

# GROWTH & DEVELOPMENT TRENDS

JANUARY 2022

## FROM THE DIRECTOR

**“for the times they are a-changin’...”**

– Bob Dylan

Our 1960’s troubadour and now Nobel Laureate tried to tell us, but sometimes the rate of change is so slow it is hardly noticeable. That can’t be said about Greensboro any longer! This edition of our Growth and Development Trends report illustrates how we have grown over the last decade using what US Census Data is available from the 2020 count. We know there is a lot of interest in how the pandemic has impacted our growth, so where possible we are including 2021 data for comparison. Here are some highlights:

- \* Greensboro is growing! Nearly 30,000 more residents since 2010.
- \* Our land area is growing, too. Greensboro is now 136.5 square miles.
- \* Our population is increasingly diverse.
- \* We continue to see new investment in our City in terms of building permits and value of construction. In 2021, the value of construction was the highest it has been in the past decade.

Those are just a few. We hope what you find in this report is both interesting and useful. Some data that we usually include in this annual edition will not be released from the US Census Bureau, but we plan to release a supplemental edition of this report with similar data.

Entering a new year fills us with hope. There are many indicators that point to Greensboro entering into an unprecedented growth phase. We are ready for it!

Planning for the best,

Sue Schwartz, FAICP  
Planning Director

## INSIDE

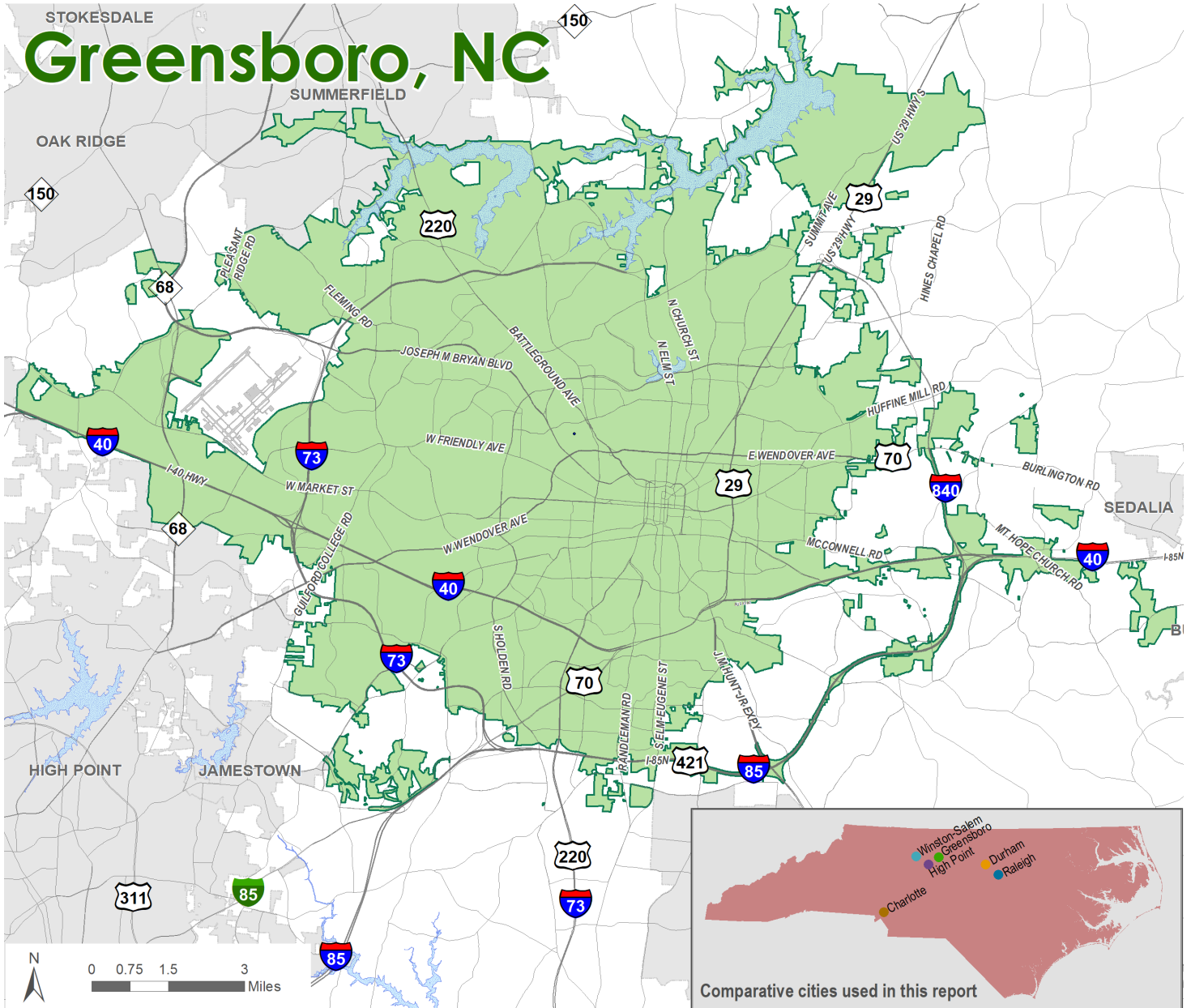
- CITY FACTS
- DECENNIAL CENSUS RESULTS
- GROWTH & DEVELOPMENT
- WORKFORCE & PAY
- COMPARISONS



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*Promoting Quality Growth Throughout Greensboro*

# about this report



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

- US Census Bureau, Decennial Census
- Bureau of Labor Statistics
- City of Greensboro Planning and Engineering & Inspections Departments

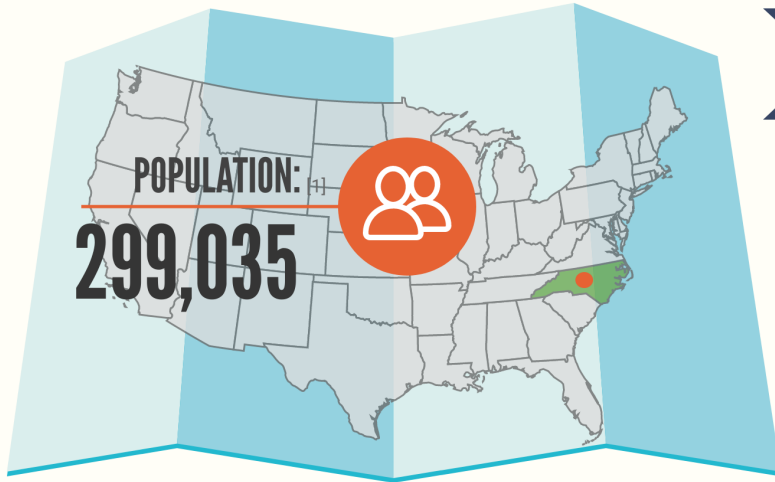
Greensboro-specific data is used when available. Visit our [Population and Statistics Web page](#) to find a glossary of terms used in this report.

On the following page is the 2021 City Fact Sheet. The City Fact Sheet is published mid-year after the Budget is adopted. Look for the 2022 City Fact Sheet in August 2022.



# CITY OF GREENSBORO FACT SHEET

## 2021



## City Infrastructure <sup>[2]</sup>

PAVED STREETS - 1,055 MILES

SIDEWALKS - 634 MILES

WATER LINES - 1,848 MILES

↳ CITY MAINTAINED WATER LINES - 1,517 MILES

SEWER LINES - 1,668 MILES

↳ CITY MAINTAINED SEWER LINES - 1,435 MILES

WATER METERS - 104,724

FIRE HYDRANTS - 13,168

CENTRAL LIBRARY & BRANCHES - 8

FIRE STATIONS - 25

FULL-TIME EMPLOYEES - 3,236

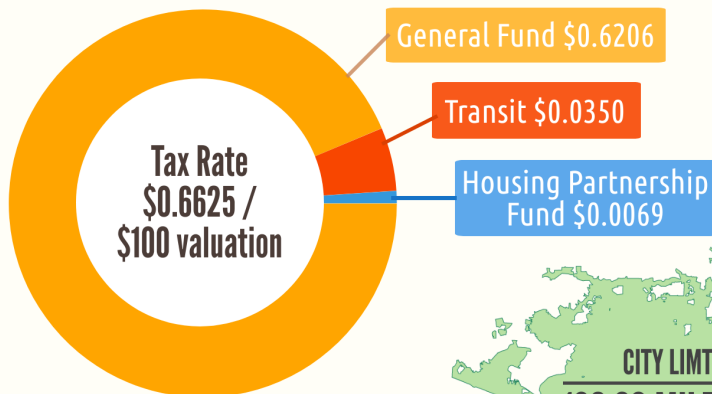
TRAILS AND GREENWAYS - 102 MILES

## Fiscal <sup>[3]</sup>



TAX VALUATION - \$29,448,300,000

TOTAL BUDGET - \$619,744,308



Sources:

- [1] US Census Bureau, 2020 Census
- [2] Internal City data
- [3] Adopted City Budget, 2021-2022

For more information, visit [www.greensboro-nc.gov](http://www.greensboro-nc.gov)

City of Greensboro Planning Department  
Promoting Quality Growth throughout Greensboro

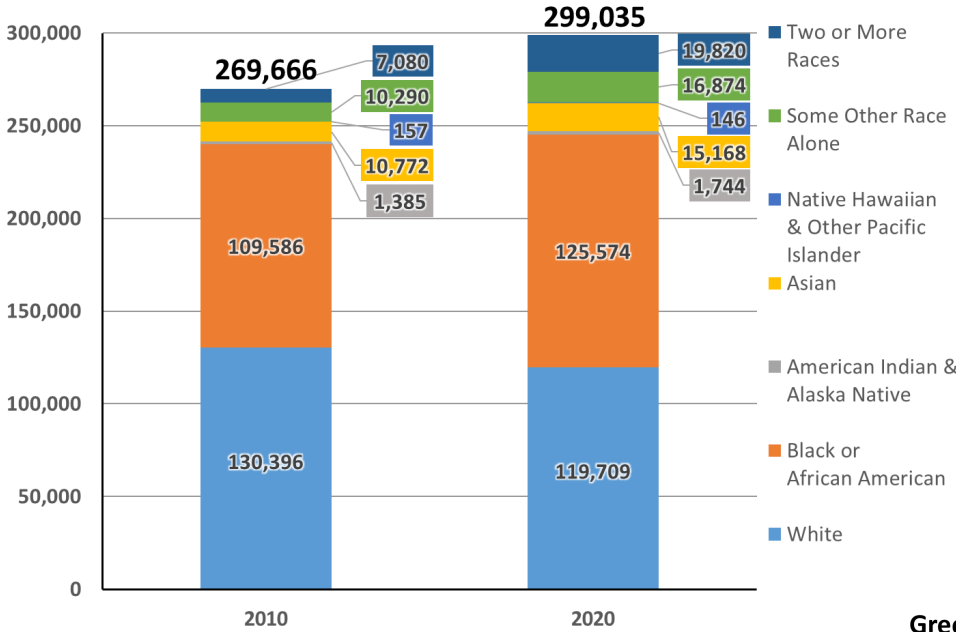
Published August 2021

# city trends

## POPULATION, RACE, ETHNICITY, HOUSING

Source: US Census Bureau, 2010 & 2020 Decennial Census

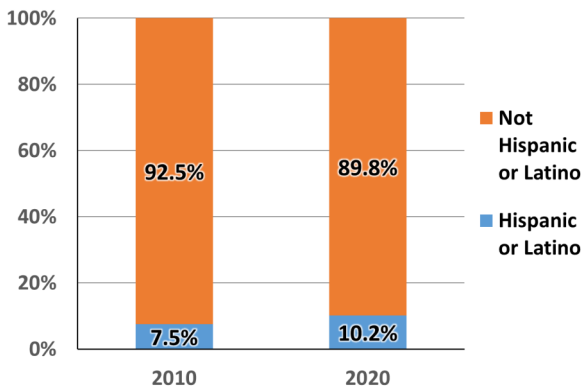
### Greensboro Population by Race, 2010 to 2020



Greensboro grew by 29,369 people between 2010 and 2020, an increase of 10.9%. This is a slower rate of growth than the decade between 2000 and 2010, which saw an increase of 45,000 people in Greensboro and a rate of growth of 20%.

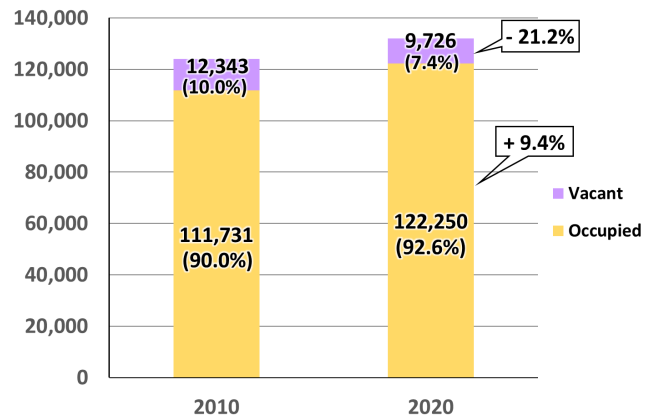
The 2020 Census shows that Greensboro, like the rest of the nation, is more diverse and more multiracial than ever before. Greensboro is showing a higher percentage of several racial categories, including Black or African American, Asian, and Some Other Race. The number of people identifying as Two or More Races in Greensboro increased by 180% between 2010 and 2020.

### Greensboro Ethnic Composition, 2010 to 2020



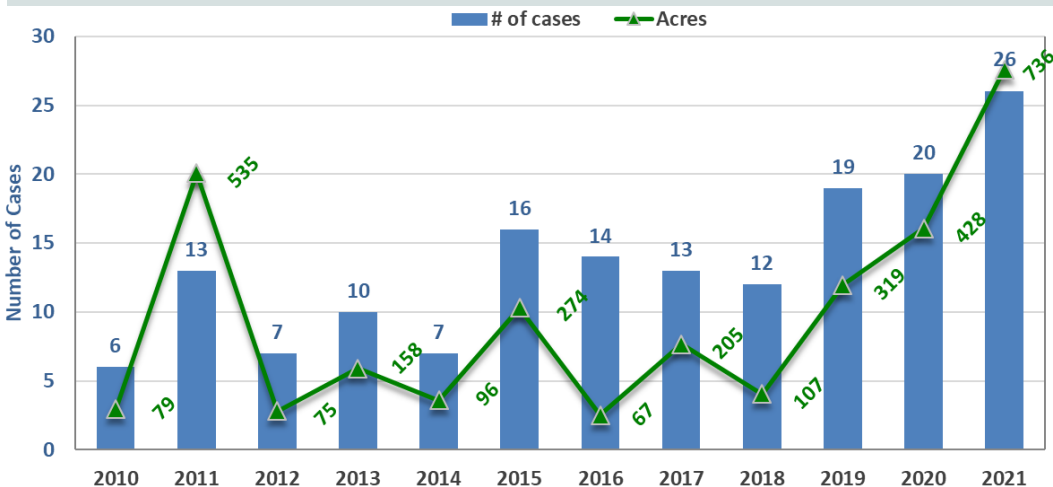
Greensboro saw a 50% increase of Hispanic or Latino population between 2010 and 2020. In comparison to the total population growth of 10.9%, there was a 6.4% increase in housing units (7,902 units) between 2010 and 2020.

### Greensboro Dwelling Units, 2010 to 2020



## ANNEXATION

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



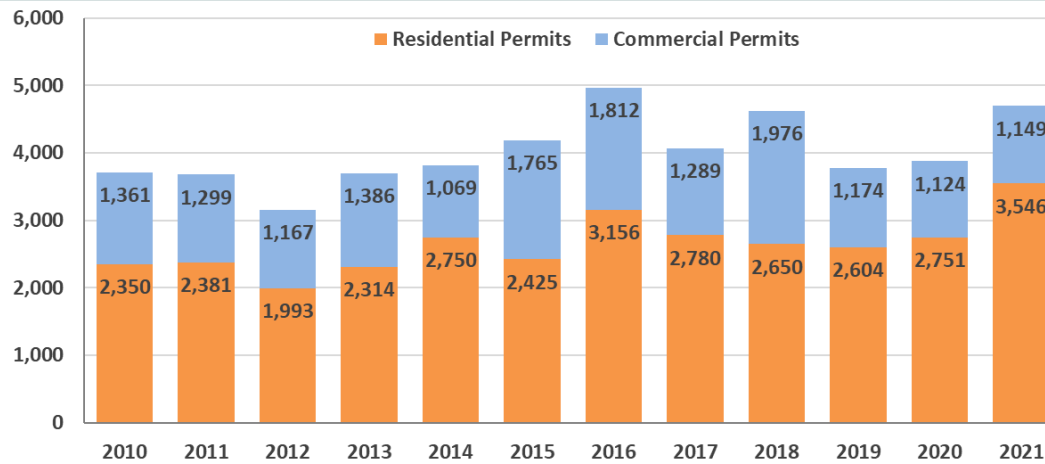
Annexations increased in both number of cases and acres annexed from 2018 to 2021. This last year resulted in the most annexations approved over the last ten years.

Through annexation, the City grew in size by 736 acres in 2021 to over 87,000 acres or 136.5 square miles.

# growth and development

## DEVELOPMENT PERMITS

Source: City of Greensboro Engineering and Inspections

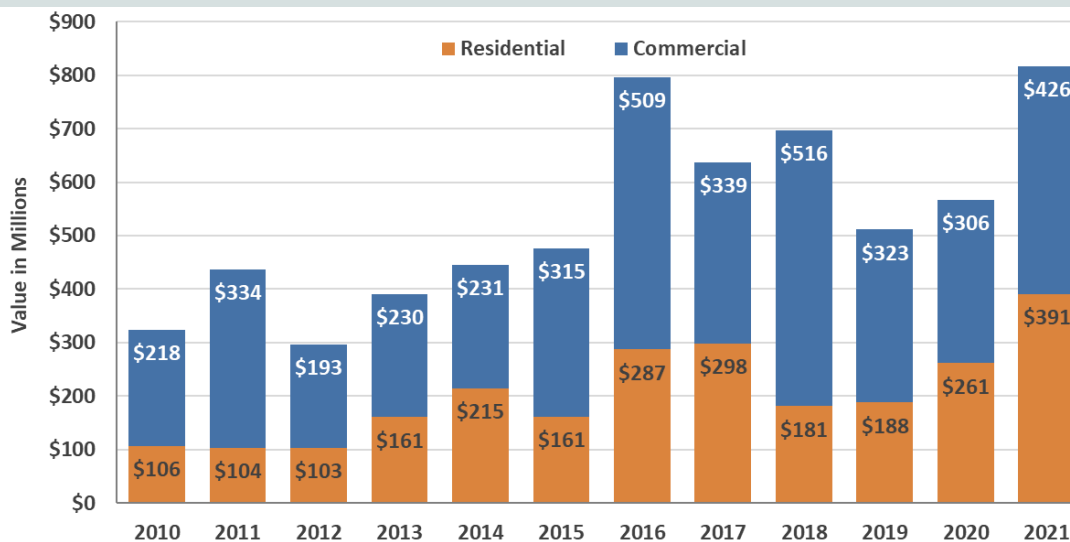


There was an increase in the number of building permits issued from 2020 to 2021, with a total number of 4,695 issued in 2021.

Over the past decade, residential permits were 66% of the total number of permits issued while commercial permits were 34%. In 2021, residential permits were 76% of the total number of permits while commercial permits were 24%.

## VALUE OF CONSTRUCTION

Source: City of Greensboro Engineering and Inspections

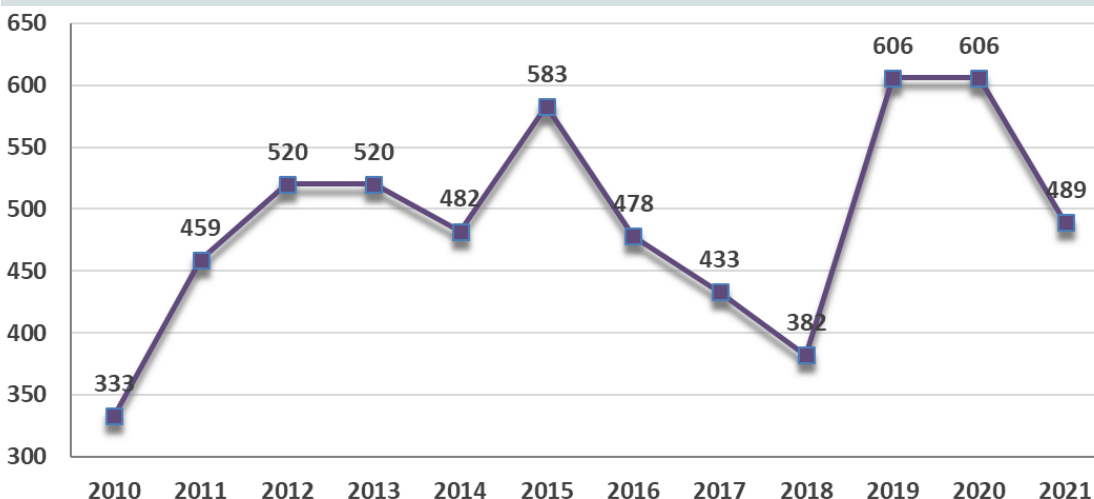


The value of construction of permits issued in Greensboro in 2021 was the highest annual amount recorded with a total value of \$817 million dollars.

Over the past decade, residential construction value was 41% of the total value estimated in building permit applications while commercial was 59%. In 2021, residential uses were 48% of the total value of construction while commercial was 52%.

## 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 in 2021 (489) decreased from a record high of 606 reviews completed in both 2019 and 2020.

# employment

## EMPLOYEES

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

The highlight:

The average annual pay of those employed in Guilford County increased by 6.4% from 2019 to 2020...

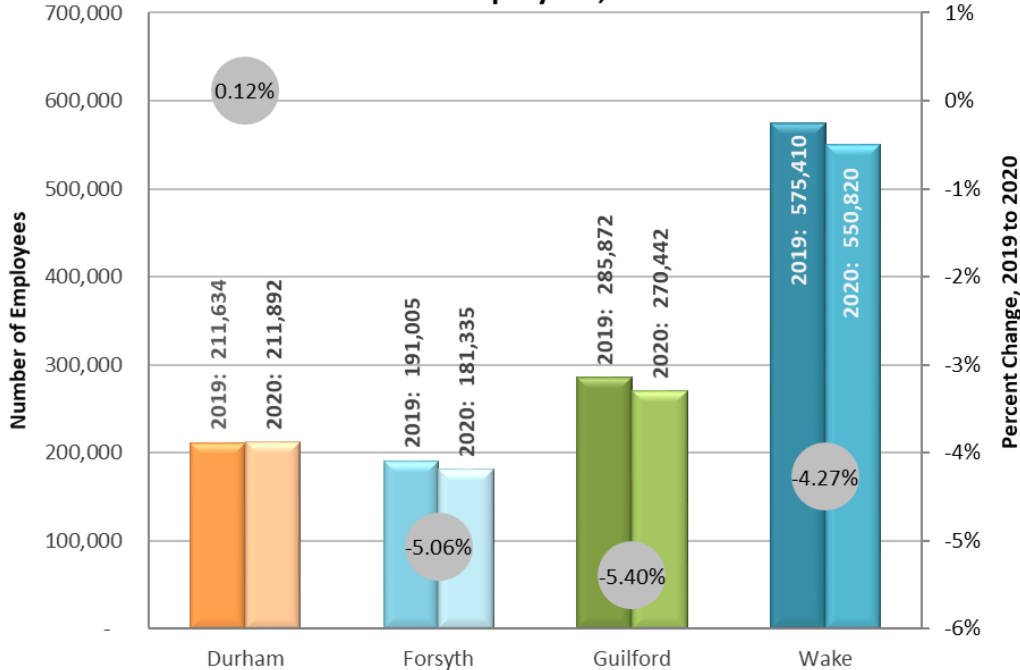


and the monthly unemployment rate in Greensboro is at pre-pandemic levels.

See page 8 for more Unemployment data

The most recent estimate available of monthly number of employees (June 2021) in Guilford County is 274,410.

Number of Employees, 2019 and 2020



Guilford County, like much of the country, saw a reduction in the number of employees between 2019 and 2020. With a 5.4% reduction in the number of employees, Guilford County saw a higher percentage of decrease than NC (3.9%) but not as high as the US (6.1%).

The largest reduction in the number of employees happened between March and April 2020. In Guilford County, there were almost 250,000 employees in April, nearly 35,000 fewer workers than in March. That 12% reduction in the number of workers over a one month period was similar to the percentage decrease in employees in other places.

As noted in the chart and text above, there was a large decrease in total employees between 2019 and 2020 in Guilford County. When looking at the number of employees by sector, one sector stands out by being the only sector where employees were added. The Construction industry saw a slight increase, whereas all other industries saw a decrease in the number of employees.

The sector with the largest number and percent loss of employees was Arts, Entertainment, Recreation, & Food Services.

Guilford County Employees by Industry

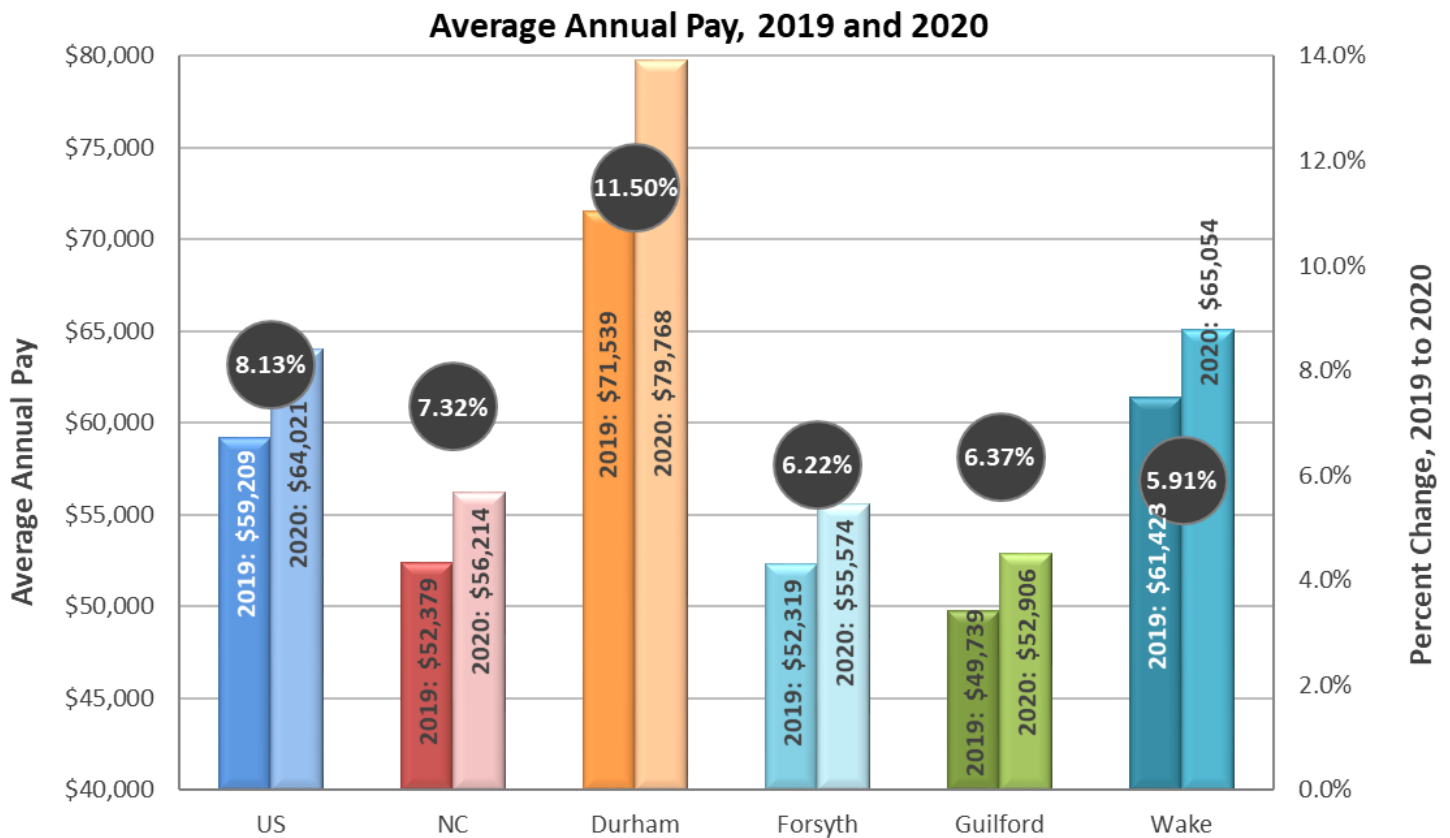
Industry Sector	2019	2020	# Change	% Change
Education, Health & Social Assistance	42,856	41,515	-1,341	-3.1%
Professional, Scientific, & Technical Services	42,737	39,921	-2,816	-6.6%
Manufacturing	32,923	31,003	-1,920	-5.8%
Retail Trade	30,078	28,577	-1,501	-5.0%
Arts, Entertainment, Recreation, & Food Services	31,198	24,260	-6,938	-22.2%
Transportation, Warehousing, & Utilities	21,133	19,065	-2,068	-9.8%
Financial, Insurance, & Real Estate	16,827	16,577	-250	-1.5%
Wholesale Trade	16,384	15,913	-471	-2.9%
Construction	12,049	12,260	211	1.8%
Public Administration	9,283	9,220	-63	-0.7%
Other Services (except Public Administration)	6,859	6,176	-683	-10.0%
Information	4,339	4,098	-241	-5.6%
Agriculture, Mining, Fishing, & Logging	681	628	-53	-7.8%
<b>All Industries</b>	<b>285,872</b>	<b>270,442</b>	<b>-15,430</b>	<b>-5.4%</b>



# pay

## AVERAGE ANNUAL PAY

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



Average annual pay in Guilford County increased by 6.4%, but remains the lowest amongst comparison areas.

Nearly all industry sectors in Guilford County experienced an increase in average wages from 2019 to 2020, except for the Information sector. The Transportation, Warehousing, and Utilities sector experienced the largest increase in annual pay from 2019 to 2020, but it also experienced one of the largest percentage of job losses, seen on page 6.

The sector with the largest numbers of employees in Guilford County (Education, Health and Social Assistance with 41,515 jobs) has an annual average pay of \$53,440 and experienced a 5.6% increase from 2019 to 2020.

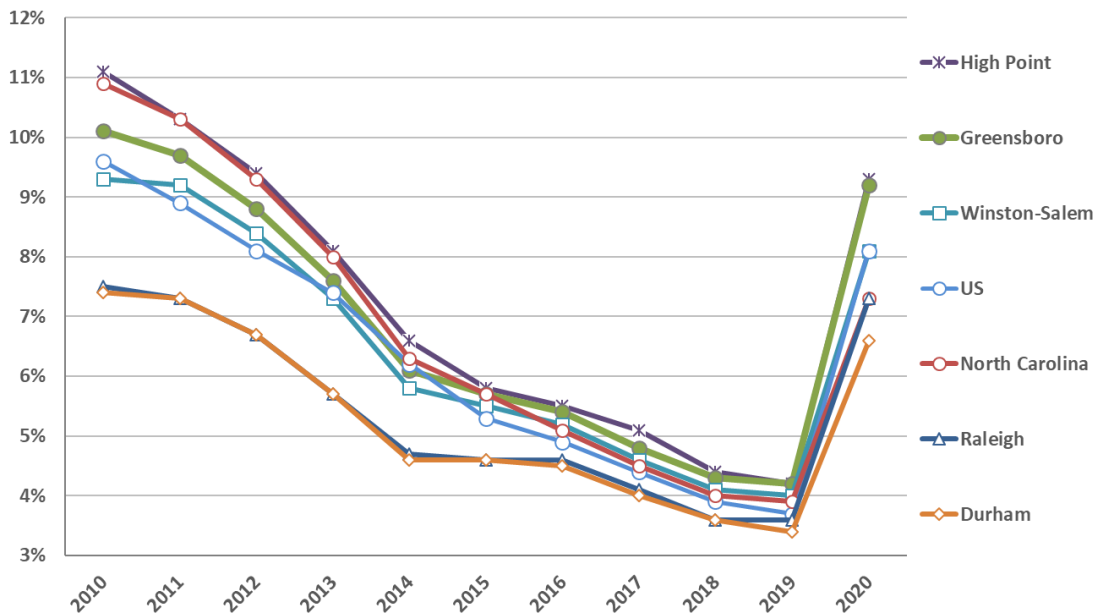
Guilford County Average Annual Pay by Industry*				
Industry Sector	2019	2020	# Change	% Change
Financial, Insurance, & Real Estate	\$72,779	\$76,501	\$ 3,722	5.1%
Information	\$76,567	\$72,681	\$ (3,886)	-5.1%
Manufacturing	\$65,144	\$67,647	\$ 2,503	3.8%
Wholesale Trade	\$64,759	\$67,562	\$ 2,803	4.3%
Transportation, Warehousing, & Utilities	\$53,571	\$63,376	\$ 9,805	18.3%
Construction	\$59,128	\$61,564	\$ 2,436	4.1%
Professional, Scientific, & Technical Services	\$53,173	\$57,109	\$ 3,936	7.4%
Education, Health & Social Assistance	\$50,594	\$53,440	\$ 2,846	5.6%
Public Administration	\$50,453	\$52,612	\$ 2,159	4.3%
Other Services (except Public Administration)	\$36,313	\$39,880	\$ 3,567	9.8%
Retail Trade	\$32,154	\$34,728	\$ 2,574	8.0%
Agriculture, Mining, Fishing, & Logging	\$32,088	\$33,963	\$ 1,875	5.8%
Arts, Entertainment, Recreation, & Food Services	\$17,923	\$18,624	\$ 700	3.9%
<b>All Industries</b>	<b>\$49,739</b>	<b>\$52,906</b>	<b>\$3,167</b>	<b>6.4%</b>

\*Average wage by industry differs due to rounding.

# comparisons

## UNEMPLOYMENT RATE, 2010-2020

Source: Bureau of Labor Statistics

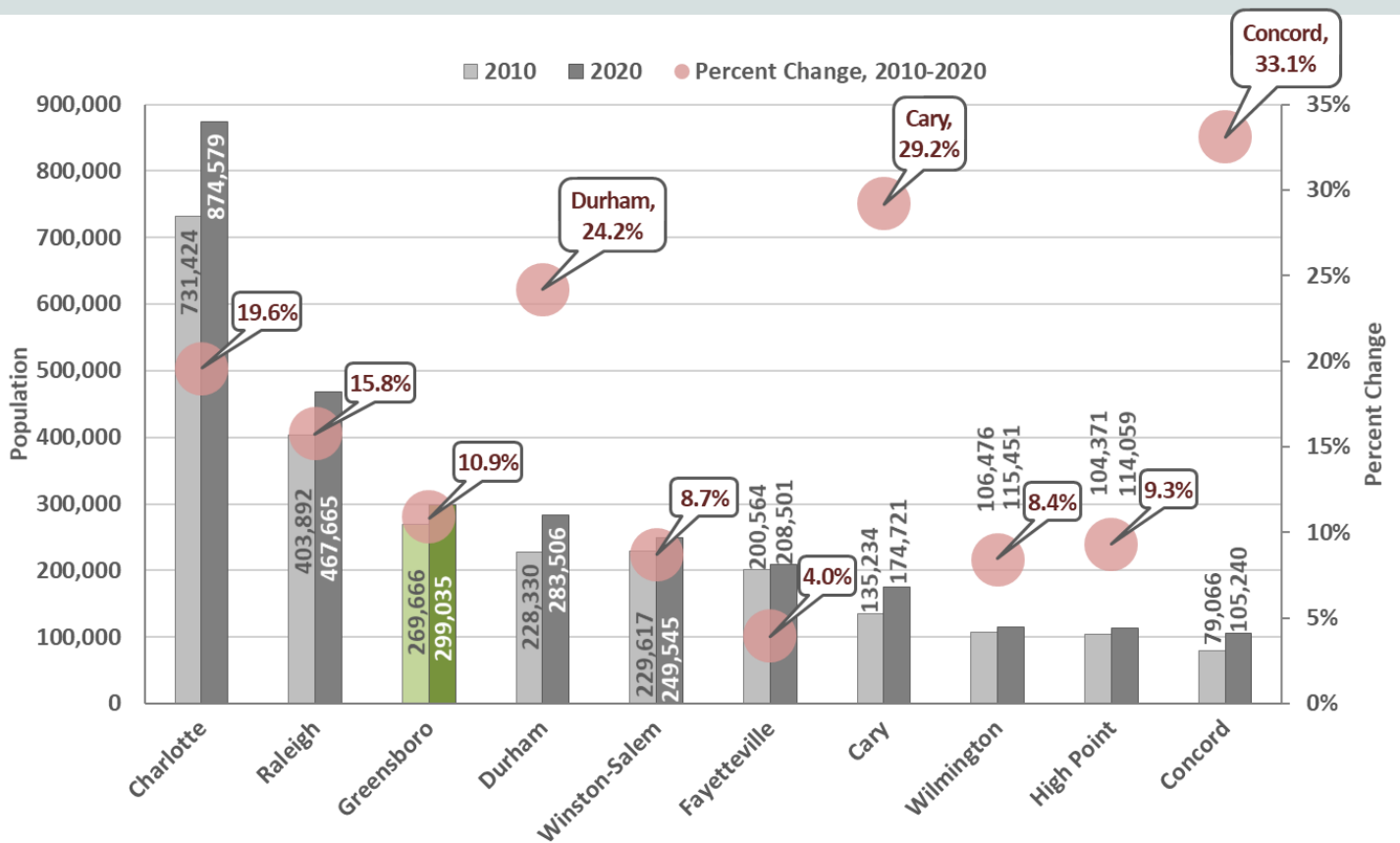


The monthly unemployment rate in Greensboro has been steadily decreasing since July 2020. The preliminary November 2021 estimate of unemployment in Greensboro is 4.2.

The COVID-19 Pandemic had a large effect on the unemployment rate. Greensboro's 2020 annual rate of unemployment (9.2) was the highest since the recession in 2011.

## POPULATION CHANGE, 2010 & 2020

Source: US Census Bureau, 2010 & 2020 Decennial Census



The top ten most populated cities in North Carolina and their rate of growth between the 2010 and 2020 decennial Census are listed above. A slight majority of those cities experienced a larger percent of growth than Greensboro, which remains the 3rd largest city in the state.