City of Greensboro

GROWTH & DEVELOPMENT TRENDS

JANUARY 2021

FROM THE DIRECTOR

"What a long, strange trip it's been."
– Grateful Dead

Trying to summarize where we have been over the last year and where are we going as a City has been a challenge, to say the least. I probably haven't thought about this line from the song "Truckin" since college, but when I reflect on 2020 that is the ear-worm that rolls around in my head.

The Planning Department has been publishing the *Growth and Development Trends* report for nine years now. This issue deserves more than a few footnotes. We use the American Community Survey from the US Census Bureau for much of our data and the most recent information is for 2019. A lot of what you see in this report is pre-COVID. It is still helpful to contextualize and to evaluate trends, but we anticipate many of these will change in the coming months.

We are committed to producing a mid-year update this summer. We hope it will give a better picture of how Greensboro has been navigating the pandemic. Here are a few items that we will cover then:

- Many of the 2020 numbers we would pull today are rough estimates. There should be more accurate numbers later this spring.
- The initial reports from the 2020 Census will be available in coming months.
- Building permit and site plan submission data for 2020 will be complete soon.

For the last bullet, we are optimistic. Site plan and building permit submissions have not slowed down in 2020. Pandemic and all, people are still investing in Greensboro.

Last but not least, *GSO2040*, the updated comprehensive plan for our City was adopted in June. This plan outlines our hope for a better Greensboro. The big ideas, goals, and vision come from literally thousands of people who engaged in the discussion on our future. We have put an interactive version on our website. Please click on this link and take a look at the work of the people of our city.

Planning for the best,
Sue Schwartz, FAICP

INSIDE

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Promoting Quality Growth Throughout Greensboro

City of Greensboro
North Carolina

Planning Department

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about this report

Greensboro, NC

Comparative cities used in this report
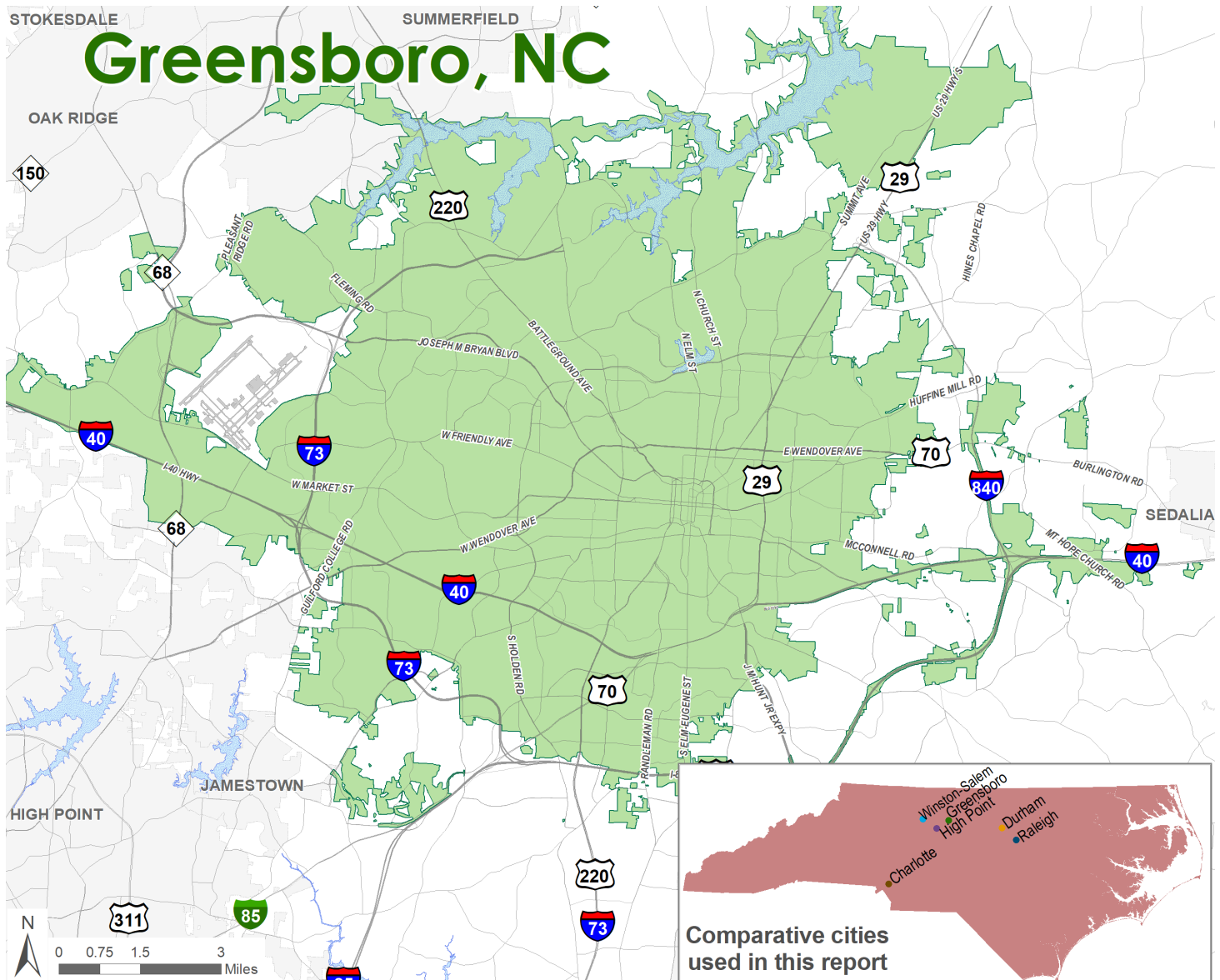
This report makes use of a variety of federal, state, and local data sources, including:

- 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. Most data was gathered from the US Census Bureau's American Community Survey. The most recent data available from the American Community Survey is 2019 data and we tried to keep that consistent across variables. Visit our Population and Statistics Web page to find a glossary of terms used in this report.

city facts [as of June 2020]

2019 POPULATION [1]

City of Greensboro	296,725
Guilford County	537,174

GEOGRAPHY [2]

Land Area (square miles)	135.2

CITY INFRASTRUCTURE [2]

Paved Streets	1,049 miles
Sidewalks	596 miles
Water Lines	1,837 miles
Sewer Lines	1,656 miles
Water Meters	103,273
Fire Hydrants	13,078
Full-Time Equivalent Municipal Employees [3]	3,190
Fire Stations	25
Library Facilities	8
Recreation Centers	11
Trails and Greenways	100 miles

FISCAL [3]

Tax Valuation	$29,006,100,000
Fiscal Year 2020-2021 Budget	$602,444,406
Total City Tax Rate (per $100 Valuation)	$0.6625
Consisting of:	
General Fund	$0.6206
Transit	$0.0350
Housing Partnership Fund	$0.0069

The portion of the tax rate that was previously dedicated to the Economic Development Fund was consolidated with the General Fund this year.

HOUSING [1]

Total Units	132,743
Median Value	$169,600
Occupied Units	118,046 (88.9%)
Owner Occupied Units	57,490 (48.7% of occupied units)
Renter Occupied Units	60,556 (51.3% of occupied units)
Vacant Units	14,697 (11.1%)

Source and Notes:
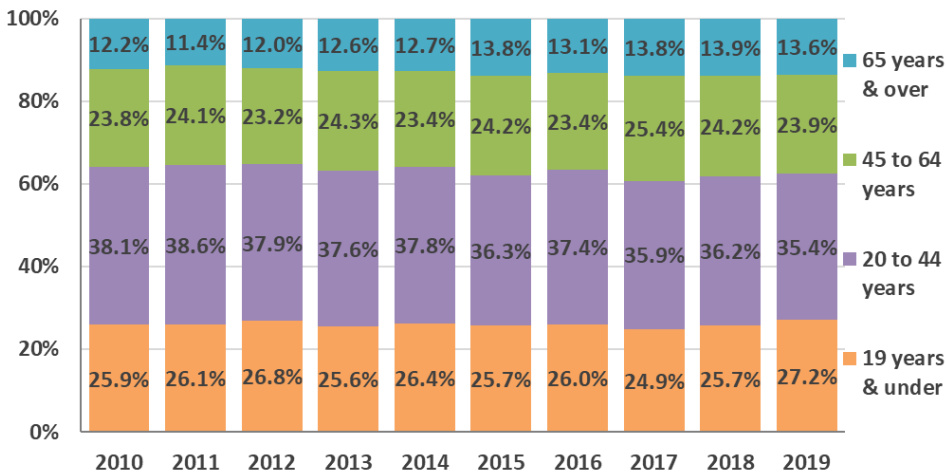[1] *US Census Bureau, American Community Survey, 2019 1-Year Estimate*
[2] *Internal City Data*
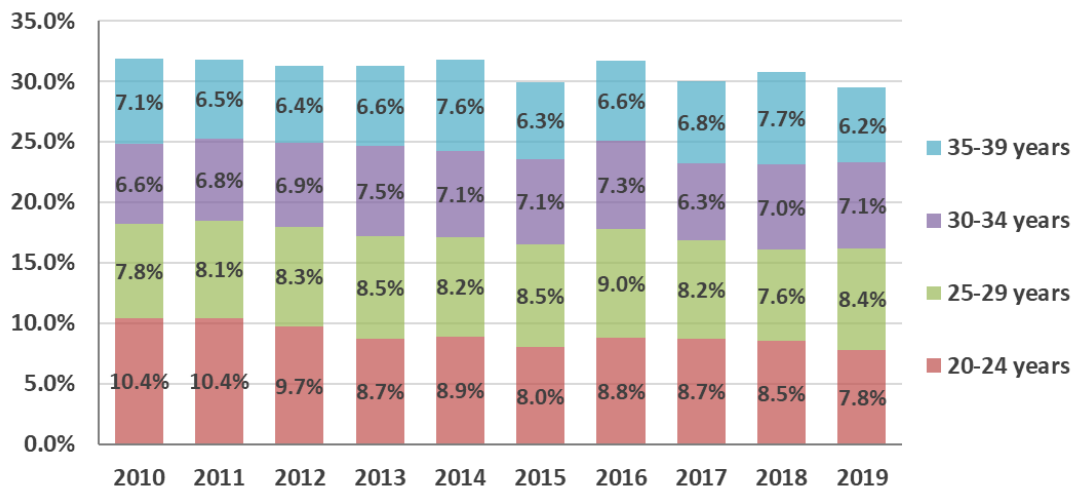[3] *Adopted City Budget, 2020-2021*

city trends

AGE

Greensboro continues to shift toward an older population. Between 2010 and 2019, the percentage of the population 65 and older increased nearly 12%, while the percentage of population 20 to 44 years decreased.

	2010-2019
65 years & over	11.5%
45 to 64 years	0.4%
20 to 44 years	-7.1%
19 years & under	5.0%

MILLENNIALS

The Pew Research Center defines the millennial generation as being born between 1981 and 1996. In 2019 (the most recent year data is available) the millennial population was ages 23 to 38. Using the closest available age groupings and looking at those groupings for the past 10 years, a fairly steady trend emerges of the share of the population between the ages 20 and 35 hovering around 30%.
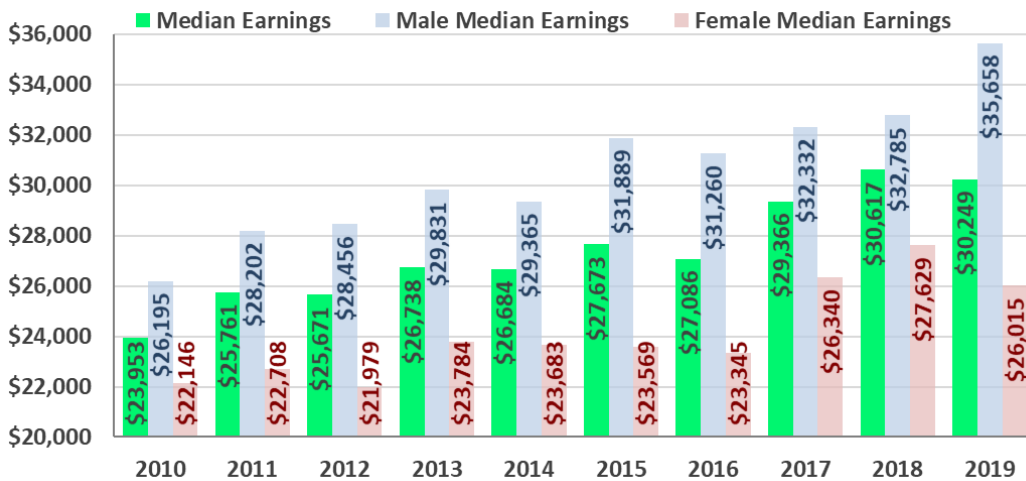
RACE AND ETHNICITY
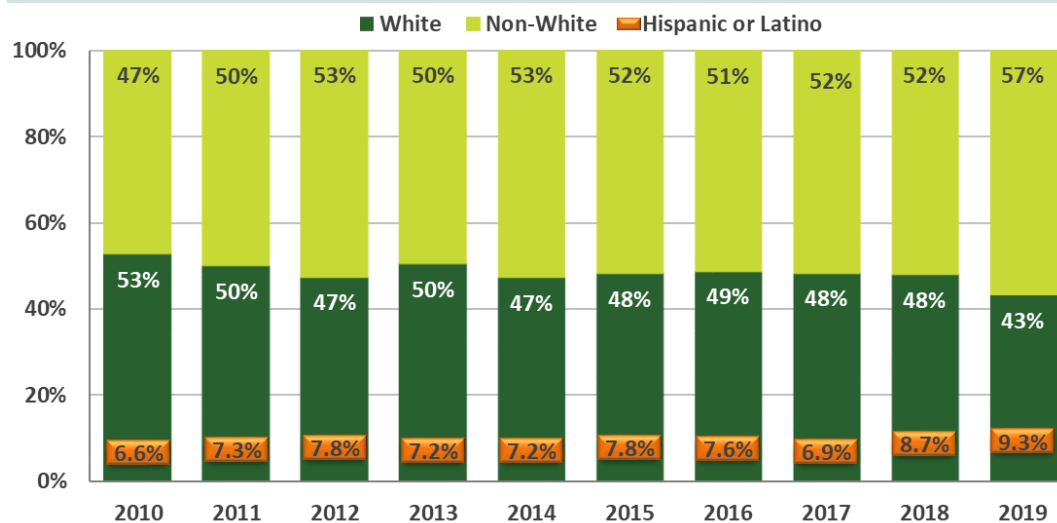
Greensboro remains diverse, with 57% of the population identifying as non-white in 2019.

The percentage of population identifying as Hispanic or Latino has increased in recent years, with the highest rate of 9.3% shown in 2019.

city trends

MEDIAN EARNINGS

Source: US Census Bureau, 2010-2019 American Community Survey 1-Year Estimates

Legend: ■ Median Earnings ■ Male Median Earnings ■ Female Median Earnings

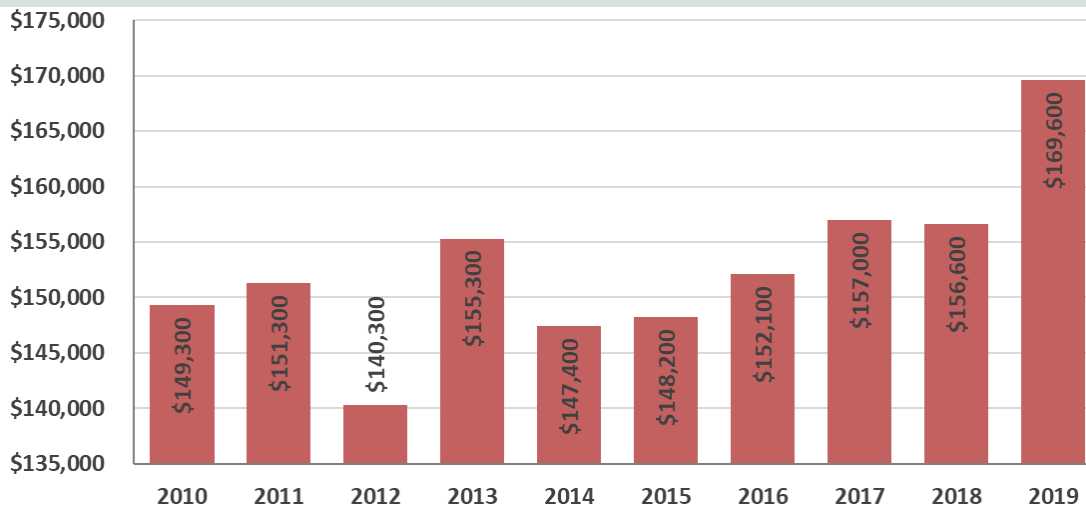| Year	Median Earnings	Male Median Earnings	Female Median Earnings
2010	$23,953	$26,195	$22,146
2011	$25,761	$28,202	$22,708
2012	$25,671	$28,456	$21,979
2013	$26,738	$29,831	$23,784
2014	$26,684	$29,365	$23,683
2015	$27,673	$31,889	$23,569
2016	$27,086	$31,260	$23,345
2017	$29,366	$32,332	$26,340
2018	$30,617	$32,785	$27,629
2019	$30,249	$35,658	$26,015

Median earnings in Greensboro have increased since 2010 with the most recent result of $30,249. Median Earnings are a report of earned income for the population 16 years and over.

From 2010 to 2019, the gap between median earnings for males and females in Greensboro widened.

MEDIAN VALUE OF OWNER-OCCUPIED HOUSING UNITS

Source: US Census Bureau, 2010-2019 American Community Survey 1-Year Estimates

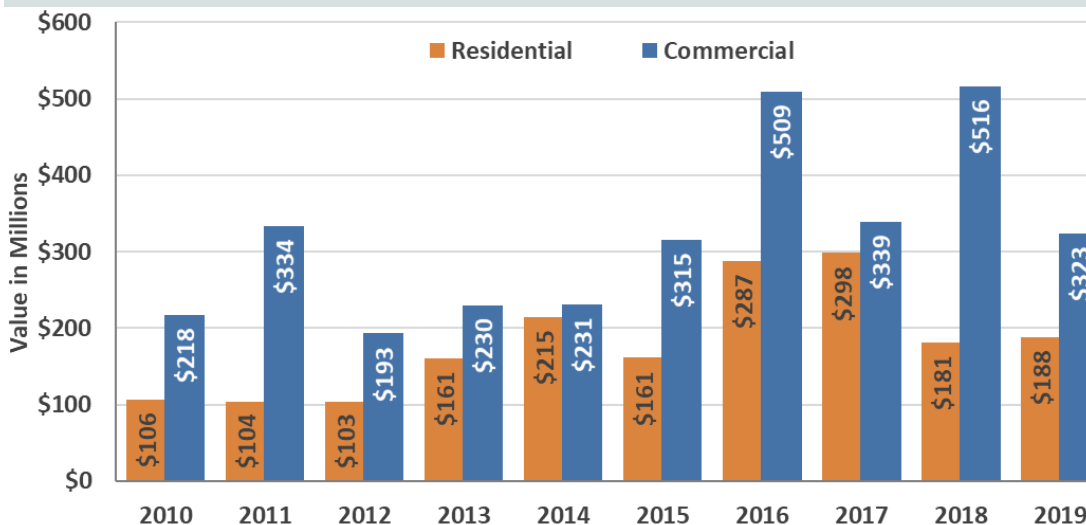| Year	Median Value
2010	$149,300
2011	$151,300
2012	$140,300
2013	$155,300
2014	$147,400
2015	$148,200
2016	$152,100
2017	$157,000
2018	$156,600
2019	$169,600

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.

There has been a nearly 14% increase in the median home value from 2010 to 2019.

VALUE OF CONSTRUCTION

Source: City of Greensboro Engineering and Inspections

Value in Millions

| Year	Residential	Commercial
2010	$106	$218
2011	$104	$334
2012	$103	$193
2013	$161	$230
2014	$215	$231
2015	$161	$315
2016	$287	$509
2017	$298	$339
2018	$181	$516
2019	$188	$323

The value of residential building permits in Greensboro increased slightly from 2018 to 2019 while the value of commercial building permits decreased by 37%.

From 2010 to 2019, the estimated value of all building permits was estimated at over $5 billion dollars, with 64% of the investment from commercial permits and 36% from residential.

# comparisons

POPULATION CHANGE, 2000-2019
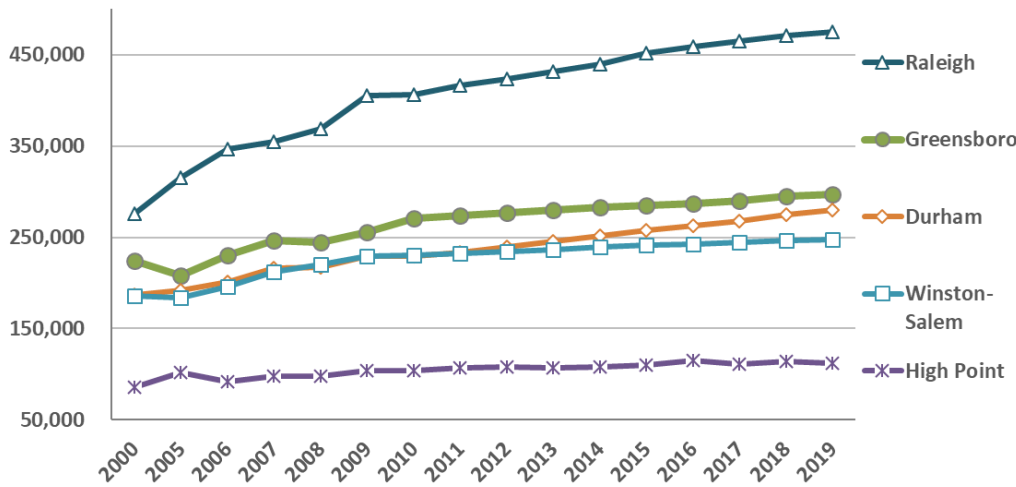
The American Community Survey from the US Census Bureau shows that Greensboro's population in 2019 was 296,725.

From 2000 to 2019, Greensboro's rate of population growth (32.5%) was higher than the State (30.3%) and US (16.6%) rates, but lagged behind comparison cities in the state.

During the same period, Raleigh's rate of growth (71.9%) surpassed Durham (49.4%), High Point (30.2%) and Winston-Salem (33.5%).
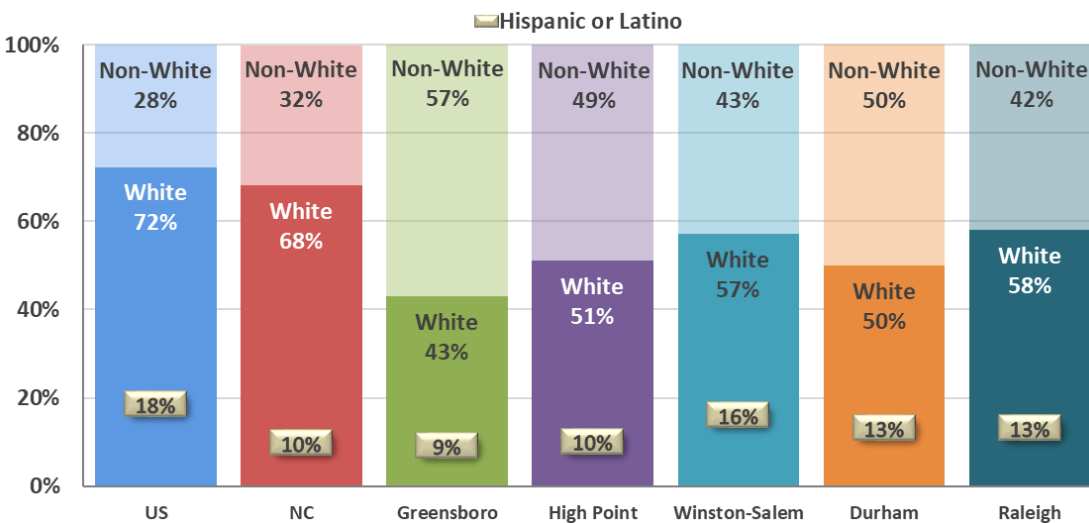
MEDIAN AGE
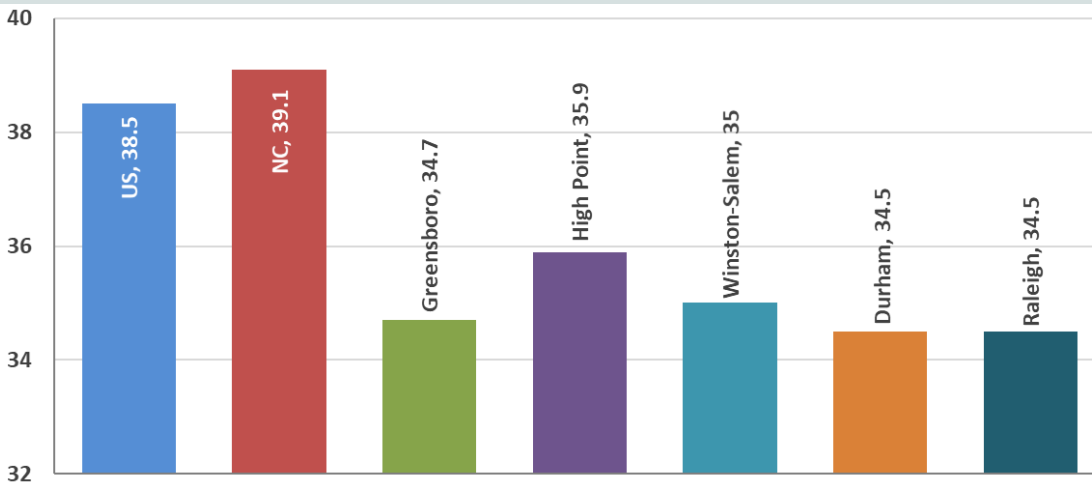
Greensboro's median age (34.7) is relatively young compared to the State (39.1) and US (38.5).

The median age in the urban areas of this report are all younger than the state and nation.

RACE AND ETHNICITY

Greensboro remains more racially diverse than the State, US, and all comparison cities in the state, with a non-white population of 57%.

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, 2010-2019

Legend:
- High Point
- Greensboro
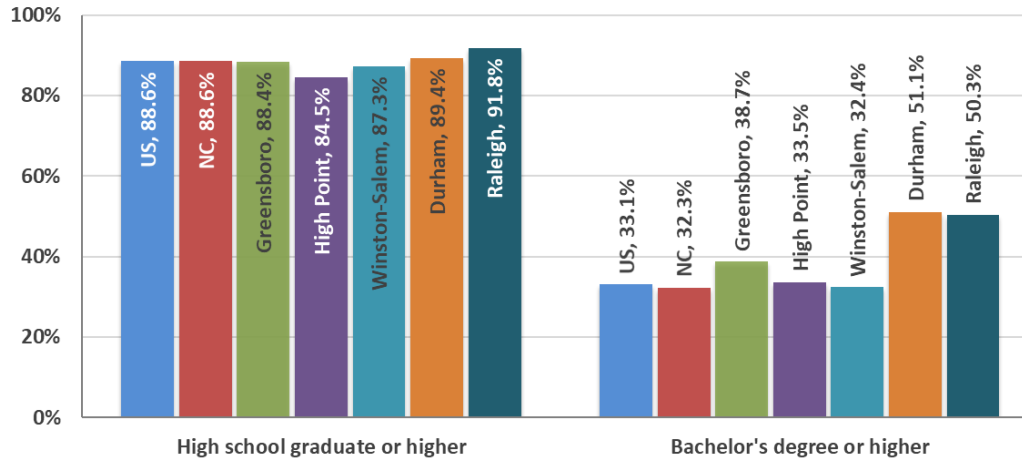- Winston-Salem
- North Carolina
- US
- Raleigh
- Durham
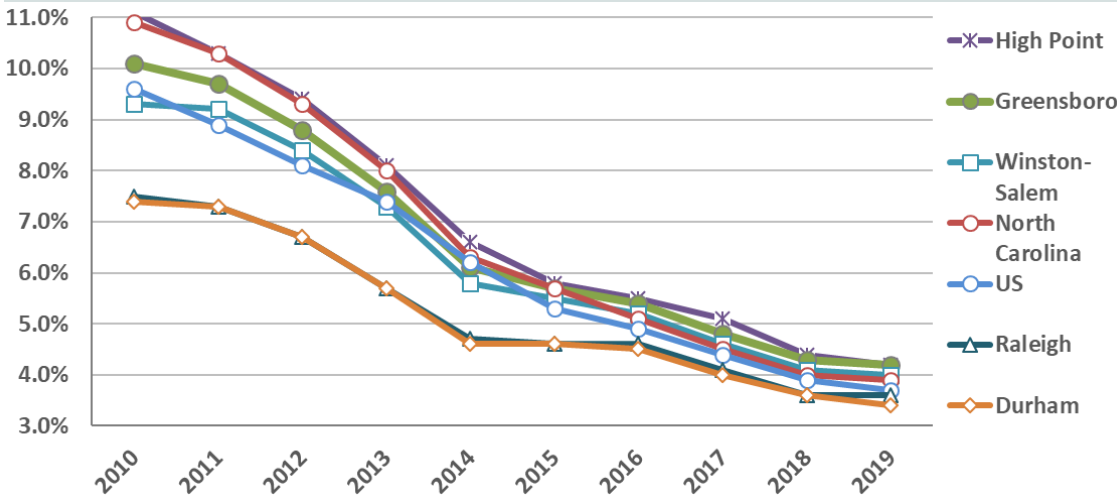
Since 2010, unemployment has improved on par with the State, US and most comparison cities. The December 2019 monthly unemployment rate for Greensboro was 3.5, the first time the rate was that low since December 2000.

May 2020 and the COVID-19 pandemic saw an unprecedented unemployment rate of 15.8.

EDUCATIONAL ATTAINMENT

High school graduate or higher:
- US, 88.6%
- NC, 88.6%
- Greensboro, 88.4%
- High Point, 84.5%
- Winston-Salem, 87.3%
- Durham, 89.4%
- Raleigh, 91.8%

Bachelor's degree or higher:
- US, 33.1%
- NC, 32.3%
- Greensboro, 38.7%
- High Point, 33.5%
- Winston-Salem, 32.4%
- Durham, 51.1%
- Raleigh, 50.3%

Greensboro (88.4%) typically has one of the higher rates of high school graduates than other comparison cities, the State and US, but appears to pull even with other areas in 2019.

Attainment of bachelor's and advanced degrees in Greensboro (38.7%) remains higher than the State and US, but lower than Durham (51.1%) and Raleigh (50.3%.)

POVERTY RATE, 2010-2019

Legend:
- Winston-Salem
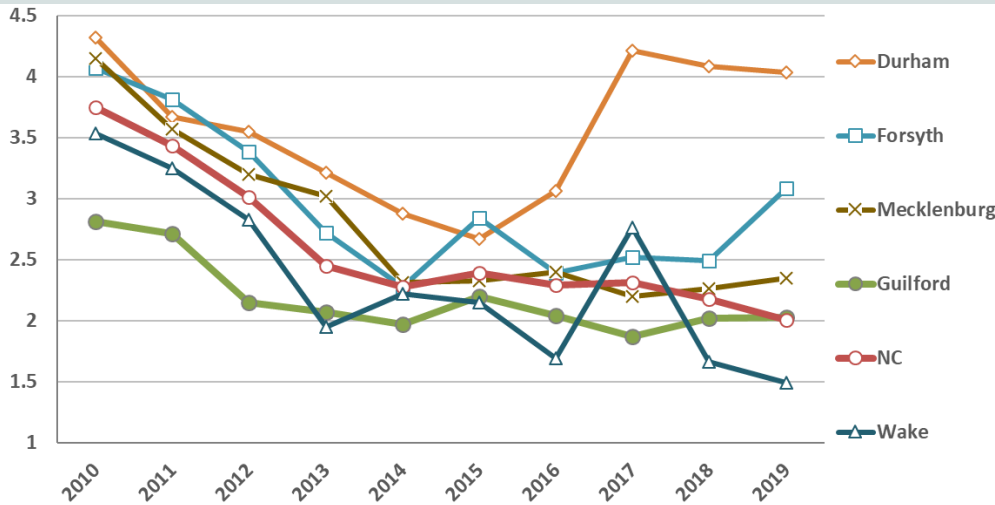- Greensboro
- High Point
- Durham
- NC
- US
- Raleigh
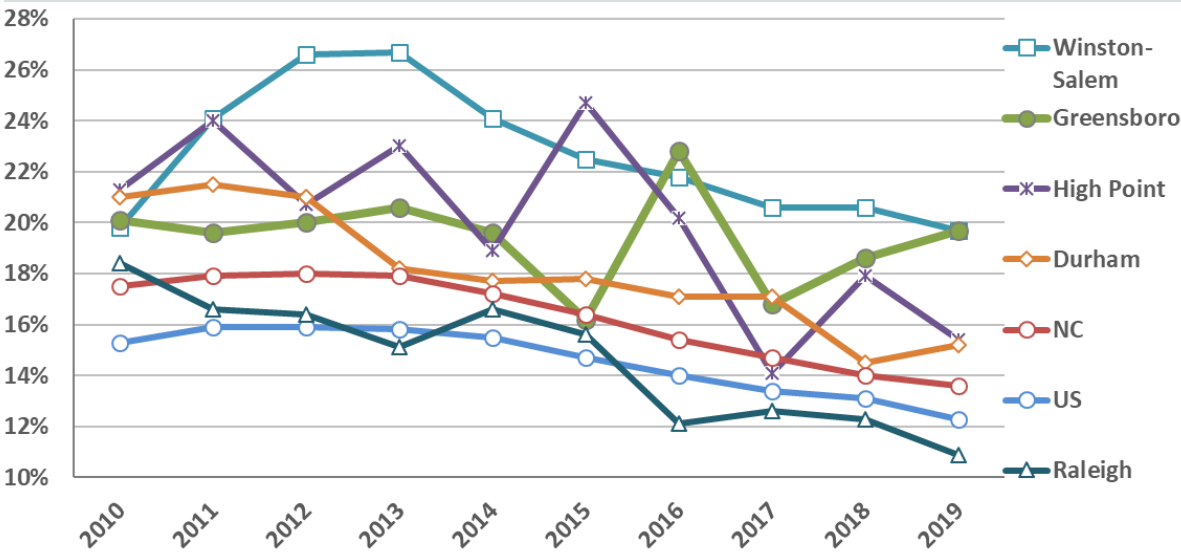
Greensboro's poverty rate in 2019 was 19.7%. American Community Survey 1-Year estimates show significant variations for Triad cities, indicating this may result from sampling anomalies.

Among comparison cities, only Raleigh (12.3%) is typically below the US poverty rate.
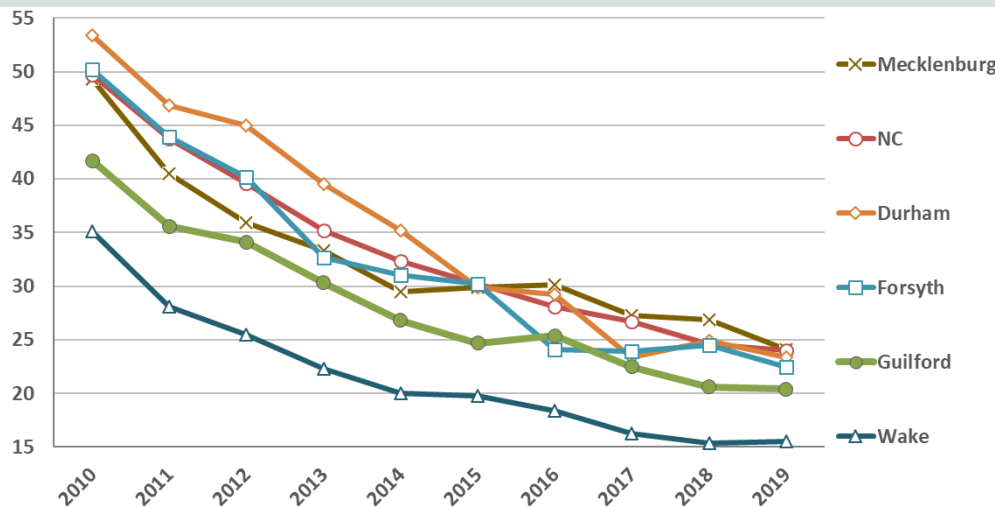
comparisons

HIGH SCHOOL DROPOUT RATE

The drop out rate for high school students in Guilford County has decreased 27.8% since 2010 to 2.03 (per thousand) in 2019.

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

The teen pregnancy rate is calculated on reported pregnancies per 1,000 women ages 15-19. The State and comparison counties rate have all been cut in half over the past decade.

The Guilford County teen pregnancy rate (20.4) dropped 51% between 2010 and 2019, remaining lower than the State (24).

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

INFANT MORTALITY RATE
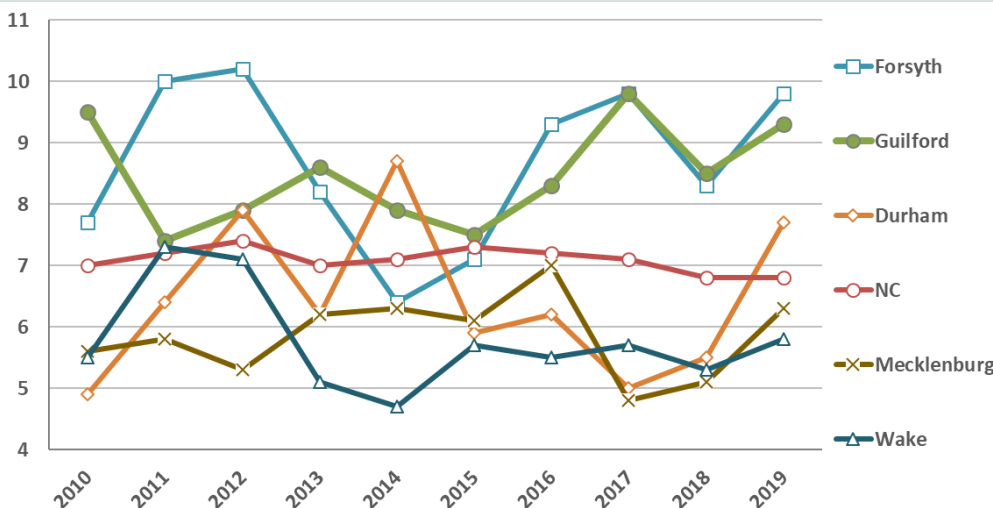
The number of infant deaths per 1,000 live births in comparison counties shows no clear trends between 2010 and 2019. The State rate (6.8) has remained relatively stable since 2010, but varies widely for counties.
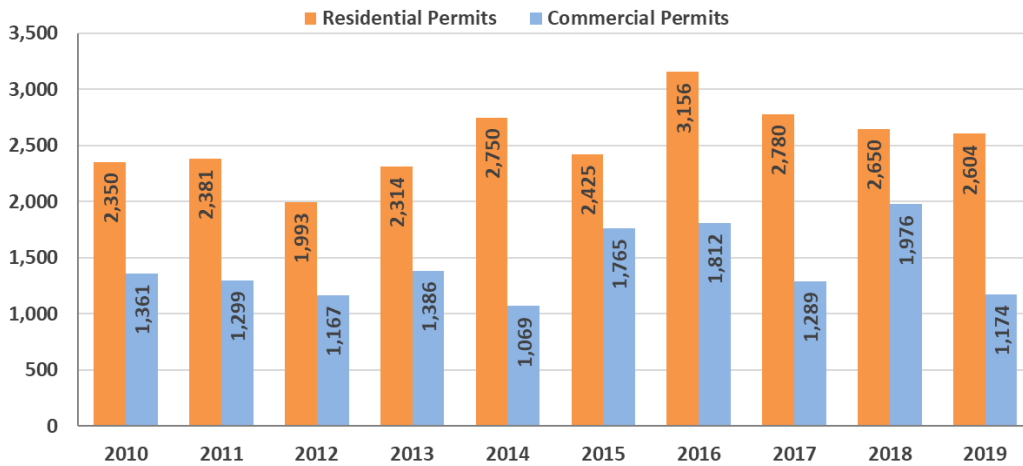
The Guilford County infant mortality rate (9.3) is currently lower than it was in 2010 (9.8.)

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

growth and development

DEVELOPMENT PERMITS

Source: City of Greensboro Engineering and Inspections

Residential Permits ■ **Commercial Permits**

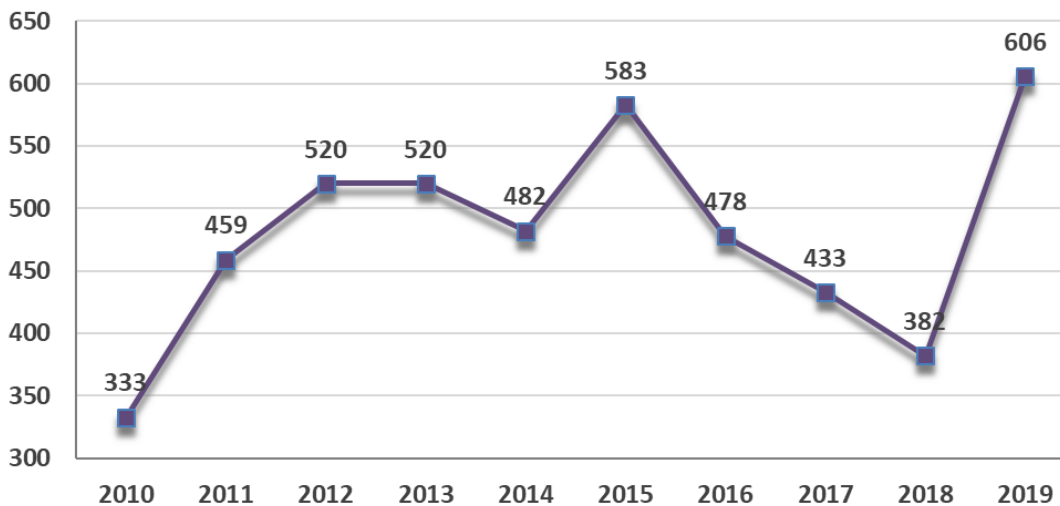| Year	Residential Permits	Commercial Permits
2010	2,350	1,361
2011	2,381	1,299
2012	1,993	1,167
2013	2,314	1,386
2014	2,750	1,069
2015	2,425	1,765
2016	3,156	1,812
2017	2,780	1,289
2018	2,650	1,976
2019	2,604	1,174

There was a slight decrease in the number of residential building permits from 2018 to 2019 and a 41% decrease in commercial building permits.

Of the total commercial building permits requested in 2019, 72% were for alterations or repairs to existing buildings.

TRC REVIEWS

Source: City of Greensboro Planning Department

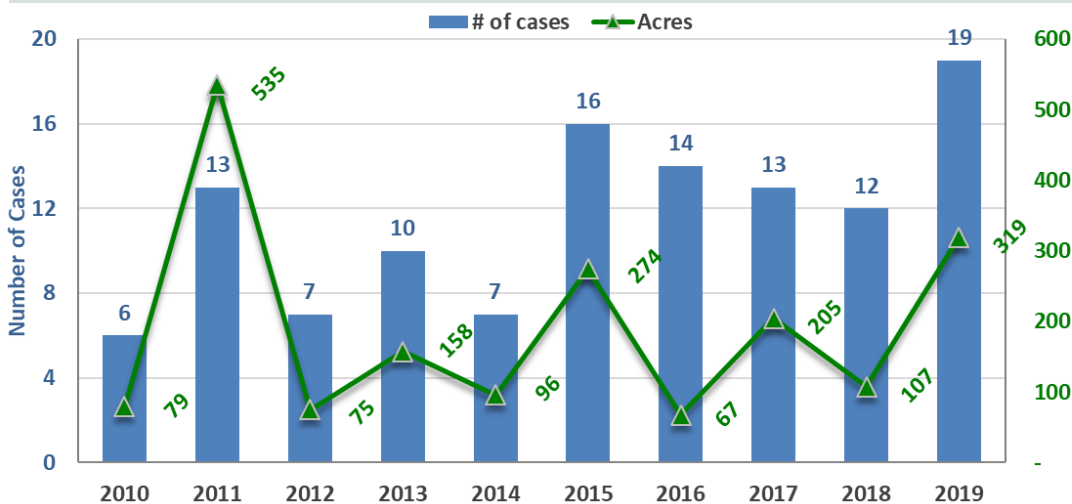| Year	Reviews
2010	333
2011	459
2012	520
2013	520
2014	482
2015	583
2016	478
2017	433
2018	382
2019	606

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 increased by nearly 60% from 2018 to 2019.

ANNEXATION

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

■ # of cases — ▲ Acres

Year	# of Cases	Acres
2010	6	79
2011	13	535
2012	7	75
2013	10	158
2014	7	96
2015	16	274
2016	14	67
2017	13	205
2018	12	107
2019	19	319

Through annexation, the City grew in size by 319 acres to 135.2 square miles in 2019.

As the chart illustrates, the number and size of annexations can vary considerably from year to year.
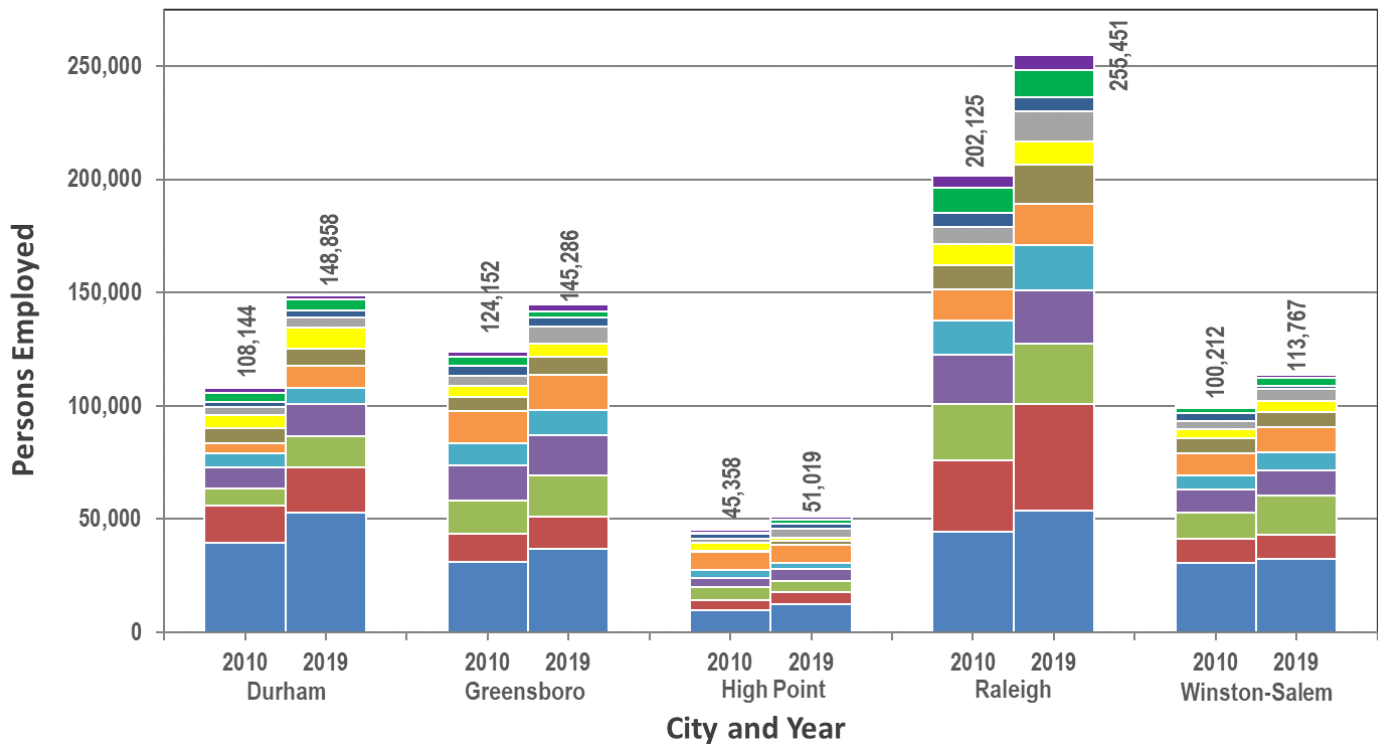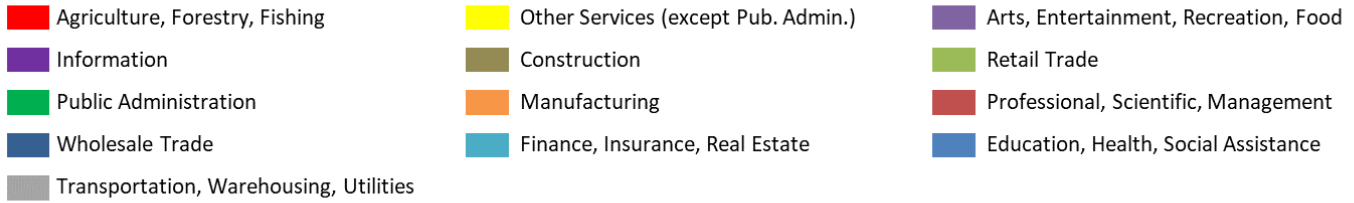
Annexations increased in number of cases and acres annexed from 2018 to 201.

workforce

Employment by Industry (City-Level), 2010 to 2019

Legend:
- Agriculture, Forestry, Fishing
- Information
- Public Administration
- Wholesale Trade
- Transportation, Warehousing, Utilities
- Other Services (except Pub. Admin.)
- Construction
- Manufacturing
- Finance, Insurance, Real Estate
- Arts, Entertainment, Recreation, Food
- Retail Trade
- Professional, Scientific, Management
- Education, Health, Social Assistance

Greensboro Employment by Industry, 2010 to 2019			
Industry Sector	**2010**	**2019**	**% Change**
Education, Health, & Social Assistance	31,248	36,902	18.1%
Retail Trade	14,692	18,232	24.1%
Arts, Entertainment, Recreation, & Food Services	15,478	17,535	13.3%
Manufacturing	14,235	15,691	10.2%
Professional, Scientific, & Management	12,298	14,143	15.0%
Financial, Insurance, & Real Estate	9,610	11,204	16.6%
Construction	6,520	7,825	20.0%
Transportation & Warehousing, & Utilities	4,209	7,623	81.1%
Other Services (except Public Administration)	4,773	5,805	21.6%
Wholesale Trade	4,522	4,195	-7.2%
Information	2,595	3,169	22.1%
Public Administration	3,857	2,547	-34.0%
Agriculture, Forestry, Fishing & Hunting, & Mining	115	415	260.9%
TOTAL	**124,152**	**145,286**	**17.0%**

Greensboro's job growth of 17% since 2010 suggests continued, stable recovery from the recession. Employment growth occurred in most job sectors, with the most significant increase in number of jobs were in Education, Health, and Social Assistance (5,654), Retail Trade (3,540,) and Transportation, Warehousing, and Utilities (3,414.)

When looking at the change in the number of jobs between 2018 and 2019, the following sectors and total were most notable:
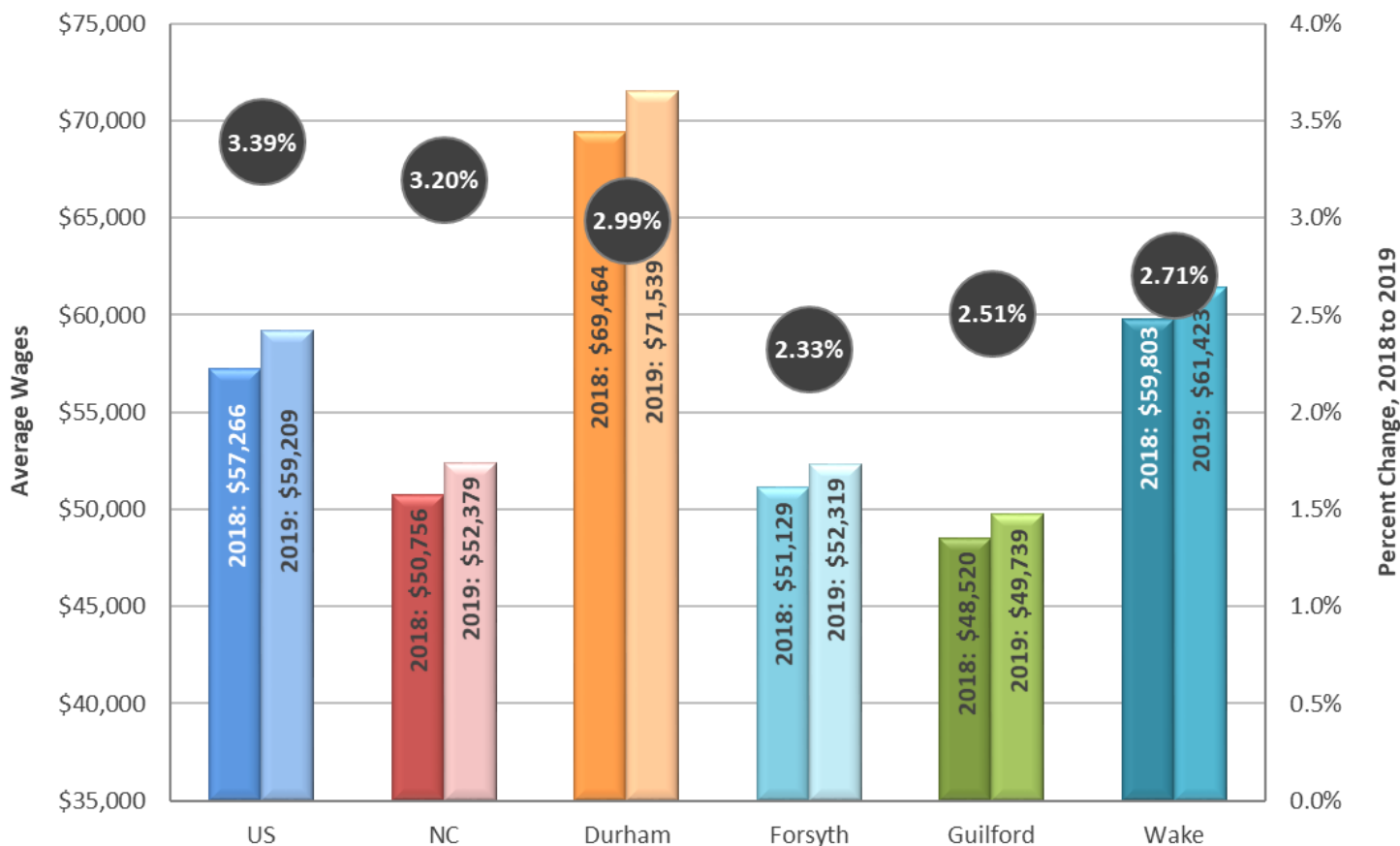
Industry & Numeric Change, 2018-2019	
Arts, Entertainment, Recreation, & Food Services	4,266
Public Administration	-1,775
Total Employment	**5,999**

wage rates

Source: Bureau of Labor Statistics, 2018 & 2019 Quarterly Census of Employment and Wages

Average Wages, 2018 and 2019

From 2018 to 2019, Guilford County saw a 2.51% increase in average annual wages to $49,739. 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 2018 to 2019. For the second year in a row, the Information sector experienced the largest percent increase. With a 7.6% increase, it is again the highest wage sector at $76,567. Looking at the employment numbers on the previous page, this sector employs over 3,000 people in Greensboro alone.

The sector with the largest numbers of employees in Greensboro (Education, Health and Social Assistance with 36,902 jobs) has an annual average wage of $50,594, slightly higher than the average annual wage of Guilford County ($49,739.)

Guilford County Average Annual Wage by Industry*			
Industry Sector	**2018**	**2019**	**% Change**
Information	$71,187	$76,567	7.6%
Financial, Insurance, & Real Estate	$69,701	$72,779	4.4%
Manufacturing	$65,574	$65,144	-0.7%
Wholesale Trade	$60,923	$64,759	6.3%
Construction	$55,593	$59,128	6.4%
Professional, Scientific, & Technical Services	$52,661	$53,173	1.0%
Transportation, Warehousing, & Utilities	$50,381	$51,571	2.4%
Education, Health & Social Assistance	$48,658	$50,594	4.0%
Public Administration	$48,672	$50,453	3.7%
Other Services (except Public Administration)	$34,621	$36,313	4.9%
Retail Trade	$30,723	$32,154	4.7%
Agriculture, Mining, Fishing, & Logging	$36,291	$32,088	-11.6%
Arts, Entertainment, Recreation, & Food Services	$17,511	$17,923	2.4%
All Industries	**$48,520**	**$49,739**	**2.5%**

Average wage by industry differs due to rounding.

density & tax base

Change in Population Density, 2010 to 2019

- Raleigh +13.9%
- Charlotte +16.8%
- Durham +16.5%
- Greensboro +7.1%
- High Point +3.6%
- Winston-Salem +7.7%
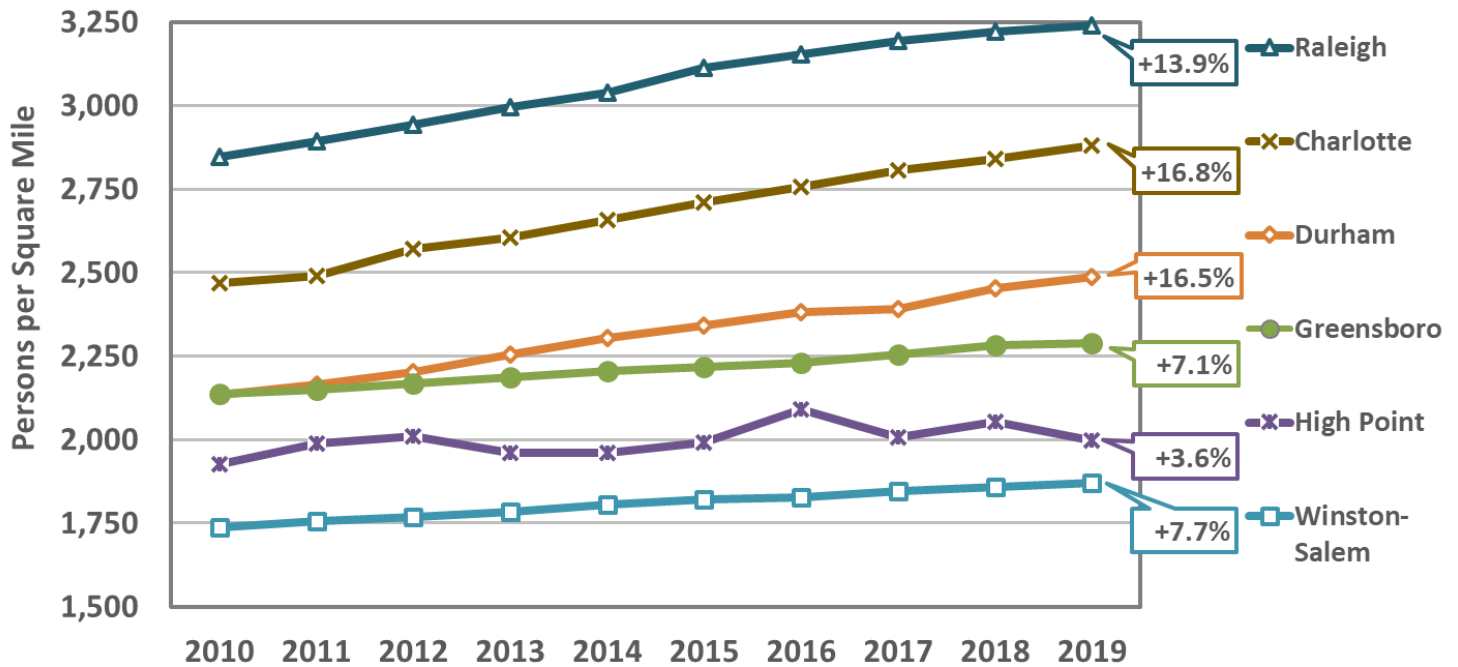
Among all comparison cities, population density increased from 2010 to 2019. Increasing density brings benefits such as improved access to transportation options, lower per capita greenhouse gas emissions, and more efficient delivery of public services.

Since 2010, Greensboro's population density has increased by 7.1%. Over the same period, population density increased by almost 14% in Raleigh (13.9%), and over 16% in Durham (16.5%) and Charlotte (16.8%). Similar to the overall population growth rate, Greensboro's population density increased at a slower rate than most of the comparison cities.

TAX VALUE

City	Total Taxable Assessed Value			Assessed Value per Acre		
	FY 2010-2011	FY 2019-2020	% Change	FY 2010-2011	FY 2019-2020	% Change
Charlotte*	$77,217,662,000	$144,327,223,808	86.9%	$405,312	$733,585	81.0%
Durham	$22,722,445,181	$36,114,221,462	58.9%	$330,668	$502,001	51.8%
Greensboro	$24,219,785,239	$29,095,112,529	20.1%	$299,122	$350,740	17.3%
High Point	$9,215,020,669	$9,831,413,744	6.7%	$267,615	$274,392	2.5%
Raleigh	$50,063,574,000	$61,441,676,000	22.7%	$547,395	$655,433	19.7%
Winston-Salem	$21,335,497,000	$22,956,242,000	7.6%	$251,695	$270,537	7.5%
The Charlotte FY 2019-2020 CAFR report was not available at time of publication. Estimate from the NC Department of Revenue is provided.						

Total taxable assessed value is a common measure of a municipality's revenue capacity— the tax base. Between fiscal years 2010-2011 and 2019-2020, Greensboro's total taxable assessed value increased by 20.1%. Charlotte (86.9%), Durham (58.9%), and Raleigh (22.7%) all experienced a larger increase while High Point (6.7%) and Winston-Salem (7.6%) saw their tax base increase at smaller percentages.

Similar to the density chart above, Charlotte (81%) and Durham (51.8%) saw the largest increases in the assessed value per acre. Greensboro saw an increase of 17.3% with a current assessed value of $350,740 per acre of land in the City.