

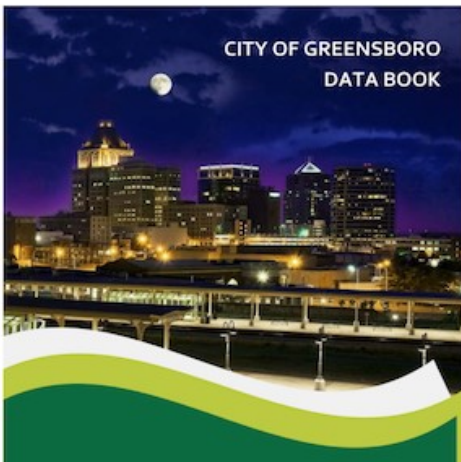
GROWTH & DEVELOPMENT TRENDS

JUNE 2018

FROM THE DIRECTOR

"It takes as much energy to wish as it does to plan."

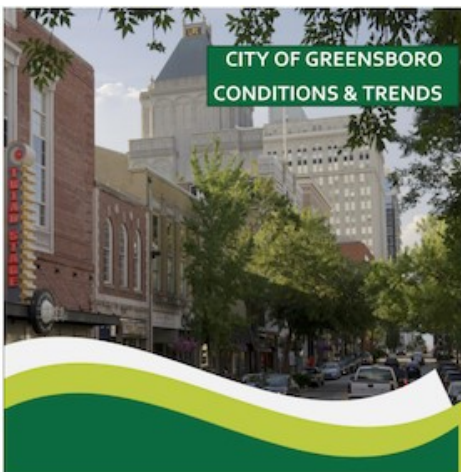
- Eleanor Roosevelt



This edition of the Planning Department's Growth and Development Trends report highlights some of the information compiled in preparation for the City's update to its comprehensive plan *Connections 2025*.

- The [Data Book](#) and the [Conditions and Trends Report](#) help us understand the facts and figures that shaped Greensboro since the last comprehensive plan was adopted in 2003.
- Nationally recognized names in housing, planning, and development came to Greensboro to be a part of our [speaker series](#).
- The National Association of Realtors [Smart Growth survey](#) asked Greensboro residents about their transportation and neighborhood preferences.

These sources help us understand how Greensboro is growing and developing. Knowing how Greensboro has grown will allow us to think about and plan for what we want in the future. We hope you will look at these resources and think about how the information presented will shape our city.



We invite you to stay connected to [PLANIT GSO](#), our effort to update the comprehensive plan, through our website, [Facebook page](#) and an email list you can join from the webpage. Our next step in this process is to work with the community to set goals for the plan and we need your input. Look for us at community events, hosting meetings and posting online over the next several months. We want to hear from you!

Planning for the best,
Sue Schwartz, FAICP

INSIDE

- AGE
- HOUSEHOLD SIZE
- JOBS
- INCOME
- VALUE OF PLACE

Direct links to all documents above
can be found at
www.greensboro-nc.gov/PlanItGSO



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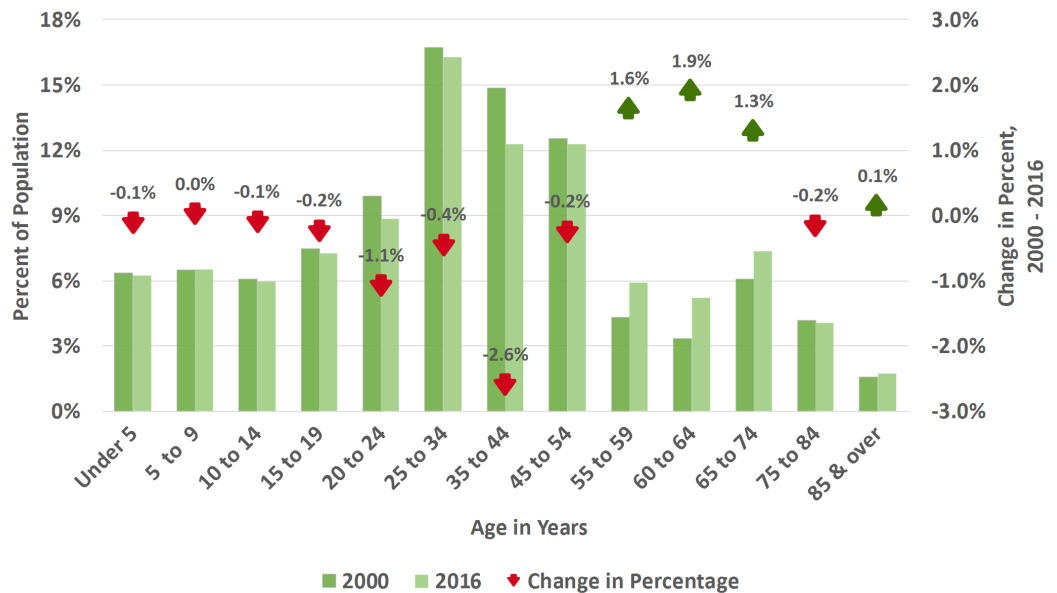
changing demographics

AGE

National and state figures show an aging population and the same holds true in Greensboro. The largest percent increases in age groupings between 2000 and 2016 were seen in age 55+ groups.

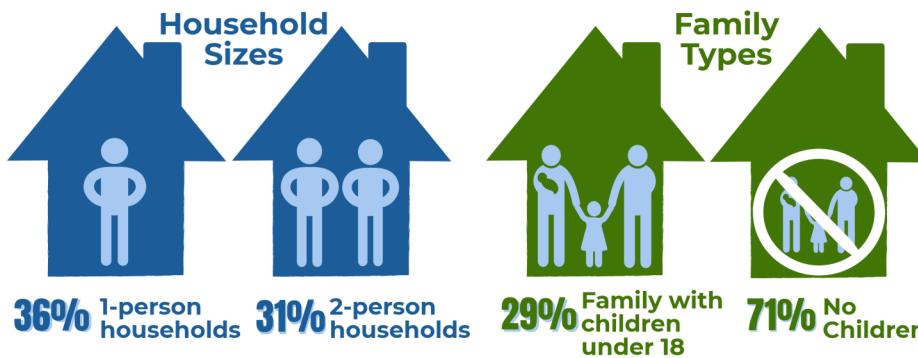
The millennial age group (people born between 1981 and 1996) is set to become the largest living generation in 2019, surpassing the Baby Boomer generation (Born 1946 to 1964). Millennials tend to choose the place that offers their preferred lifestyle and then find work to support themselves once they have relocated.

Greensboro Age Cohorts and Change in Percent of Age Cohorts, 2000 to 2016



Source: US Census Bureau, Decennial Census (2000) & American Community Survey (2016)

Greensboro Household & Family Data



Source: US Census Bureau, American Community Survey (2016)

HOUSEHOLD SIZE

Single-person households are becoming more prevalent. Currently 53% of the US housing market consists of one- or two-person households and Greensboro's figure is even higher at 67%. By 2025, 25% or fewer of US households will include children. These changes, and changing consumer preferences, create an opportunity to build a greater variety of housing options and add value in areas needing reinvestment.

(Source: Dan Parolek, PLANIT Greensboro Lecture: Missing Middle Housing.)

What does this mean for the growth and development of Greensboro?

- Population growth will create denser living environments, changing family sizes will create a need for different types of housing stock, and age composition will drive demand for walkable, connected environments.
- The shift in household structure will create greater demand for different types of housing stock. Greensboro will have to become more innovative and thoughtful regarding both the location and the types of new housing units constructed.

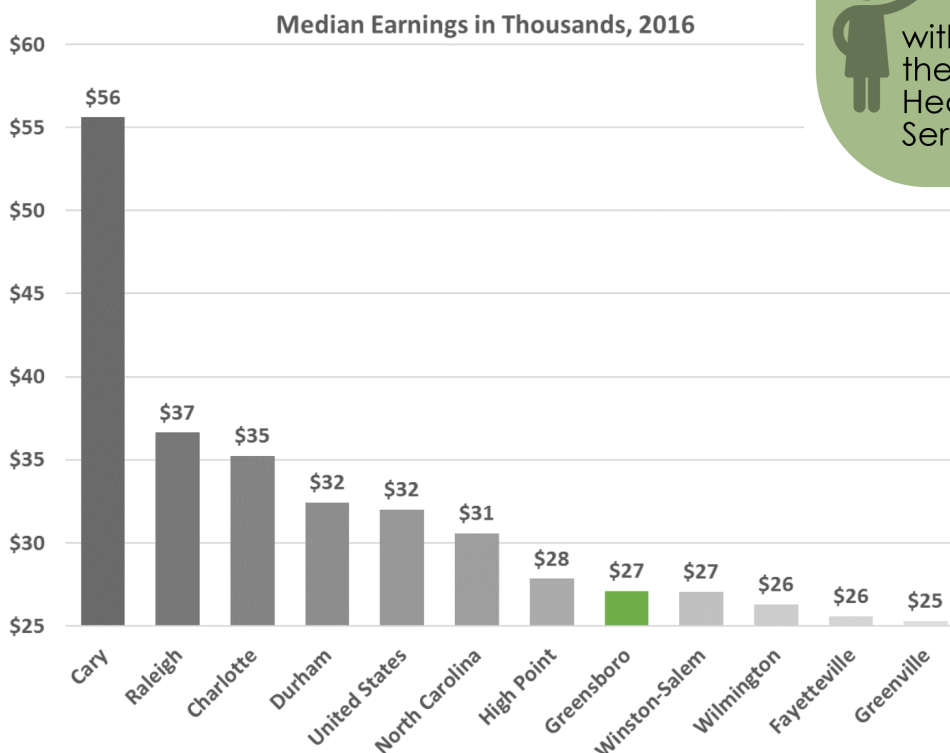
changing economy

JOBS

Greensboro has seen a dramatic shift in industry over the past two decades. Manufacturing, once a major employment type for many residents, saw major losses from 2000 to 2015. Service industry jobs, however, increased dramatically.

INCOME

What our residents earn at their jobs has not kept pace with increases at the national and state levels. Many of the other large cities in the state have higher median earnings than Greensboro residents.



Source: US Census Bureau, American Community Survey (2016)

What does this mean for the growth and development of Greensboro?

- With decreasing demand for heavy industrial land, new tools such as the recently adopted Light Industrial Mixed Use zoning district can allow for creative reuse of land currently zoned only for industrial uses. This district allows for residential and commercial uses next to less intense, light industrial uses.
- To reduce the skills gap in Greensboro, schools, colleges and universities will need to provide flexible continuing education for working students.
- Offering variety in shopping presents the opportunity for Greensboro to create interesting new places and capitalize on existing distinctive places.
- Vacant retail space presents a challenge for communities, including Greensboro, to develop plans for empty sites and particularly for shopping centers and big box retailers.

CHANGE IN EMPLOYMENT

From 2000 to 2015

Manufacturing jobs decreased

-23%

while Service jobs increased

+35%

with the largest gain in the Educational, Health and Social Services sector

+ 7,967 jobs

SHIFTING RETAIL

The American retail industry is changing dramatically as people become more reliant on technology, electronic devices, and access to products and information. The number and floor space of retail stores in the US far outnumber that of any other First World country. Current retail strategies include focusing on giving customers unique goods and experiences, building smaller stores, and mixing online and in-store sales.

value of place

PLACE-BASED DESIGN

The value of place can be hard to define, yet can be simply stated as creating a place where people want to be. Speakers [Geoff Anderson](#) and [Governor Parris Glendening](#) spoke on the importance of placemaking and competing with other cities that have places where people want to be.

WALKABILITY

Speaker [Chris Leinberger](#) and the [National Realtors Association Community Preference Survey results](#) both highlight the need for more walkable places. These resources show that the number of people wanting walkable places is growing, but the supply of such places is growing more slowly. The survey also showed the more walkable a community is and the more amenities there are to walk to, the more satisfied residents are with their quality of life in that community.

MISSING MIDDLE

Speakers Dan Parolek and [Kol Peterson](#) spoke on the importance of including a variety of housing types. In Greensboro and many other cities across the country, development has tended towards single-family housing or apartments with not a lot in between. These two speakers highlighted the importance of providing the option of “missing middle” housing, which creates housing options for more residents in a way that fits appropriately into a neighborhood. Adding more residences increased the efficiency of City services, creates a healthier bottom line for the City and creates more opportunity for businesses that people can walk to.



What does this mean for the growth and development of Greensboro?

- Placemaking experiments can lead to new developments that are smarter, more equitable, more sustainable, more connected, more fiscally responsible, and more people-centered.
- Placemaking, especially in the downtown area, but also in neighborhood-oriented centers or urban villages, could have a transformational effect on growth and development in Greensboro over the planning horizon.
- Good infill development can add value to adjacent neighborhoods, improve the City’s bottom line, and provide an option for the growing percentage of people that want to live in a walkable neighborhood.
- Crucial challenges for Greensboro will include promotion of housing options at a wide range of price points and finding a balance that allows neighborhoods to attract new investment and thrive, yet protects long-term residents from erosion of social connections, spiraling housing costs, and displacement.