

# GROWTH & DEVELOPMENT TRENDS

JANUARY 2020

## FROM THE DIRECTOR

“If we want a brighter future we must begin to build it now, even if there is darkness”

– Anonymous

Happy New Year! “Welcome to 2020 the year of **Vision, Focus and Clarity**”; a friend of mine sent that to me in a holiday card and it couldn't be a better maxim for Greensboro.

As we enter 2020, the data we review every year shows Greensboro is in good shape. We continue to grow, our population is now almost 295,000. Our economic health is stronger. Unemployment continues to hover below 4% and median earnings and average wages also continue on their positive trajectory. However, with all of this good news it is concerning that our poverty rate remains at similar levels.

All the more reason we need our updated comprehensive plan. Over the next few months we will be rolling out the draft plan – **GSO 2040**. Staff spent the first half of 2019 continuing with our community dialogues and you gave us a lot of ideas to consider, issues to address, and dreams for an even better Greensboro. Since the summer we have been researching, blending ideas, and crafting a draft document that reflects your aspirations and prepares us for the next twenty years of growth opportunities and challenges. Check our webpage [www.greensboro-nc.gov/departments/planning/planit-gso](http://www.greensboro-nc.gov/departments/planning/planit-gso) for the roll out timeline and how you can give us your feedback.

Together we have established the **Vision** for **GSO 2040**. Let's be **Focused** on its implementation. We will communicate our progress with **Clarity** informed through continuous community feedback and support. Wishing everyone a peaceful and prosperous 2020!

Planning for the best,  
Sue Schwartz, FAICP

## INSIDE

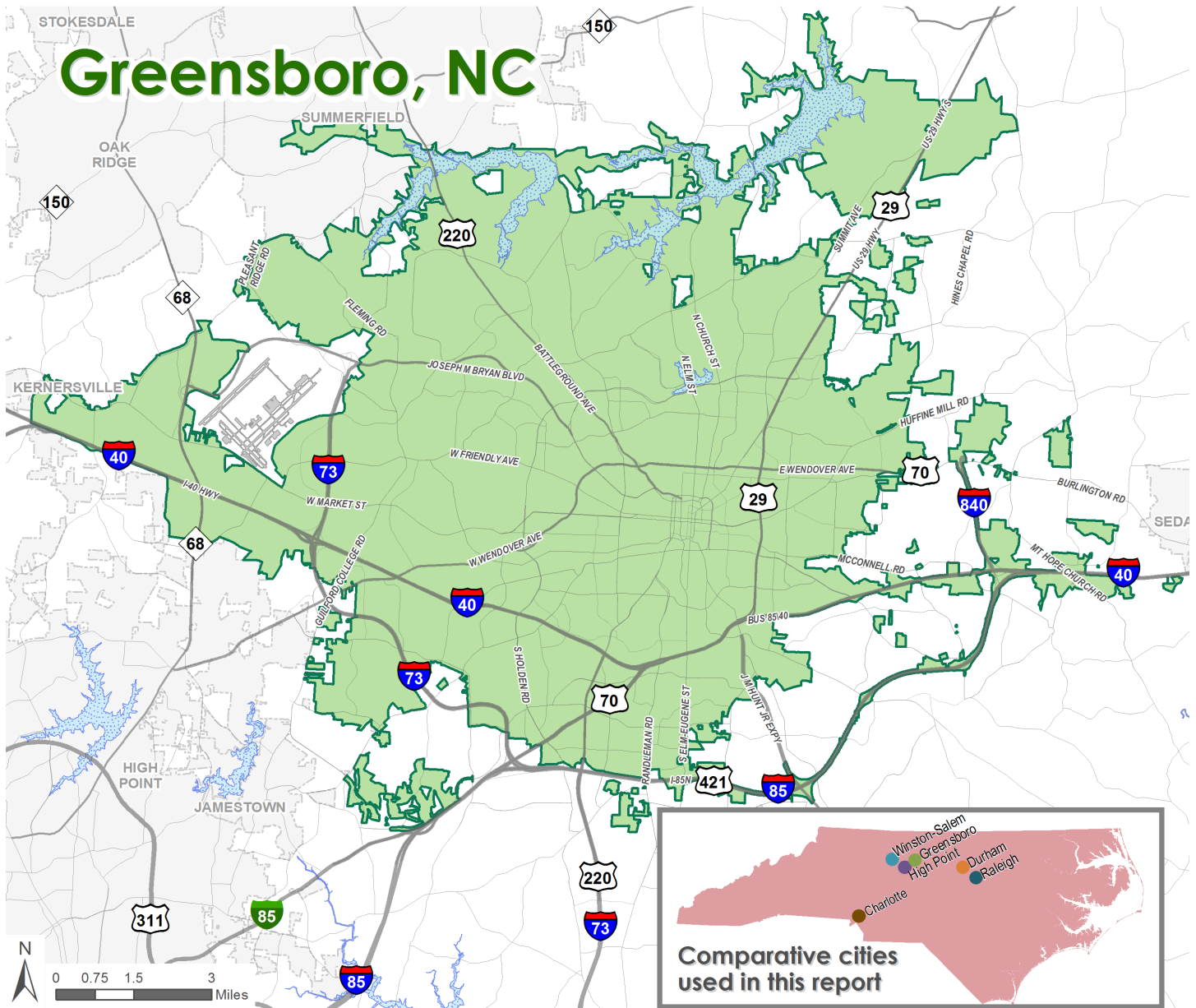
- CITY FACTS
- POPULATION
- COMPARISONS
- GROWTH & DEVELOPMENT
- WORKFORCE & WAGE RATES
- TAX BASE & POPULATION DENSITY



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# about this report



This report makes use of a variety of federal, state, and local data sources, including:

- US Census Bureau, American Community Survey
- Bureau of Labor Statistics
- North Carolina Office of State Budget and Management
- North Carolina Department of Public Instruction
- North Carolina Department of Health and Human Services
- North Carolina Department of Revenue
- City of Greensboro Planning and Engineering & Inspections Departments

Greensboro-specific data is used when available. The timeframe for data represented in this document varies. A glossary of terms can be found online at [www.greensboro-nc.gov/statistics](http://www.greensboro-nc.gov/statistics).

2018 POPULATION [1]	
City of Greensboro	294,722
Guilford County	533,670

GEOGRAPHY [2]	
Land Area (square miles)	134.7

CITY INFRASTRUCTURE [2]	
Paved Streets	1,040 miles
Sidewalks	560 miles
Water Lines	1,828 miles
Sewer Lines	1,649 miles
Water Meters	102,299
Fire Hydrants	13,053
Full-Time Equivalent Municipal Employees [3]	3,169
Fire Stations	26
Library Facilities	8
Recreation Centers	11
Trails and Greenways	96 miles

FISCAL [3]	
Tax Valuation	\$28,463,000,000
Fiscal Year 2018-19 Budget	\$566,586,409
Total City Tax Rate (per \$100 Valuation)	\$0.6625
Consisting of:	
General Fund	\$0.6156
Transit	\$0.0350
Housing Partnership Fund	\$0.0069
Economic Development Fund	\$0.0050

HOUSING [1]	
Total Units	132,721
Median Value	\$156,600
Occupied Units	119,838 (90.3%)
Owner Occupied Units	58,017 (48.4% of occupied units)
Renter Occupied Units	61,821 (51.6% of occupied units)
Vacant Units	12,883 (9.7%)

Source and Notes:

[1] US Census Bureau, American Community Survey, 2018 1-Year Estimate

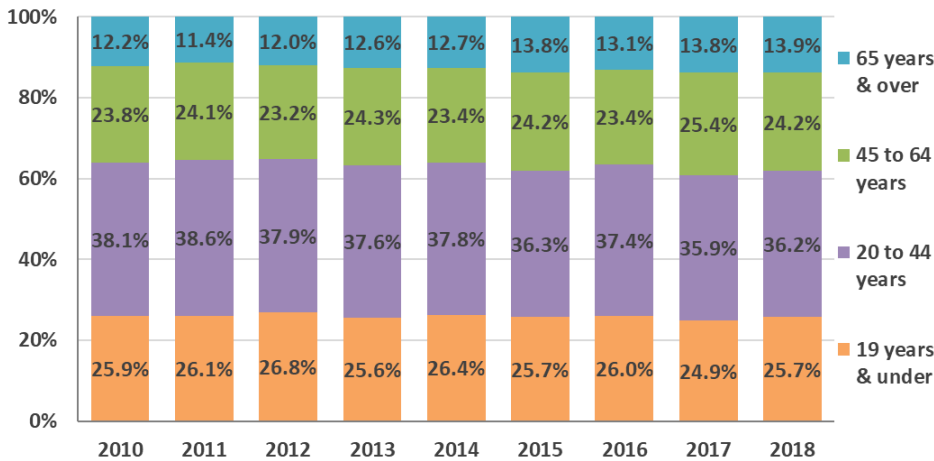
[2] Internal City Data

[3] Adopted City Budget, 2019-2020

# city trends

## AGE

Source: US Census Bureau, 2010-2018 American Community Survey 1-Year Estimates

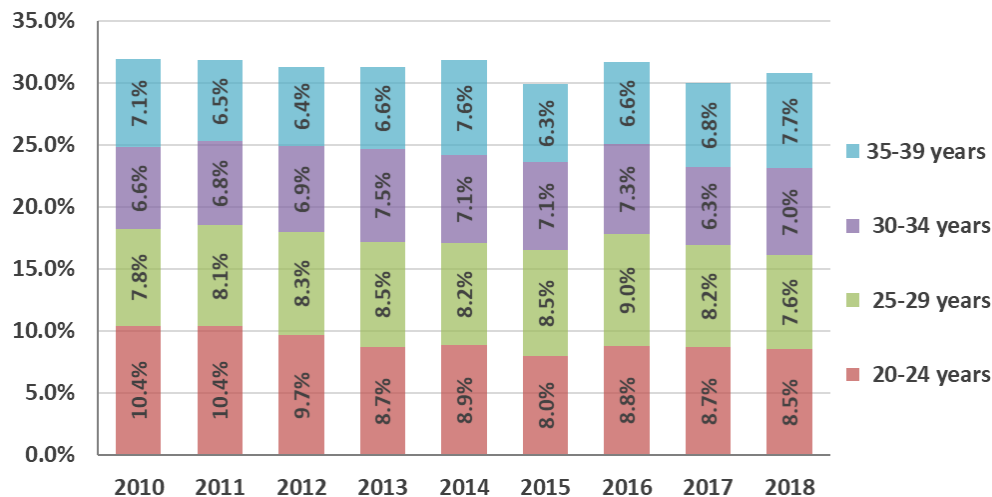


Greensboro continues to shift toward an older population. Between 2010 and 2018, the percentage of the population 65 and older increased nearly 14%, while the percentage of population younger than 45 decreased.

Group	2010-18 % Change
65 years & over	13.9%
45 to 64 years	1.7%
20 to 44 years	-5.0%
19 years & under	-0.8%

## MILLENNIALS

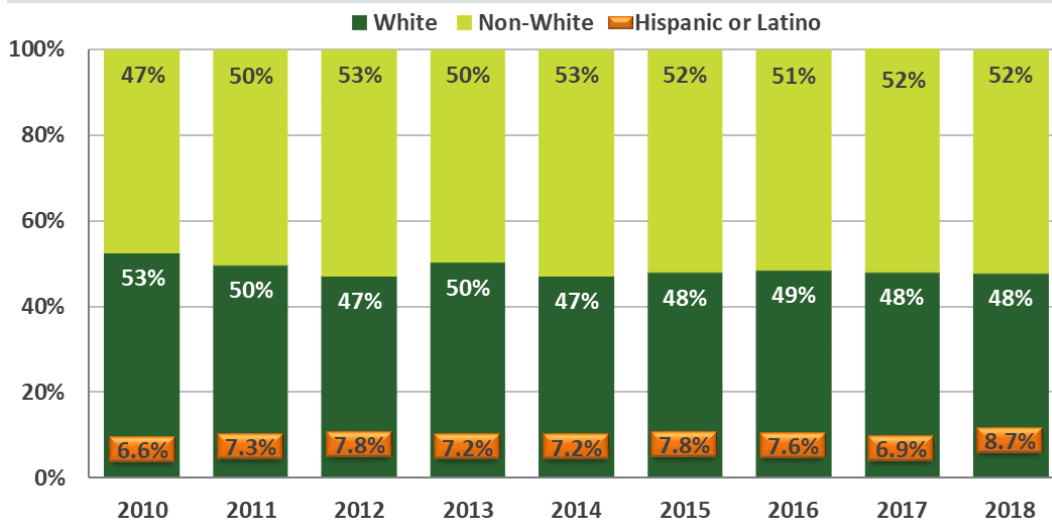
Source: US Census Bureau, 2010-2018 American Community Survey 1-Year Estimates



The Pew Research Center defines the millennial generation as being born between 1981 and 1996. In 2018 (the most recent year data is available) the millennial population was ages 22 to 37. Using the closest available age groupings and looking at those groupings for the past 9 years, a fairly steady trend emerges of the share of the population between the ages 20 and 35 hovering around 30%.

## RACE AND ETHNICITY

Source: US Census Bureau, 2010-2018 American Community Survey 1-Year Estimates



Greensboro remains diverse, with 52% of the population identifying as non-white in 2018.

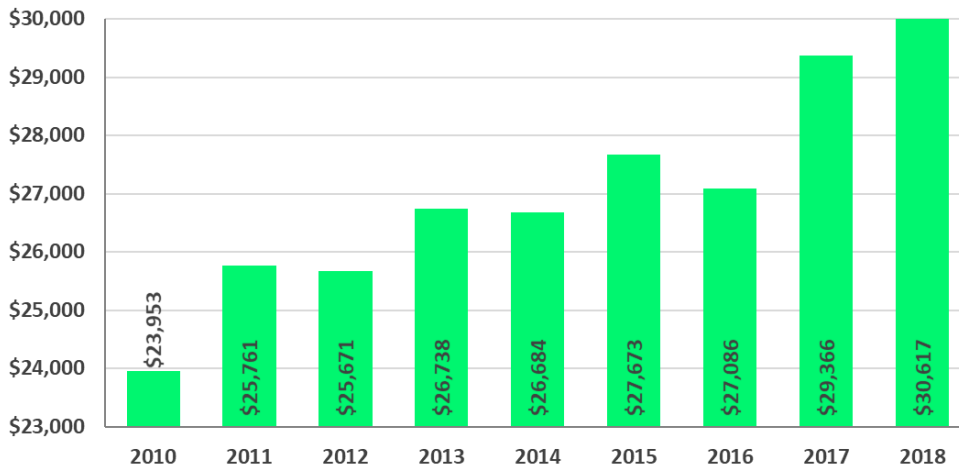
This trend has remained stable since 2010, with only slight variations from year to year.

The percentage of population identifying as Hispanic or Latino has also remained relatively stable since 2010, with the highest rate of 8.7% shown in 2018.

# city trends

## MEDIAN EARNINGS

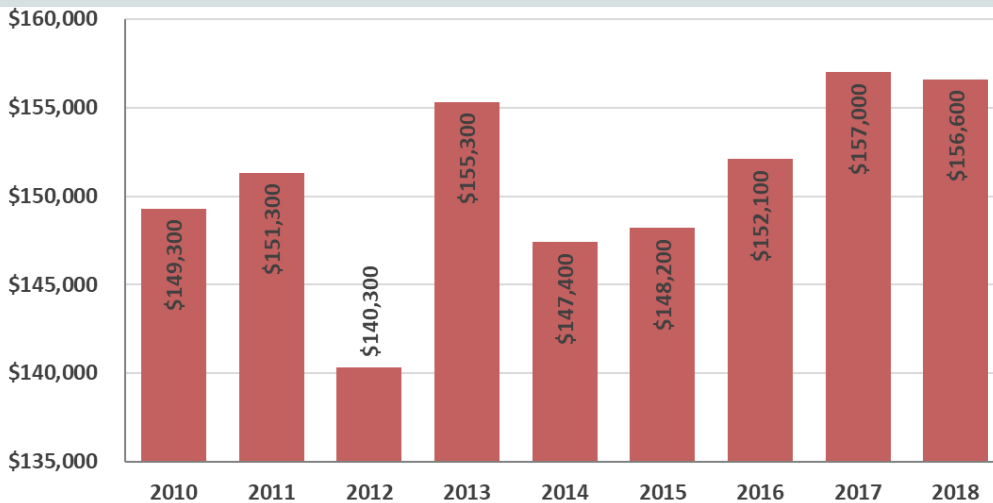
Source: US Census Bureau, 2010-2018 American Community Survey 1-Year Estimates



Overall, median earnings in Greensboro have trended upward since 2010, increasing by 27.8% between 2010 and 2018.

## MEDIAN VALUE OF OWNER-OCCUPIED HOUSING UNITS

Source: US Census Bureau, 2010-2018 American Community Survey 1-Year Estimates

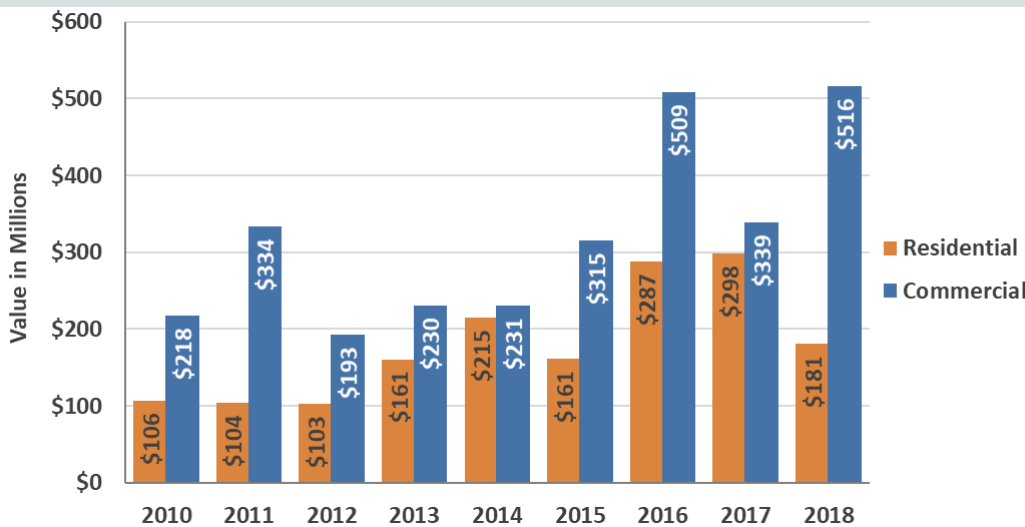


The median value of homes in Greensboro has fluctuated since 2010. In 2012, the effects of the housing market crash resulted in a sharp decrease in median home values.

Although there was a slight decrease in 2018, Greensboro has seen a 4.9% increase from 2010 to 2018.

## VALUE OF CONSTRUCTION

Source: City of Greensboro Engineering and Inspections



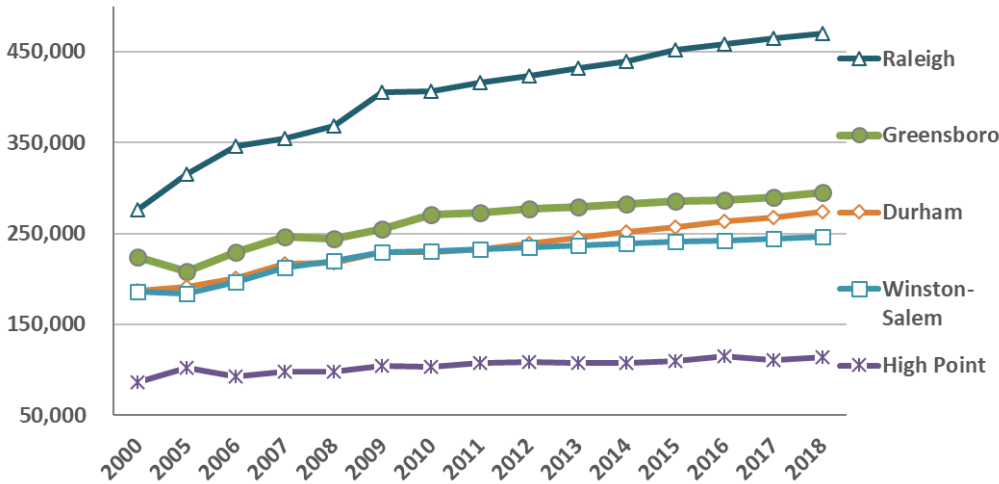
The value of commercial building permits in Greensboro experienced a significant rise in 2018. From 2017 to 2018, commercial building permit value increased by 52%, while the value of residential building permits decreased 39%.

The type of non-residential construction with the largest value this year was for alterations and repair. There were over \$200 million dollars of reinvestment in commercial projects in 2018.

# comparisons

## POPULATION CHANGE, 2000-2018

Source: US Census Bureau, 2000 Decennial Census & 2005-2018 American Community Survey 1-Year Estimates



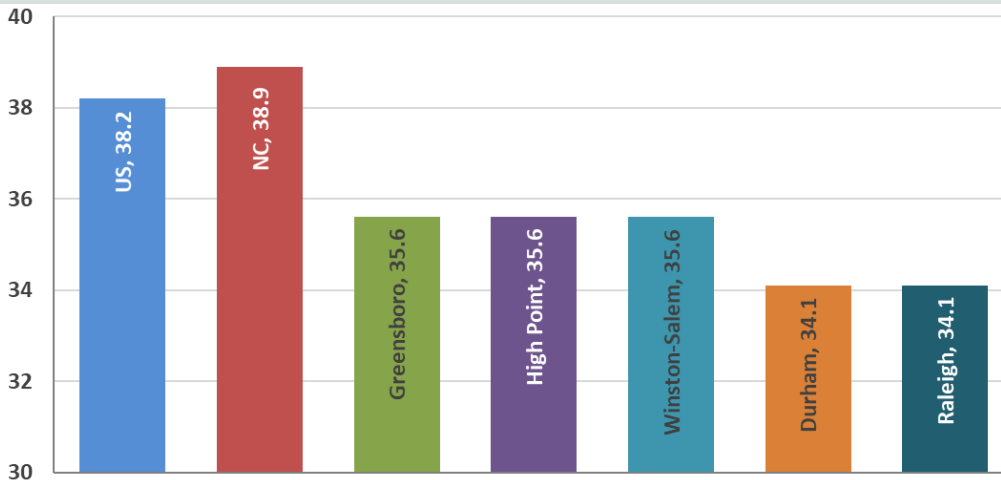
The American Community Survey from the US Census Bureau shows that Greensboro's population in 2018 was 294,726.

From 2000 to 2018, Greensboro's rate of growth (31.6%) was higher than the State (29%) and US (16.3%) rates, but lagged behind comparison cities in the state.

During the same period, Raleigh's rate of growth (70.4%) surpassed Durham (46.8%), High Point (33.2%) and Winston-Salem (32.6%).

## MEDIAN AGE

Source: US Census Bureau, 2018 American Community Survey 1-Year Estimates

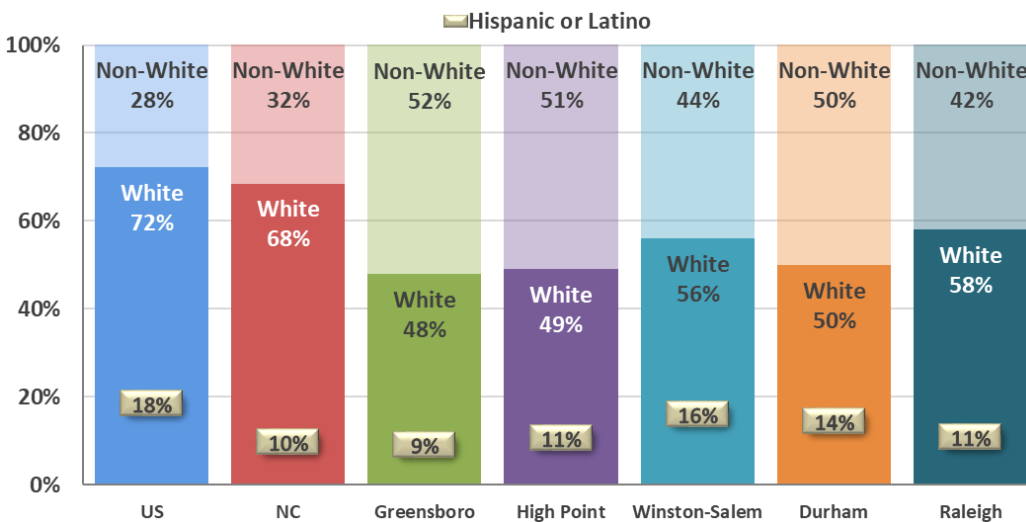


Greensboro's median age (35.6) is relatively young compared to the State (38.9) and US (38.2).

The median age in High Point and Winston-Salem is similar to Greensboro's, while the median age in Durham and Raleigh is younger.

## RACE AND ETHNICITY

Source: US Census Bureau, 2018 American Community Survey 1-Year Estimates



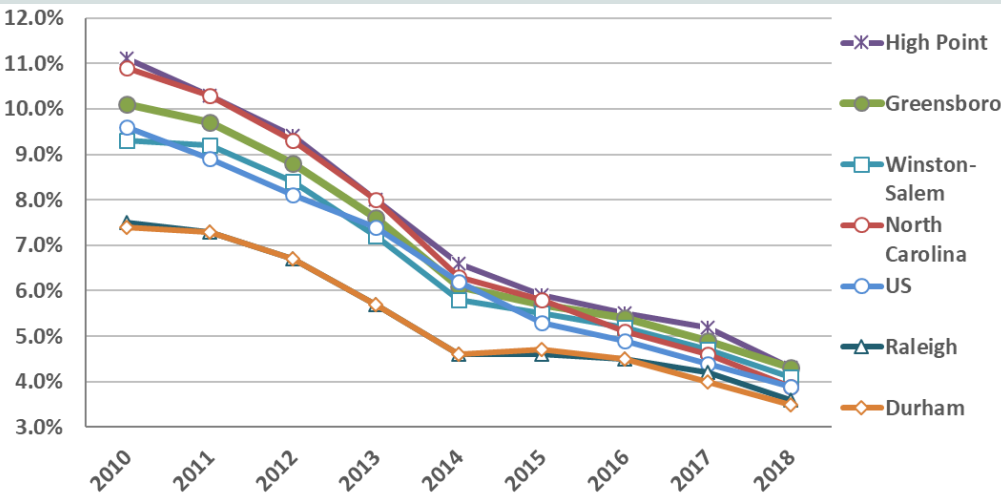
Greensboro remained more racially diverse than the State, US, and all comparison cities in the state, with a non-white population of 52%.

At 9%, the percentage of Hispanic or Latino population in Greensboro is lower than the State, US and comparison cities in the state.

# comparisons

## UNEMPLOYMENT RATE, 2010-2018

Source: Bureau of Labor Statistics

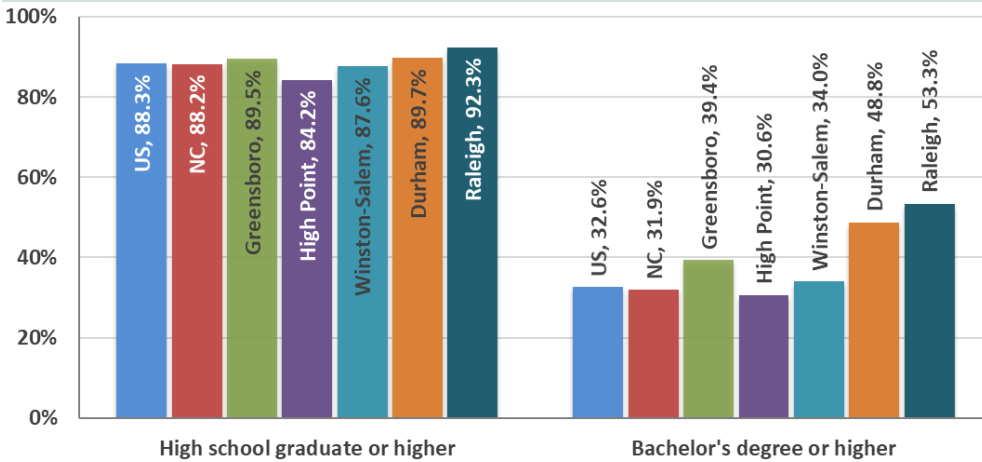


Since 2010, the Greensboro unemployment rate has decreased by 57.4%, from 10.1% in 2010 to 4.3% in 2018.

Unemployment has improved on par with the State, US and most comparison cities. The September 2019 monthly unemployment rate for Greensboro was 3.9%.

## EDUCATIONAL ATTAINMENT

Source: US Census Bureau, 2018 American Community Survey 1-Year Estimates

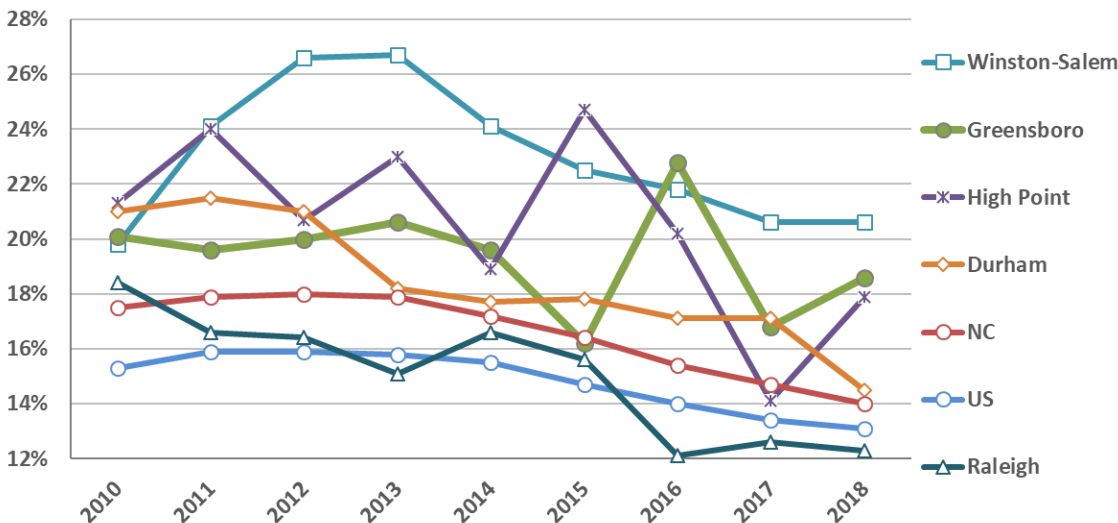


Greensboro (89.5%) and Raleigh (92.3%) have consistently reported higher rates of high school graduates than other comparison cities, the State and US.

Attainment of college and advanced degrees in Greensboro (39.4%) remains higher than the State and US, but lower than Durham (48.8%) and Raleigh (53.3%).

## POVERTY RATE, 2010-2018

Source: US Census Bureau, 2010-2018 American Community Survey 1-Year Estimates



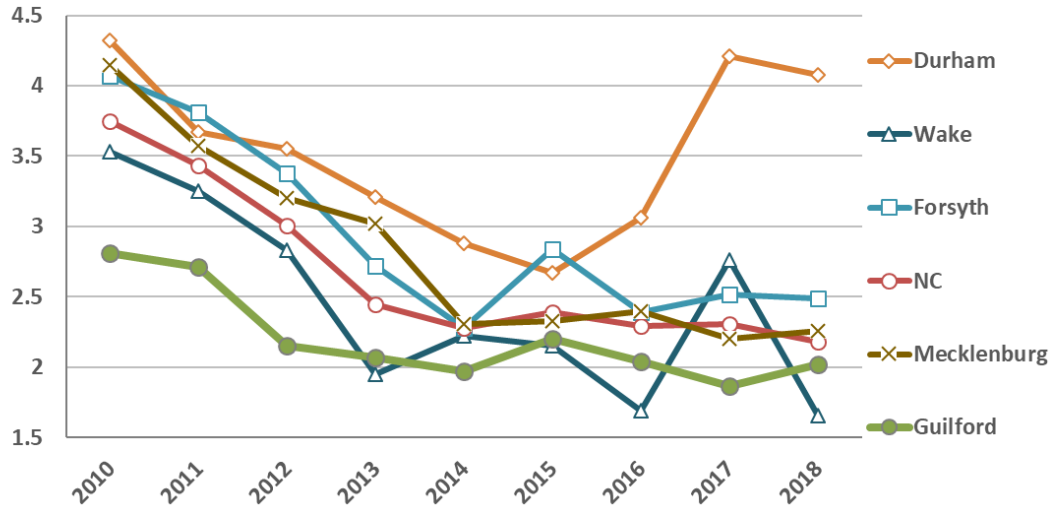
Greensboro's poverty rate in 2018 was 18.6%. American Community Survey (ACS) 1-Year estimates show significant variations for Triad cities, indicating this may result from sampling anomalies.

Among comparison cities, only Raleigh (12.3%) has dropped below the US poverty rate.

# comparisons

## HIGH SCHOOL DROPOUT RATE

Source: NC Department of Public Instruction, Consolidated Data Report



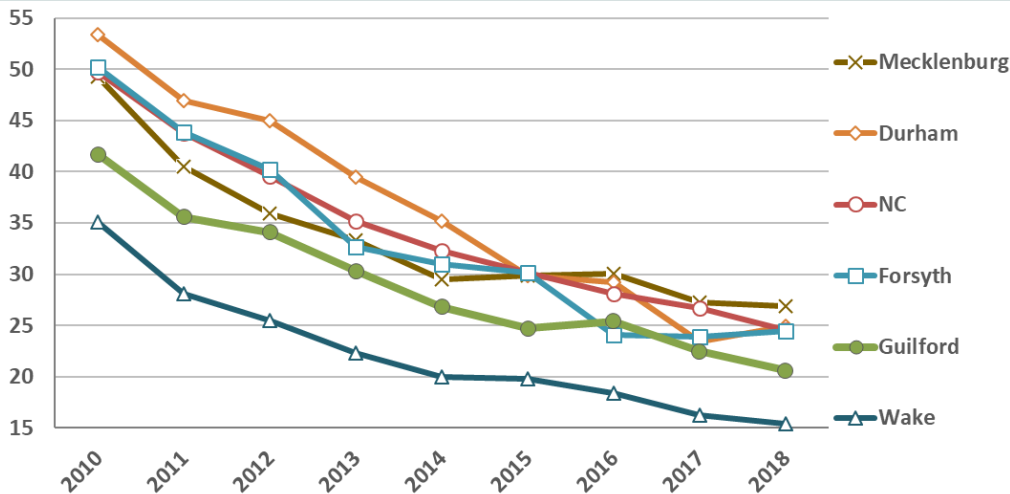
The drop out rate for high school students in Guilford County has decreased 28.1% since 2010 to 2.02 (per thousand.)

Drop out rates in the school districts serving most comparison cities show improvement since 2010.

Drop out rates vary significantly by race and ethnicity within Guilford County.

## TEEN PREGNANCY RATE

Source: NC Department of Health and Human Services, Resident Pregnancy Rates



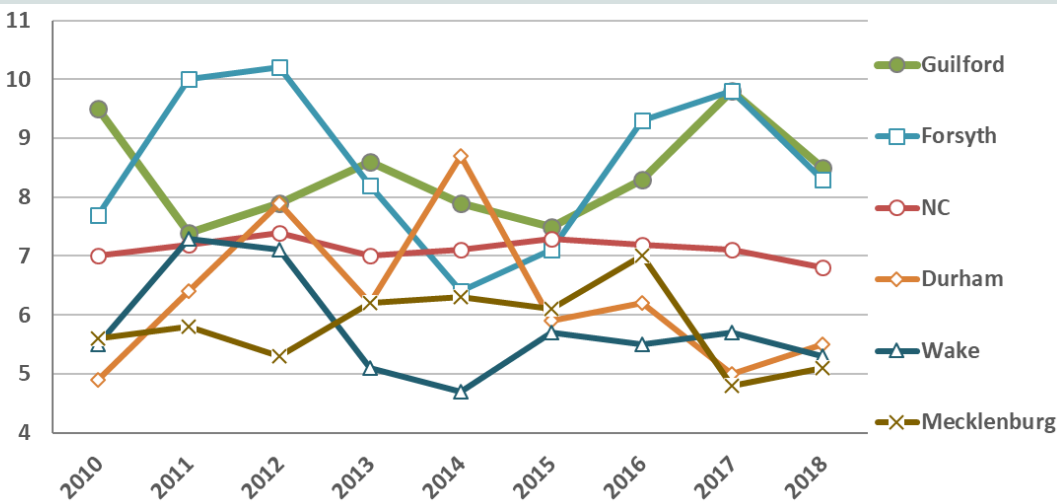
The teen pregnancy rate is calculated on reported pregnancies per 1,000 women ages 15-19. The State and comparison counties have experienced significant reductions since 2010.

The Guilford County teen pregnancy rate (20.6) dropped 51% between 2010 and 2018, remaining lower than the State (24.6).

Teen pregnancy rates vary significantly by race and ethnicity within Guilford County.

## INFANT MORTALITY RATE

Source: NC Department of Health and Human Services, Infant Mortality Report



The number of infant deaths per 1,000 live births in comparison counties shows no clear trends between 2010 and 2018. The State rate (6.8) has remained relatively stable since 2010, but varies widely for counties.

The Guilford County infant mortality rate (8.5) is currently lower than it was in 2010 (9.8) and is the highest among comparable counties.

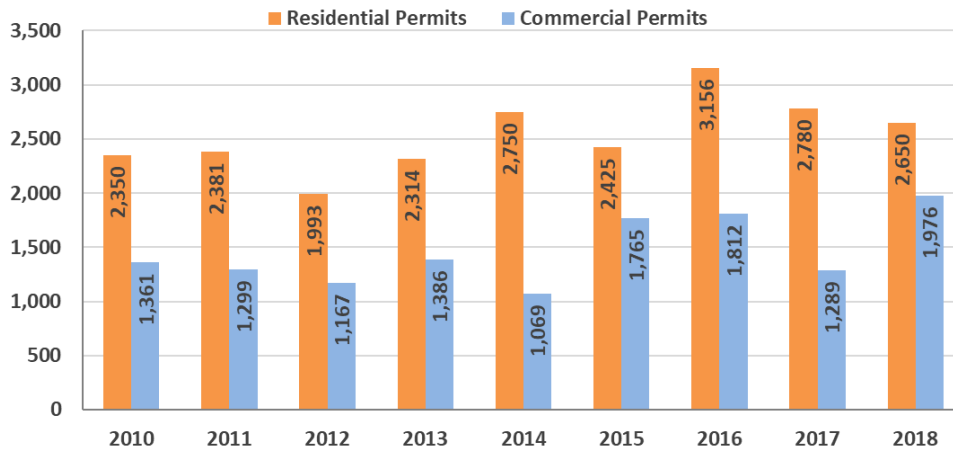
Infant mortality rates vary significantly by race and ethnicity within Guilford County.



# growth and development

## DEVELOPMENT PERMITS

Source: City of Greensboro Engineering and Inspections

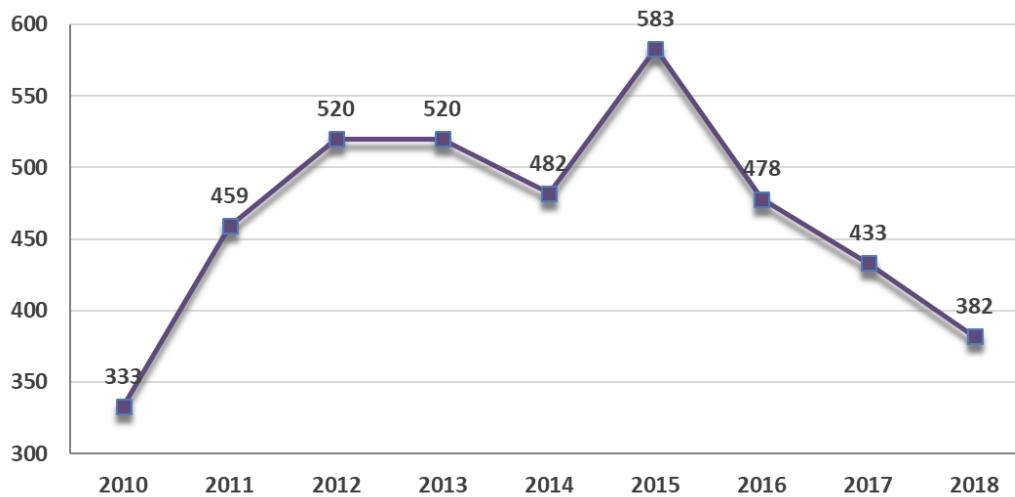


Like the value of construction permits shown on page 5, there was a decrease in the number of residential building permits in 2018 compared to 2017. There was an increase in commercial building permits during this same period.

When looking at building permits for new construction in 2017 compared to 2018 there were fewer building permits for apartment units. There were 853 new apartment units in 2017 compared to 249 in 2018.

## TRC REVIEWS

Source: City of Greensboro Planning Department

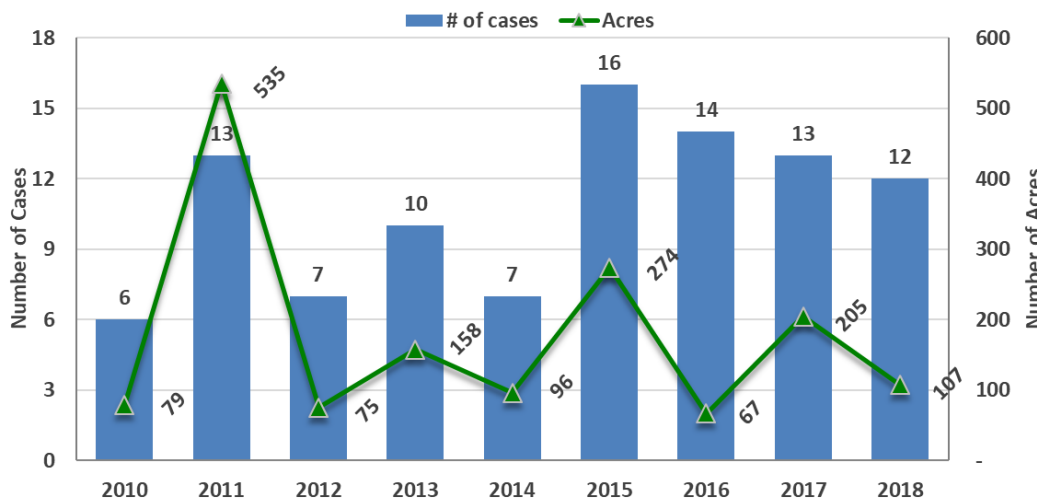


The Technical Review Committee (TRC) oversees the preparation of land before development occurs, reviewing subdivisions and site plans for compliance with state and local requirements.

The number of reviews completed annually has decreased each year since a record high of 583 in 2015.

## ANNEXATION

Source: City of Greensboro Planning Department, Annual Boundary and Annexation Survey



Through annexation, the City grew in size by 107 acres to 134.7 square miles in 2018.

As the chart illustrates, the number and size of annexations can vary considerably from year to year.

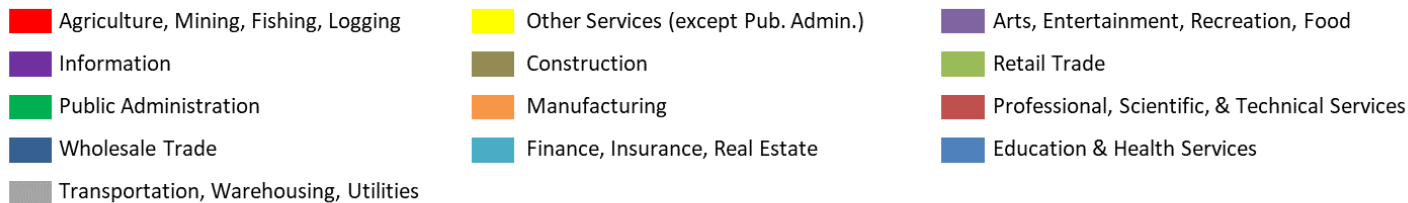
Annexations decreased in number of cases and acres annexed from 2017 to 2018.

# workforce

## WORKFORCE

Source: US Census Bureau, 2010 & 2018 American Community Survey 1-Year Estimates

### Employment by Industry (City-Level), 2010 to 2018



Greensboro Employment by Industry, 2010 to 2018			
Industry Sector	2010	2018	% Change
Education & Health Services	31,248	36,929	18.2%
Retail Trade	14,692	16,740	13.9%
Manufacturing	14,235	16,046	12.7%
Professional, Scientific, & Technical Services	12,298	13,481	9.6%
Arts, Entertainment, Recreation, & Food Services	15,478	13,269	-14.3%
Financial, Insurance, & Real Estate	9,610	9,263	-3.6%
Transportation, Warehousing, & Utilities	4,209	8,858	110.5%
Other Services (except Pub. Admin.)	4,773	6,683	40.0%
Construction	6,520	6,538	0.3%
Public Administration	3,857	4,322	12.1%
Wholesale Trade	4,522	3,963	-12.4%
Information	2,595	1,896	-26.9%
Agriculture, Mining, Fishing, & Logging	115	1,299	1029.6%
<b>TOTAL</b>	<b>124,152</b>	<b>139,287</b>	<b>12.2%</b>

Greensboro's job growth of 12% since 2010 suggests continued, stable recovery from the recession. Employment growth occurred in most job sectors, with the most significant percentage growth in Agriculture, Mining, Fishing, & Logging and Transportation, Warehousing, & Utilities.

When looking at the change in the number of jobs between 2017 and 2018, the following sectors and total were most notable:

#### Industry & Numeric Change, 2017-2018

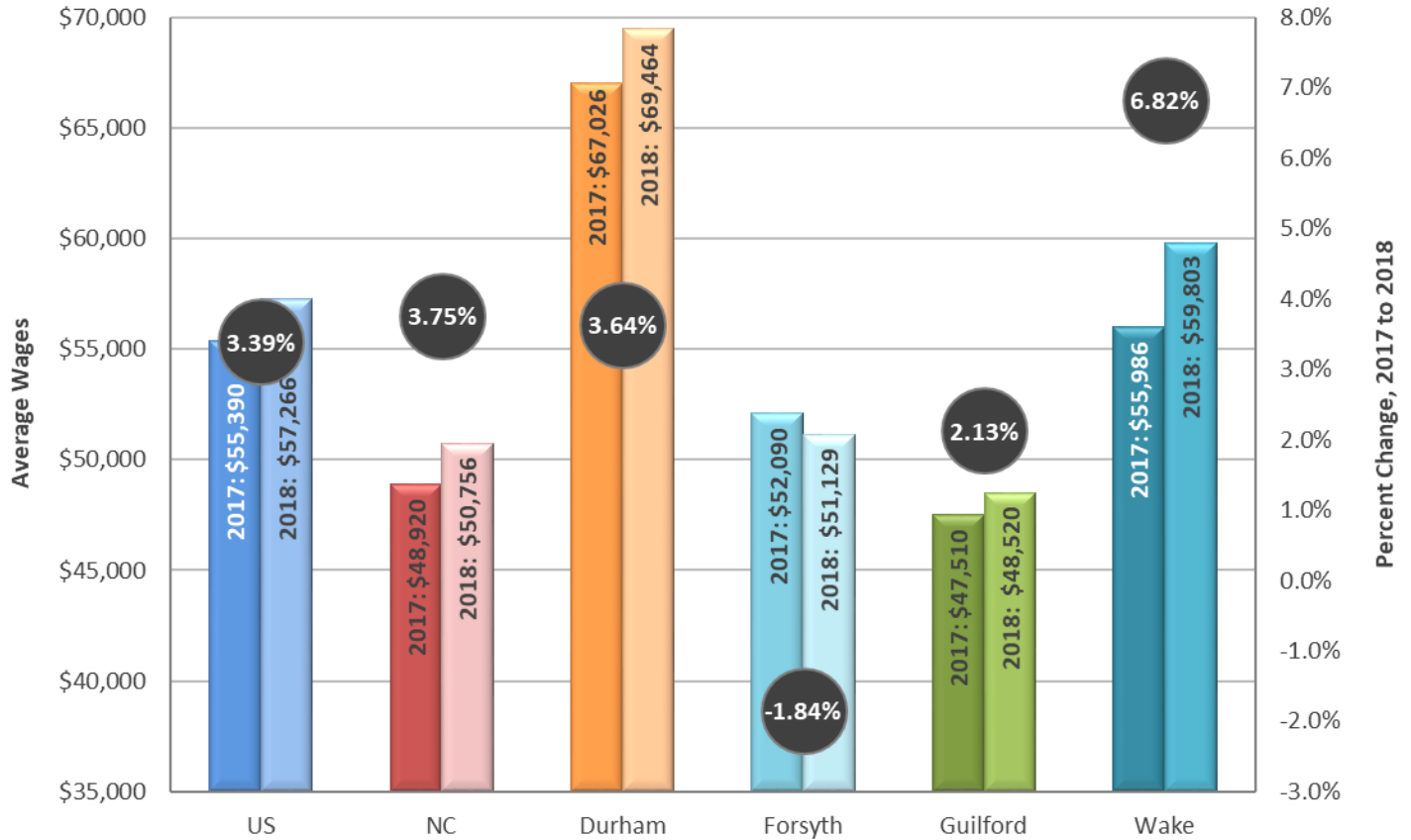
Construction	1,942
Public Administration	1,302
Arts, Entertainment, Recreation, & Food Services	-3,454
Manufacturing	-2,014
<b>Total Employment</b>	<b>-3,781</b>

# wage rates

## WAGE RATES

Source: Bureau of Labor Statistics, 2017 & 2018 Quarterly Census of Employment and Wages

### Average Wages, 2017 and 2018



From 2017 to 2018, Guilford County saw a 2.1% increase in annual average wages to \$48,520. Guilford County's average wage remains the lowest amongst comparison counties.

Nearly all industry sectors in Guilford County experienced an increase in average wages from 2017 to 2018. The Information sector experienced the largest increase of 6.1%, making it the highest wage sector at an average annual wage of \$71,187. Looking at the employment numbers on the previous page, this sector employs nearly 2,000 people in Greensboro alone and experienced a 26.9% loss of jobs from 2010 to 2018.

The sector with the largest numbers of employees in Greensboro (Education and Health Services with 36,929 jobs) has an annual average wage of \$48,658, near the annual average wage of Guilford County (\$48,520.)

Guilford County Average Wage by Industry*			
Industry Sector	2017	2018	% Change
Information	\$67,085	\$71,187	6.1%
Financial, Insurance, & Real Estate	\$72,488	\$69,701	-3.8%
Manufacturing	\$65,174	\$65,574	0.6%
Wholesale Trade	\$58,821	\$60,923	3.6%
Construction	\$53,934	\$55,593	3.1%
Professional, Scientific, & Technical Services	\$50,908	\$52,661	3.4%
Transportation, Warehousing, & Utilities	\$47,857	\$50,381	5.3%
Public Administration	\$47,664	\$48,672	2.1%
Education & Health Services	\$47,867	\$48,658	1.7%
Agriculture, Mining, Fishing, & Logging	\$38,638	\$36,291	-6.1%
Other Services (except Public Administration)	\$34,386	\$34,621	0.7%
Retail Trade	\$29,996	\$30,723	2.4%
Arts, Entertainment, Recreation, & Food Services	\$17,039	\$17,511	2.8%

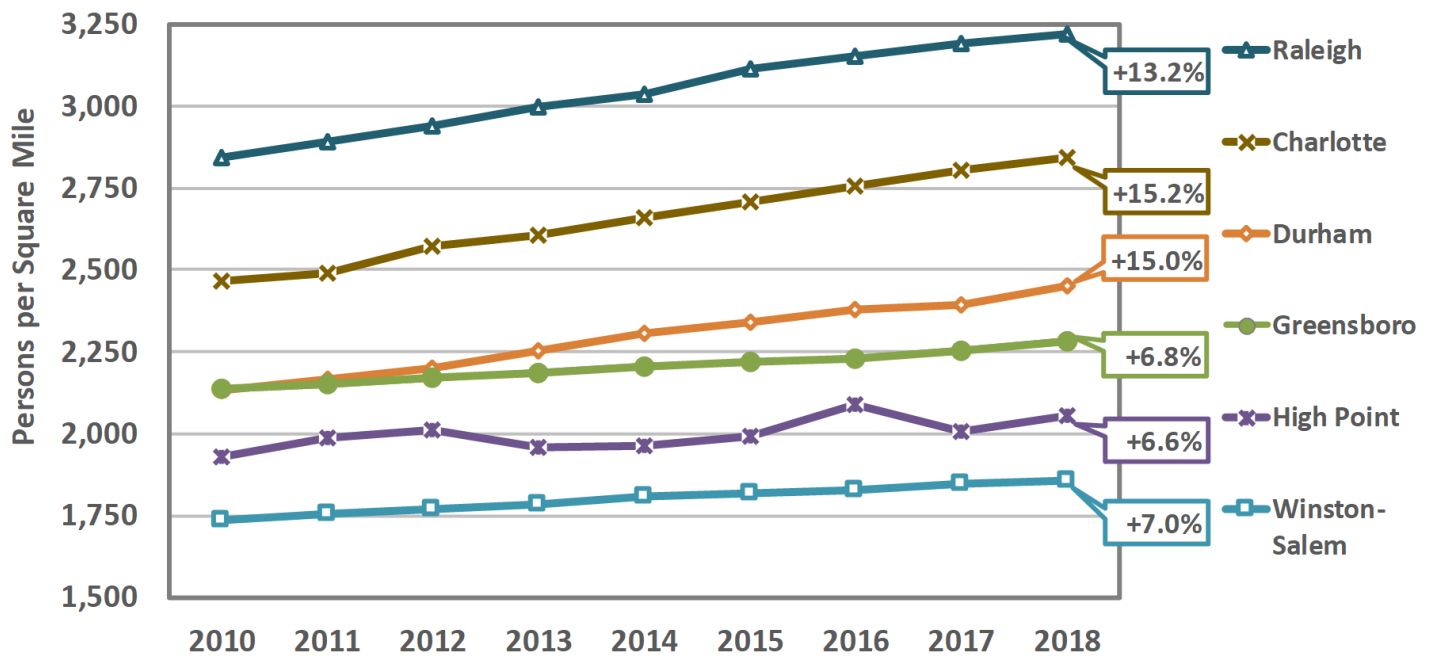
\*Total of average wage by industry differs due to rounding.

# density & tax base

## POPULATION DENSITY: PERSONS PER ACRE

Sources: NC Office of State Budget and Management, Municipal Growth Estimates & US Census Bureau, American Community Survey 1-Year Estimates

Change in Population Density, 2010 to 2018



Among all comparison cities, population density increased from 2017 to 2018. Increasing density brings benefits such as improved access to transportation options, lower per capita greenhouse gas emissions, and more efficient delivery of public services.

Since 2010, Greensboro’s population density has increased by 6.8%. Over the same period, population density increased by more than 13% in Raleigh (13.2%), Durham (15.0%), and Charlotte (15.2%). Similar to the overall population growth rate, Greensboro’s population density increased at a slower rate than most of the comparison cities.

## TAX VALUE

Sources: NC Office of State Budget and Management, Municipal Growth Estimates and NC Department of Revenue, Municipal Valuations

City	Total Taxable Real Property Value			Taxable Real Property Value per Acre		
	2010	2018	% Change	2010	2018	% Change
Charlotte	\$77,440,978,879	\$98,482,949,709	27.2%	\$406,485	\$501,042	23.3%
Durham	\$22,722,567,472	\$30,034,198,143	32.2%	\$330,670	\$419,453	26.8%
Greensboro	\$24,179,856,429	\$27,938,401,871	15.5%	\$298,629	\$338,163	13.2%
High Point	\$9,210,773,482	\$9,725,596,135	5.6%	\$267,491	\$272,921	2.0%
Raleigh	\$49,741,496,291	\$60,312,574,915	21.3%	\$543,873	\$645,164	18.6%
Winston-Salem	\$21,335,496,980	\$22,384,160,347	4.9%	\$251,695	\$263,867	4.8%

Total taxable real property value is a common measure of a municipality’s revenue capacity—the tax base. Between 2010 and 2018, Greensboro’s total taxable real property value grew 15.5%. Among comparison cities, Raleigh (21.3%), Durham (32.2%), and Charlotte (27.2%) experienced higher growth in their tax base than Greensboro, while High Point (4.6%) and Winston-Salem (4.9%) saw their tax base increase at smaller percentages.

Greensboro experienced a 13.2% increase in taxable real property value per acre over the same period, while Durham (26.8%), Raleigh (18.6%), and Charlotte (23.3%) all grew at higher rates. Winston-Salem (4.8%) and High Point (2.0%) both saw only slight increases in per acre value.