ETHNICITY			EMPLOYMENT STATUS		
One Race	273,597	97.8%	Population 16 and over	225,285	
• White	140,880	51.5%	In labor force	145,589	
• Black/African American	114,751	41.9%	Civilian labor force	145,124	
• American Indian/Alaskan	910	0.3%	Employed	133,568	92.0% of civilian labor force
• Asian	9,431	3.4%	Unemployed	11,556	8.0% of civilian labor force
• Native Hawaiian/Pacific Islander	410	0.1%	Armed Forces	465	
• Other race	7,215	2.6%			
Two or more Races	6,054	2.2%	COMMUTE TO WORK		
Hispanic/Latino (All Races)	20,031	7.2%	Mean travel time to work	20.6	minutes
EDUCATIONAL ATTAINMENT			INCOME		
Population 25 and over	183,635		Median household income	\$41,150	
High school/GED	39,934	21.7%	Households below poverty level	21,246	18.4%
Some College or Associate Degree	55,627	30.3%			
Bachelors Degree		23.9%			
Graduate or Professional Degree		14.5%			
% HS or higher		90.3%			
% BA or higher		38.3%			

Source: US Census Bureau, American Community Survey 1-Year Estimates, 2013

population

Source: US Census Bureau, American Community Survey 1-Year Estimates 2013

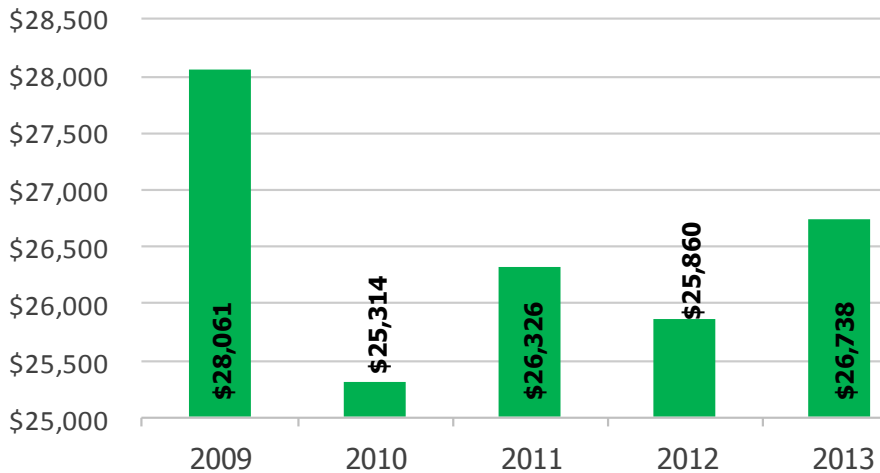
POPULATION



With a current population of 279,651, Greensboro remains the third largest city in North Carolina.

Greensboro continues to see an increase in population, but the rate of growth is stagnant. Since 2010, the annual growth rate has hovered around 1%, while in years past (2009 - 2010), the annual growth rate was 5.7%.

MEDIAN EARNINGS FOR WORKERS



Since the economic downturn, median earnings for workers has fluctuated.

Median earnings have risen to \$26,738, a 3.3% increase since 2012.

AGE



Greensboro's age demographic is changing. Between 2009 and 2013, the following changes occurred:

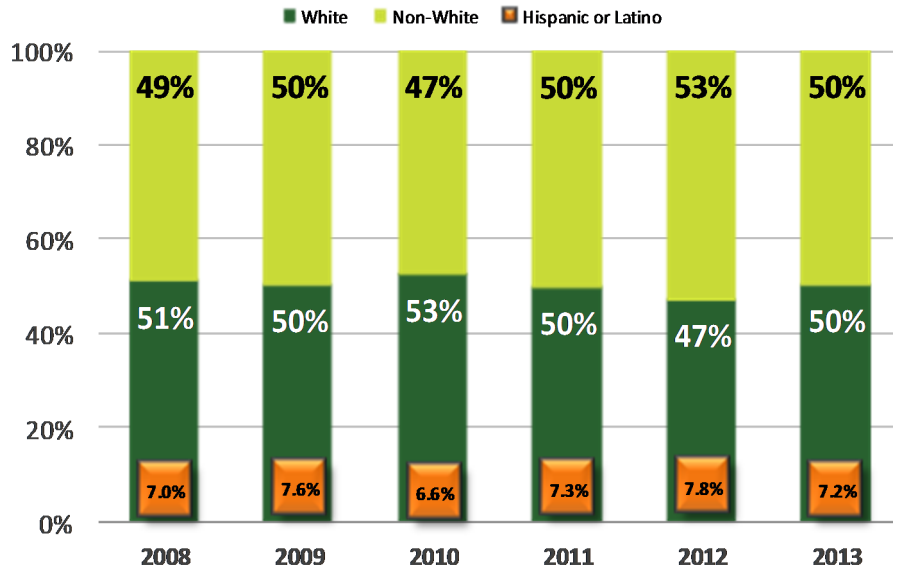
Group	Percent Change
65 years and over	4.1%
45 to 64 years	9.0%
20 to 44 years	-2.1%
19 years and under	-5.9%

population

LANGUAGES SPOKEN

	2013	Change since 2009
Speak only English	220,594	10.7%
Spanish or Spanish Creole	16,572	16.3%
French (incl. Patois, Cajun)	1,496	15.2%
French Creole	84	-28.8%
Italian	330	48.6%
Portuguese or Portuguese Creole	215	59.3%
German	521	74.8%
Other West Germanic languages	53	165.0%
Scandinavian languages	86	-45.2%
Greek	99	-62.1%
Russian	175	10.1%
Polish	109	240.6%
Serbo-Croatian	609	13.8%
Other Slavic languages	105	105.0%
Armenian	9	-59.1%
Persian	141	45.4%
Gujarati	175	-35.7%
Hindi	538	128.0%
Urdu	160	-17.5%
Other Indic languages	557	70.3%
Other Indo-European languages	250	115.5%
Chinese	910	0.1%
Japanese	236	91.9%
Korean	574	-6.7%
Mon-Khmer, Cambodian	1,241	11.2%
Hmong	67	67.0%
Thai	27	-46.0%
Laotian	262	-52.5%
Vietnamese	3,340	77.6%
Other Asian languages	942	64.7%
Tagalog	283	33.5%
Other Pacific Island languages	283	16.9%
Other Native N American languages	24	84.6%
Arabic	1,568	-18.2%
Hebrew	130	170.8%
African languages	2,824	60.7%
Other and unspecified languages	29	26.1%

RACE AND ETHNICITY CHANGE, 2008-2013

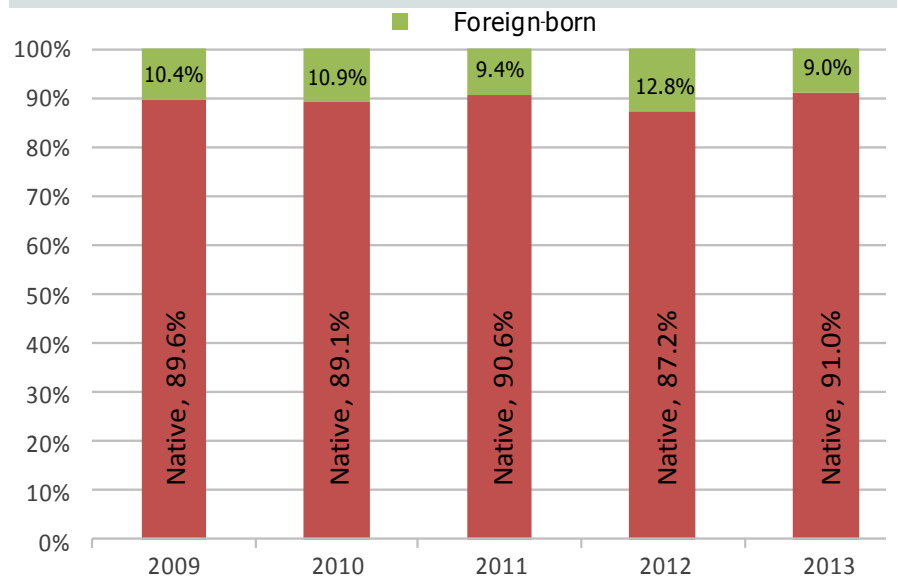


America is becoming more diverse. In Greensboro, the figures comparing white, non-white and Hispanic or Latino populations appear stagnant.

More than 37 languages are spoken in Greensboro.

While the population of foreign-born residents fluctuates from year to year, it is relatively stable.

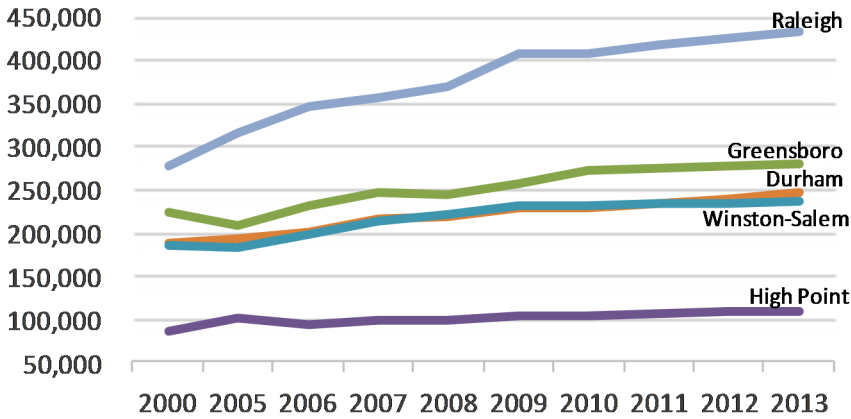
PLACE OF BIRTH, 2009-2013



comparisons

Source: US Census Bureau, American Community Survey 1-Year Estimates 2013

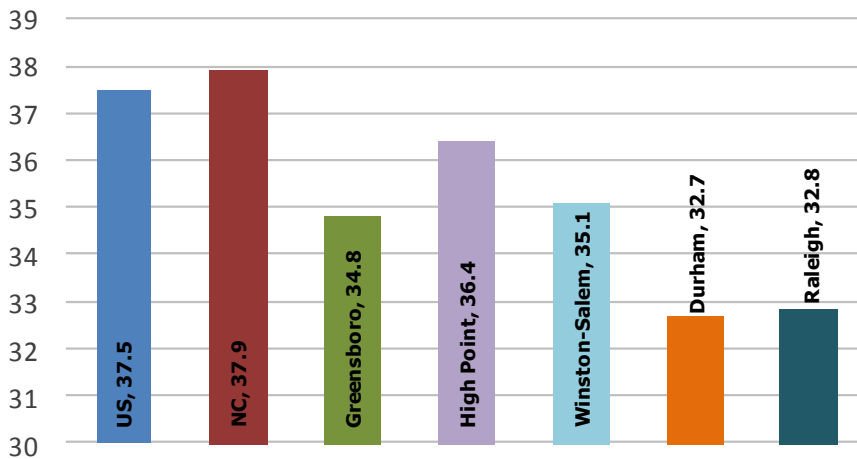
POPULATION CHANGE, 2000 - 2013



Of North Carolina's largest comparable cities, Raleigh experienced the greatest population growth (56%), outpacing other large cities like Durham (31%) and Winston-Salem (27%).

Greensboro and High Point grew at 25%. While lower than comparable NC cities, it is still higher than state (22%) and national (12%) growth rates over the same period.

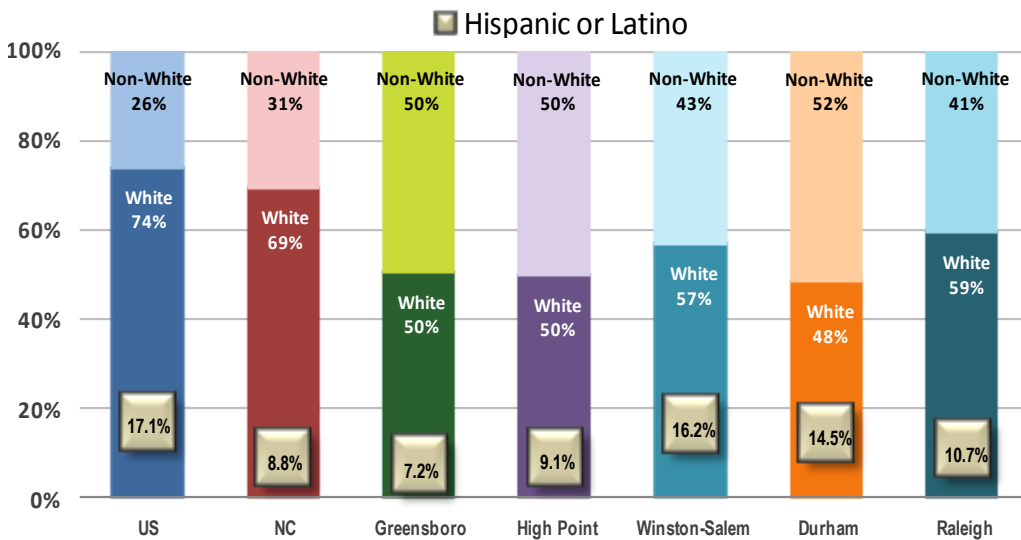
MEDIAN AGE



The urban areas of North Carolina are younger than state and national median ages.

Greensboro has a relatively young population, yet Durham and Raleigh's populations are two years younger. Implications of a younger population have been studied with the rise of the millennial generation. A larger representation of millennials is associated with more knowledge-based employment, changing lifestyles, housing arrangements, and increased diversity.

RACE AND ETHNICITY



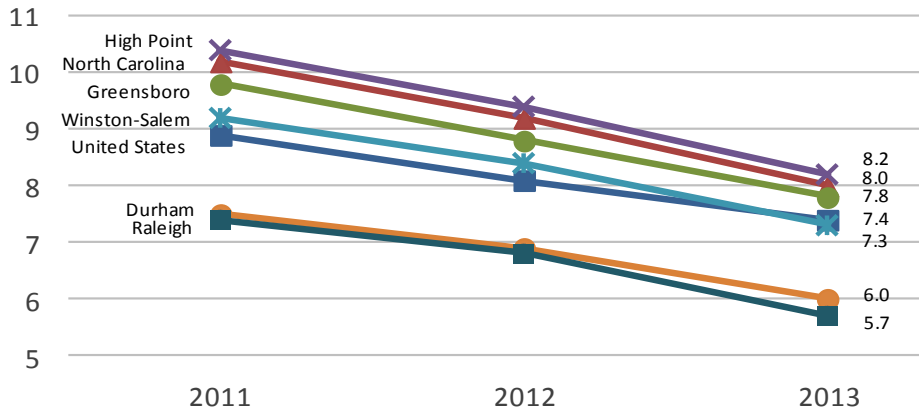
Greensboro is more diverse than other comparable urban areas, state and national averages when considering race. The White and Non-White population is evenly split at 50%.

Ethnicity is another story. Greensboro has a smaller percentage of Hispanic or Latino population than comparable urban areas.

(Ethnicity data based on response to Census question "Is Person of Hispanic, Latino, or Spanish origin?")

comparisons

UNEMPLOYMENT RATE COMPARISON, 2011-2013

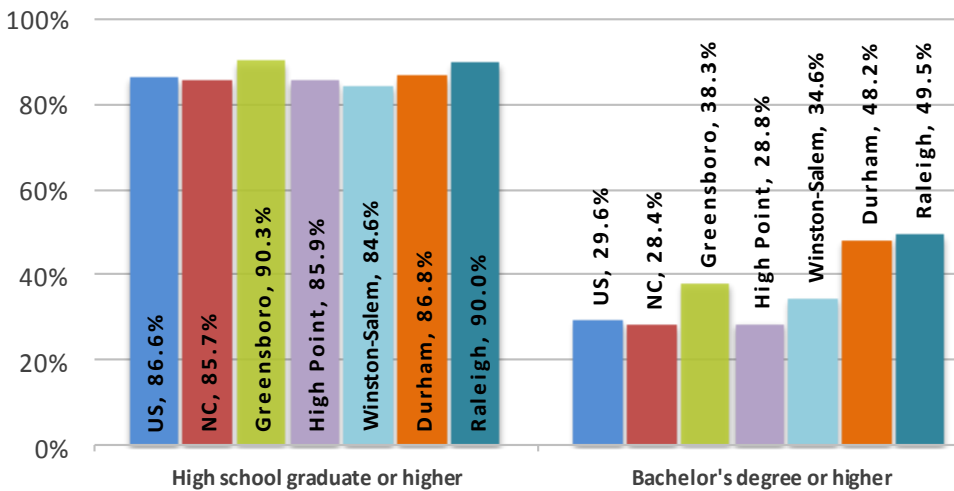


Unemployment rates have gone down over the past two years, at national, state and local levels. The 2013 national rate was 7.4, while the state rate was 8.0.

The unemployment rate for Greensboro decreased over the two year time period, but not as sharply as the state. The unemployment rate for Greensboro for the most recent annual time period is 7.8.

Source: Bureau of Labor Statistics

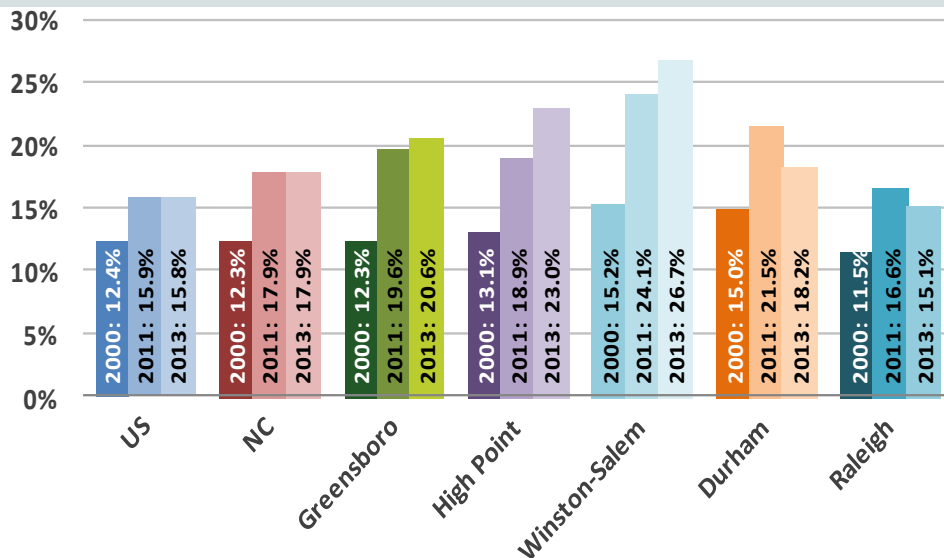
EDUCATIONAL ATTAINMENT



High school graduation rates are stable and higher in Greensboro than the US or North Carolina. Greensboro has a higher rate of high school graduation than other comparable urban areas.

Greensboro's high rates of attainment of college and advanced degrees reflects the high number of colleges and universities in the City.

POVERTY LEVEL



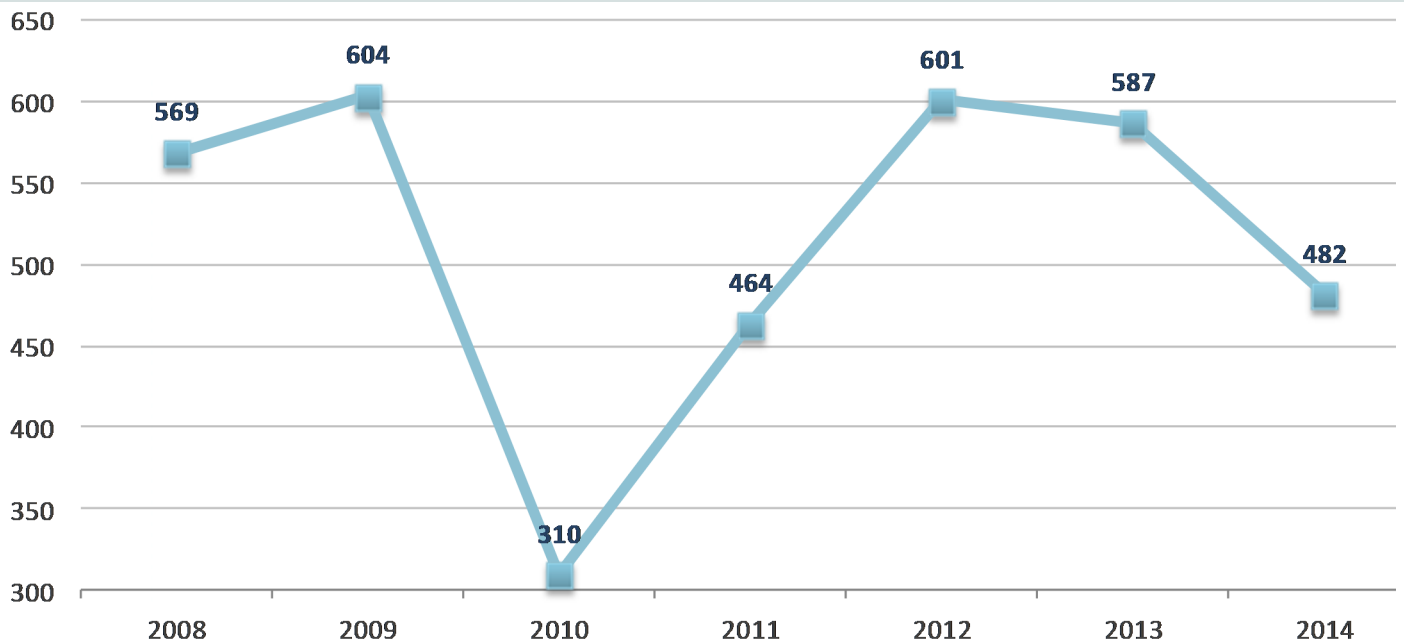
There are a high percentage of households in poverty in most comparable North Carolina cities. Besides Raleigh, the remainder of cities have a higher percentage of poverty than the nation and state, including Greensboro.

The most recent data available shows Durham and Raleigh have decreasing poverty percentages, while poverty rates in Greensboro and other urban areas are rising.

growth and development

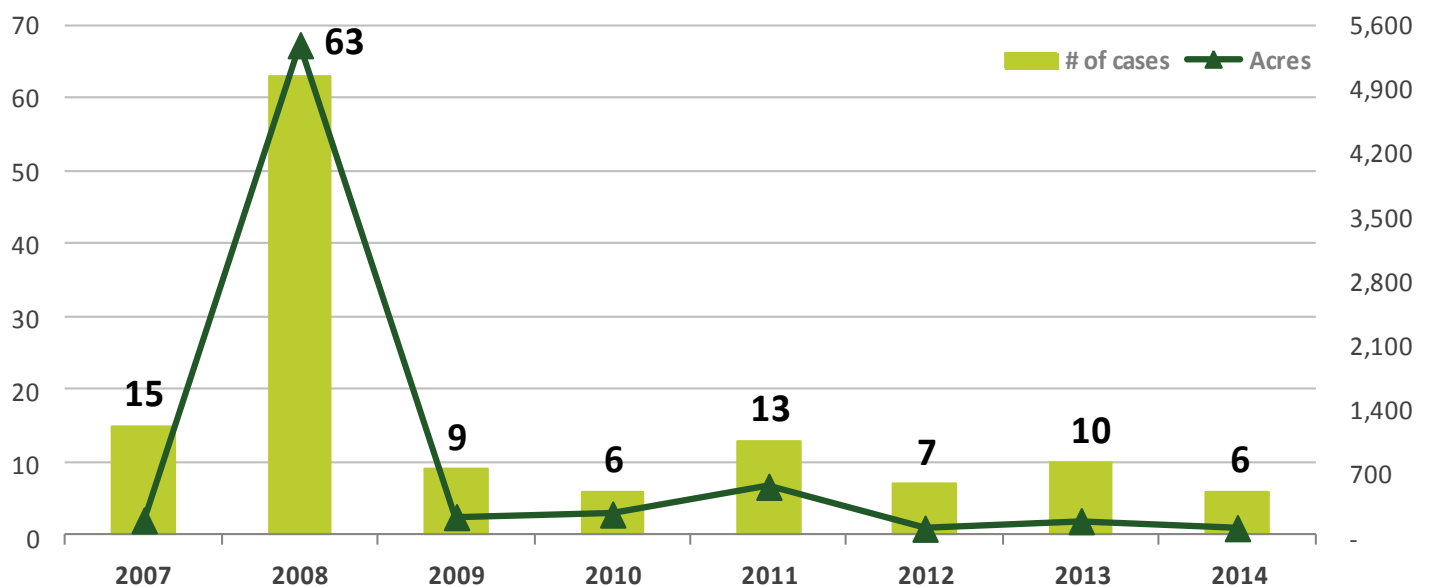
Source: City of Greensboro Planning Department

ANNUAL TRC REVIEWS



The Technical Review Committee (TRC) is a multi-departmental team that oversees the preparation of land for development. TRC reviews subdivisions and site plans for both commercial and residential projects to ensure compliance with appropriate policies and guidelines. The number of reviews has fallen and risen over the past several years, a sign of economic downturn and recovery.

ANNEXATIONS BY YEAR



Annexation is the process by which a city adds land to its jurisdiction. At its peak, Greensboro annexed 63 areas which accounted for more than 5,500 acres in 2008.

Over the last several years, the North Carolina General Assembly has substantially revised the annexation laws, which is reflected in the decline in the number of cases and acres annexed. This trend is expected to continue.

growth and development

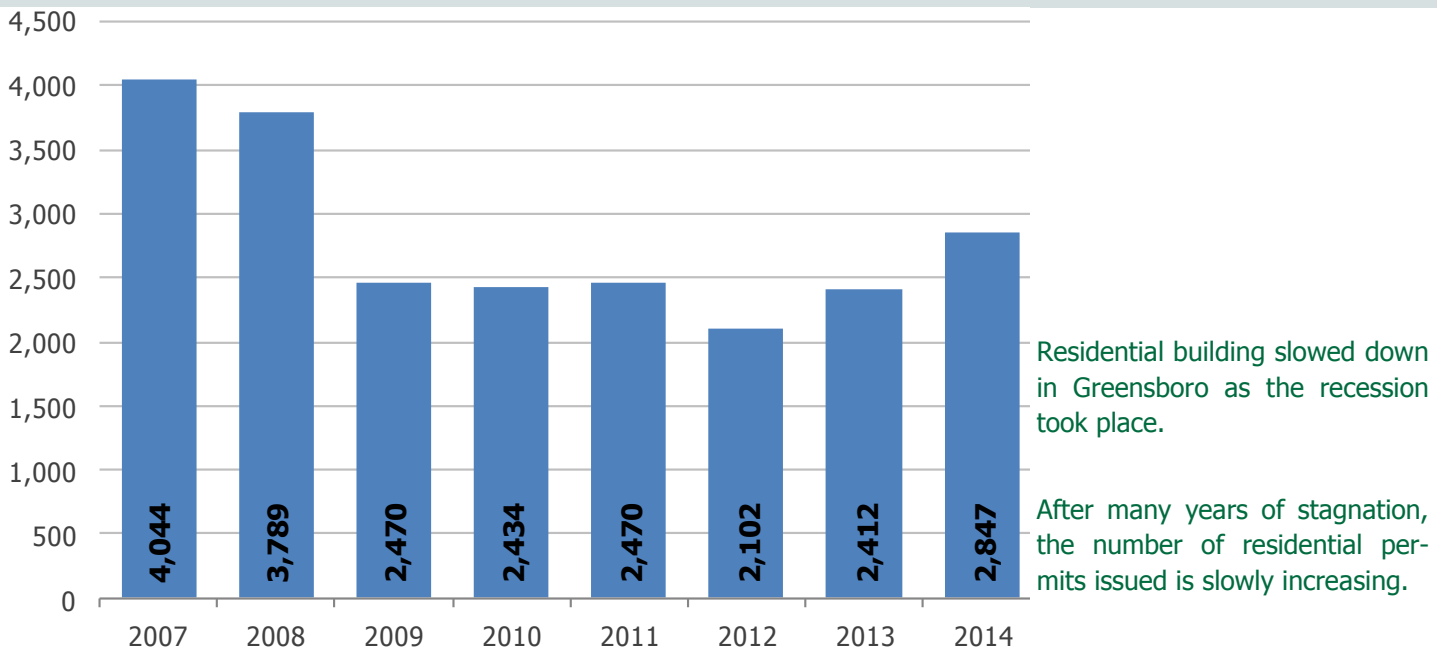
Source: City of Greensboro Engineering and Inspections

VALUE OF RESIDENTIAL CONSTRUCTION

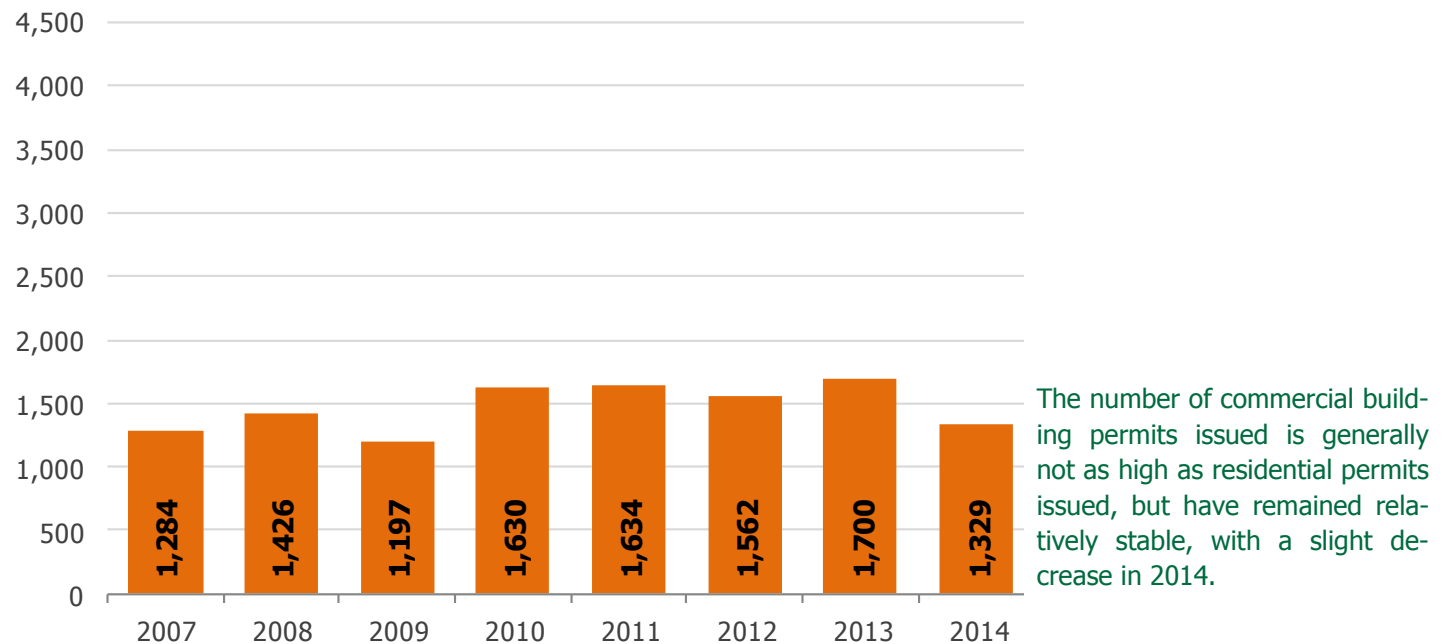
The total value of residential construction in Greensboro has more than doubled over the past five years. From 2010 to 2014, apartment construction value increased by 429%.

Year	Single Family Residence	Townhouses/ Condos/Duplex	Apartments
2010	\$50,397,755	\$17,301,488	\$19,552,204
2011	\$36,402,824	\$12,952,845	\$34,818,177
2012	\$50,527,689	\$11,834,288	\$19,093,330
2013	\$55,832,850	\$8,856,541	\$73,912,633
2014	\$60,803,682	\$24,999,582	\$103,416,092

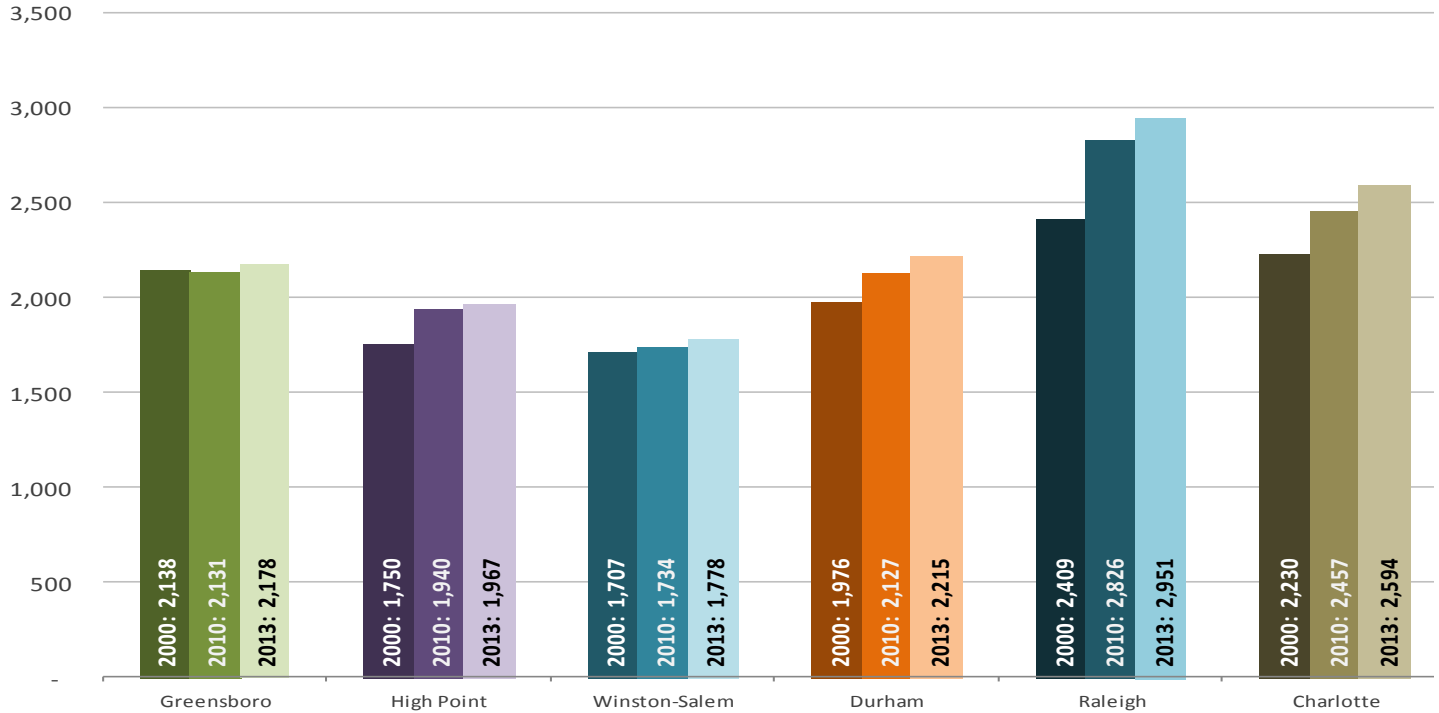
RESIDENTIAL BUILDING PERMITS ISSUED



COMMERCIAL BUILDING PERMITS ISSUED



POPULATION DENSITY - PEOPLE PER SQUARE MILE



Population density represents the number of people per square mile living in a particular area. Higher population density makes the provision of city services more efficient and economical. On the other hand, high densities may contribute to congestion, crime, and pollution.

All North Carolina cities compared in this study have increased density in recent years. The density in Raleigh has increased the most since 2000 at 22.5%. Greensboro's density has increased the least at 1.9%.



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North Carolina

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