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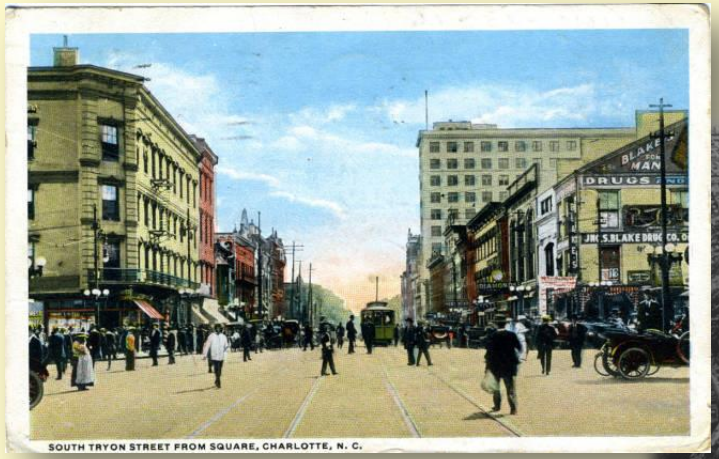
City Council Retreat
A Snapshot of a Great City
"*Aspiring to be Greater*"

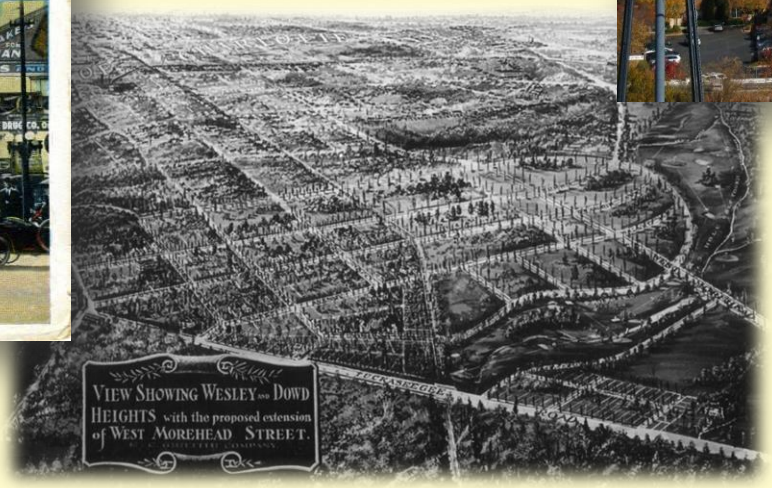
January 30, 2014

CHARLOTTE.

Outline

- Past
- Present
- Future – "The Next Charlotte"



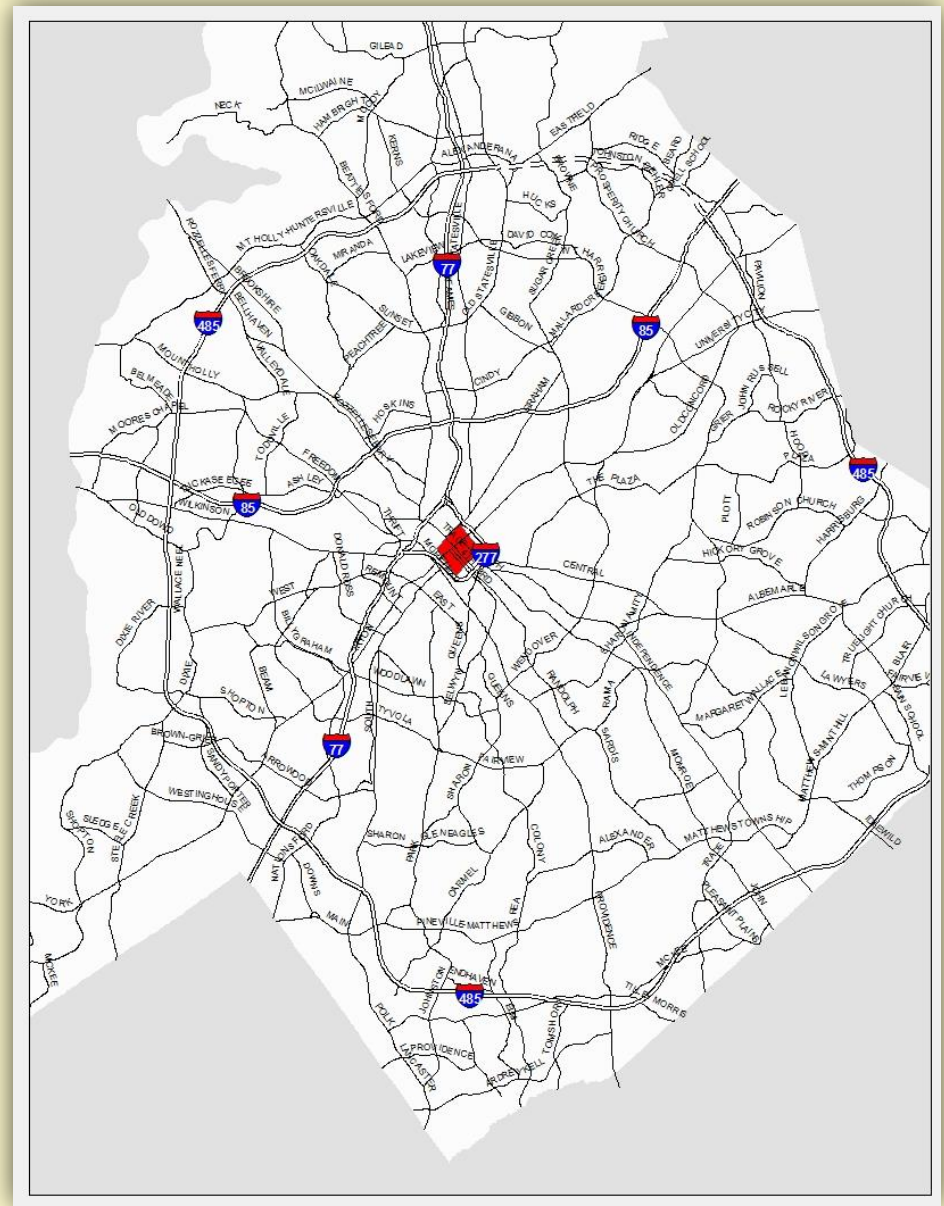


"A city is not an accident but the result of coherent visions and aims."
— Leon Krier, *The Architecture of Community*

Charlotte's Growth - 1768

- Population: <500
- Land Area: 0.7 Square Miles

- **City first founded in 1768** and named after Queen Charlotte Sophia
- **Trade and Tryon** established as first streets and remaining area divided into **Four Wards**
- 1775 Mecklenburg County **Declaration of Independence** signed

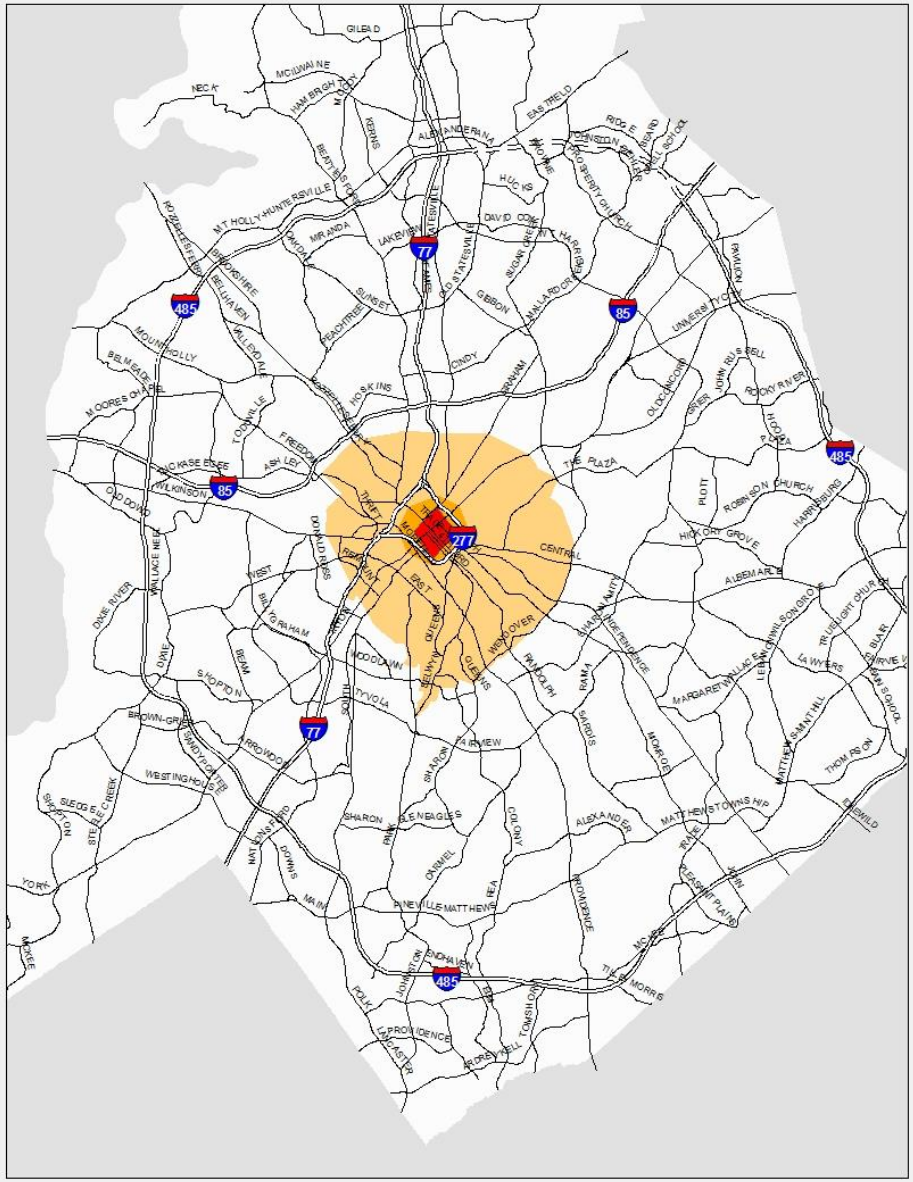


Source: US Census Bureau (Population)
Charlotte-Mecklenburg Planning Department (Land Area)

Charlotte's Growth - 1949

- Population: 134,042
- Land Area: 29.8 Square Miles

- Streetcar systems cease (1938)
- Independence Boulevard (1946)
- I-85 opens (1958)
- I-77 begins (1965)

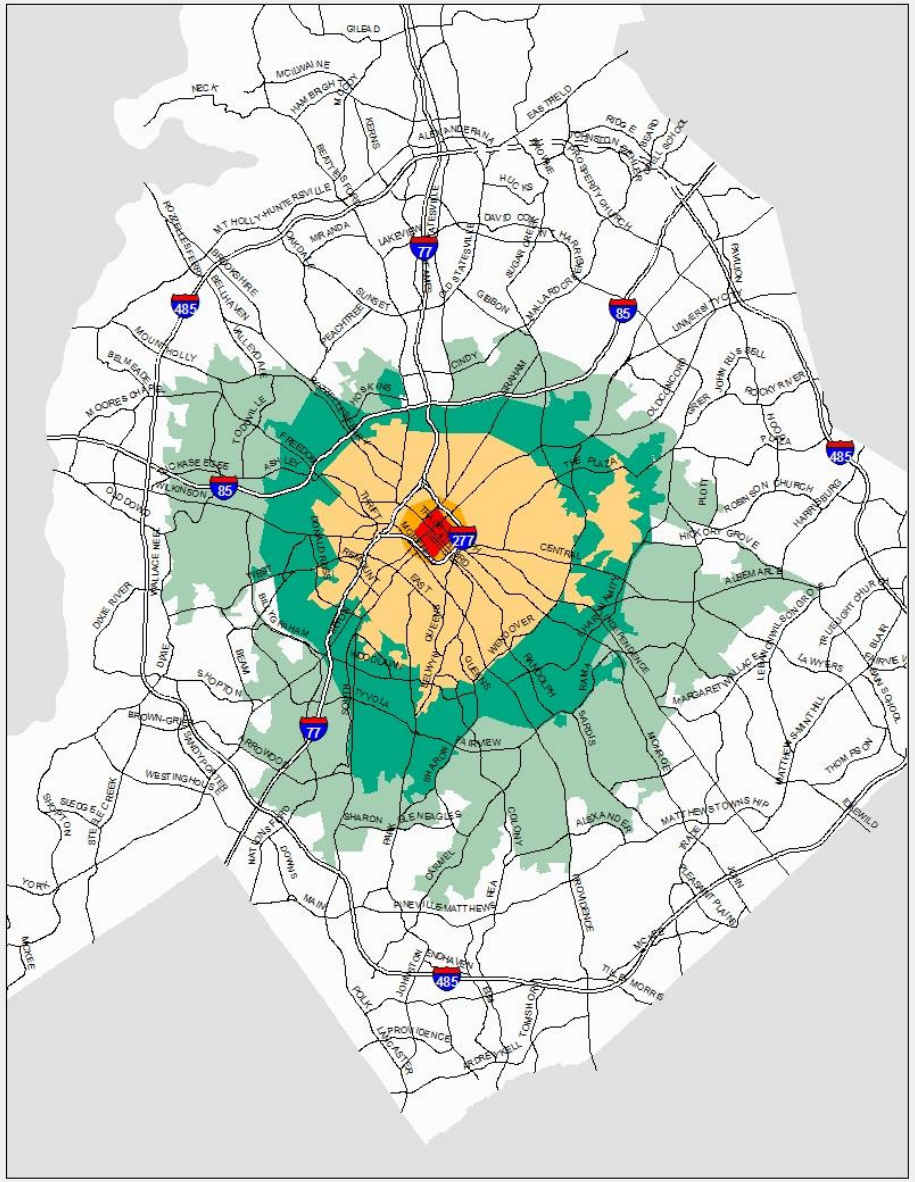


Source: US Census Bureau (Population)
Charlotte-Mecklenburg Planning Department (Land Area)

Charlotte's Growth - 1979

- Population: 315,474
- Land Area: 140.7 Square Miles

- **Brooklyn Village "urban renewal" (1961)**
- UNC-Charlotte opens in (1965)
- SouthPark mall opens (1970)
- 4th Ward revitalization begins (1975)
- Charlotte adds **100,000 new jobs** in 10 years.

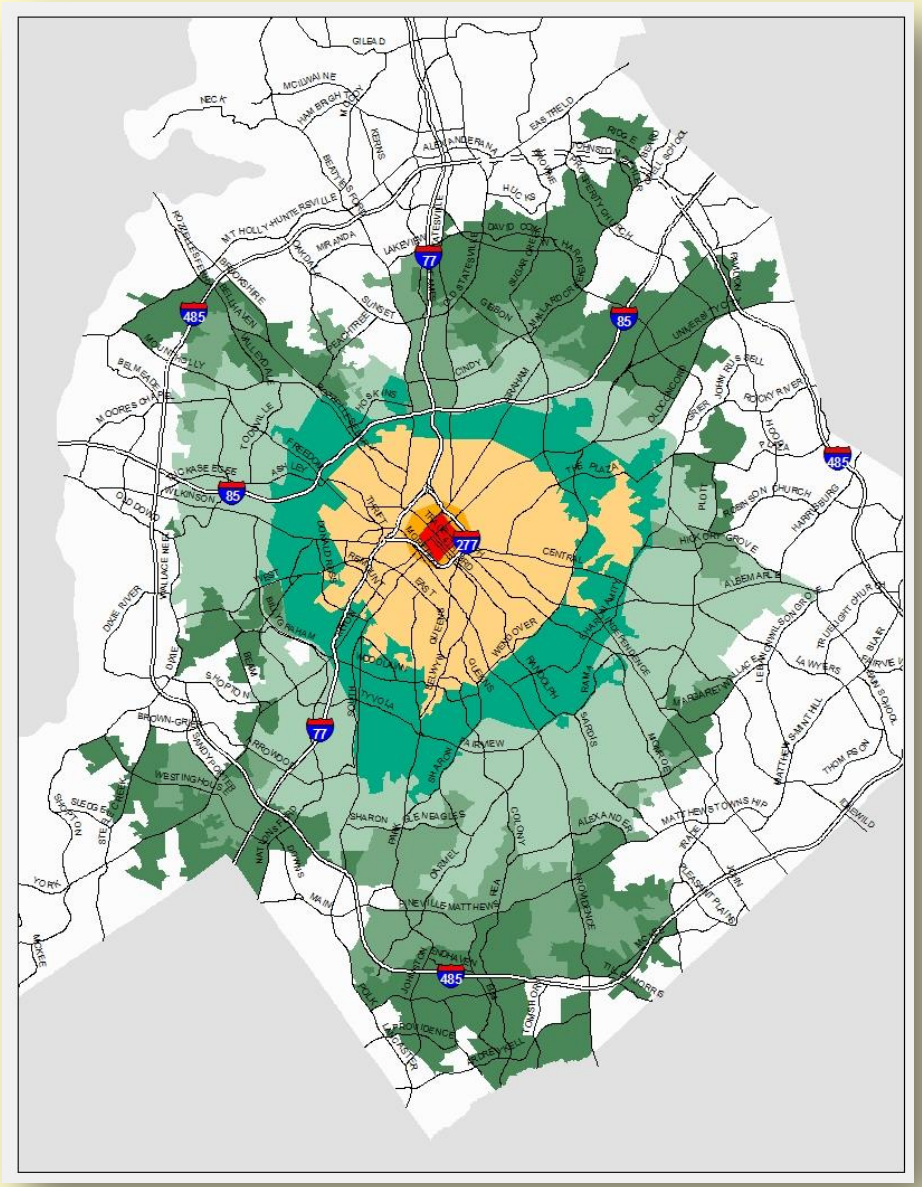


Source: US Census Bureau (Population)
Charlotte-Mecklenburg Planning Department (Land Area)

Charlotte's Growth - 1999

- Population: 540,828
- Land Area: 242.8 Square Miles

- **Hurricane Hugo (1989)**
- NationsBank Corporate Center opens (1992)
- New Charlotte Convention Center opens (1994)
- Panthers play their first home game (1996)
- Ballantyne construction begins (1996)
- **½ cent sales tax for transit passes (1998)**

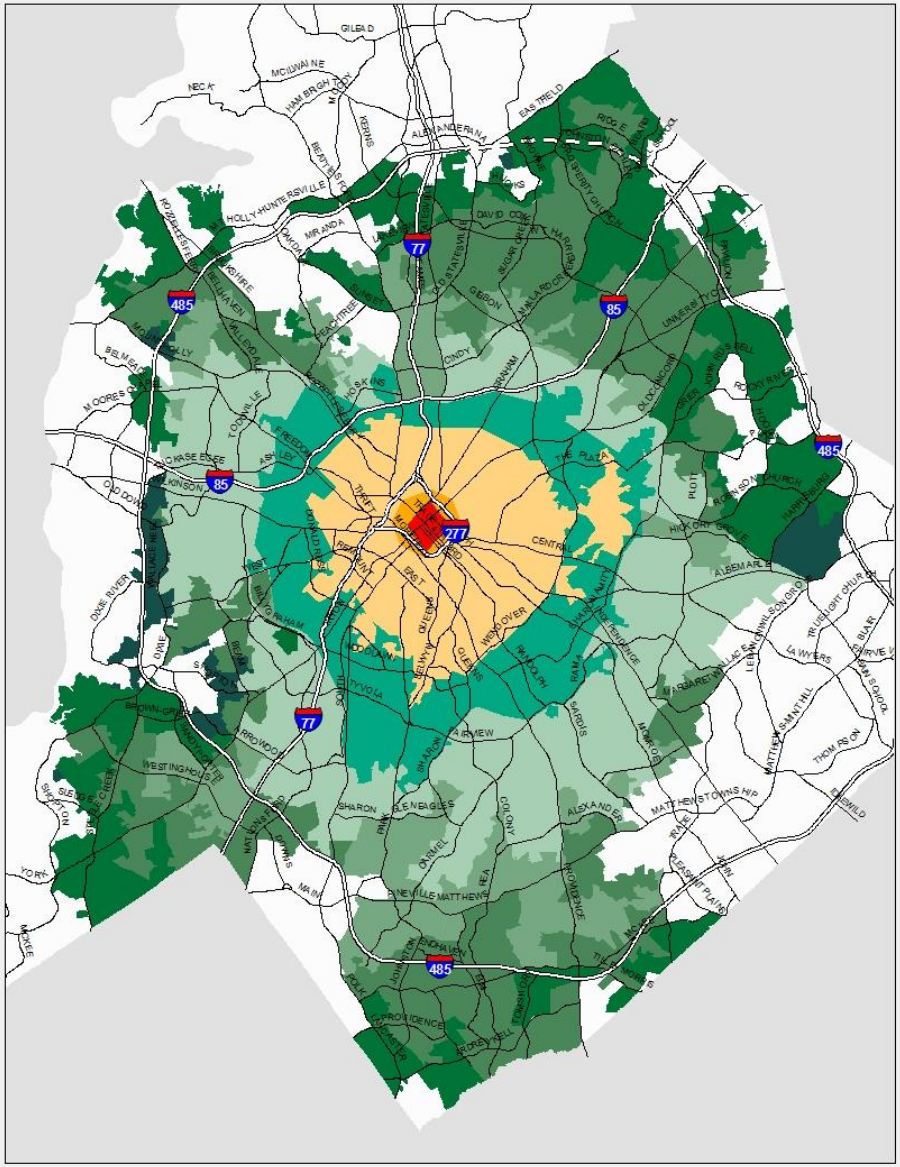


Source: US Census Bureau (Population)
Charlotte-Mecklenburg Planning Department (Land Area)

Charlotte's Growth - 2014

- Population: 775,202
- Land Area: 306.5 Square Miles

- Today Charlotte is now the **second largest financial center** in the Country
- Increasingly **diverse economy**



Source: US Census Bureau (Population)
Charlotte-Mecklenburg Planning Department (Land Area, 2013)

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Charlotte's Present

What comes to mind when you think of a great city?

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Great Cities are Memorable

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A City of Great Places

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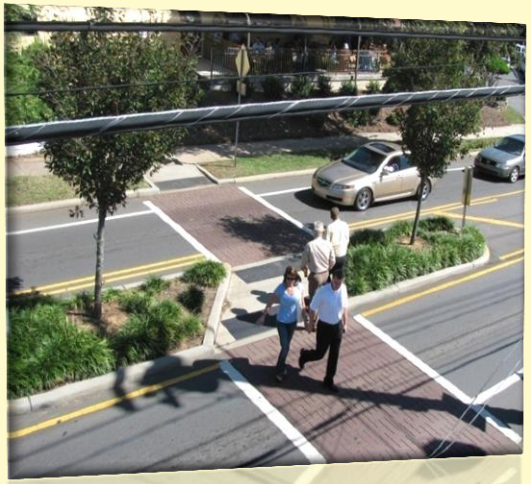
A City that is Walkable

A City of Transportation Options

Center City

Southend



East Blvd.

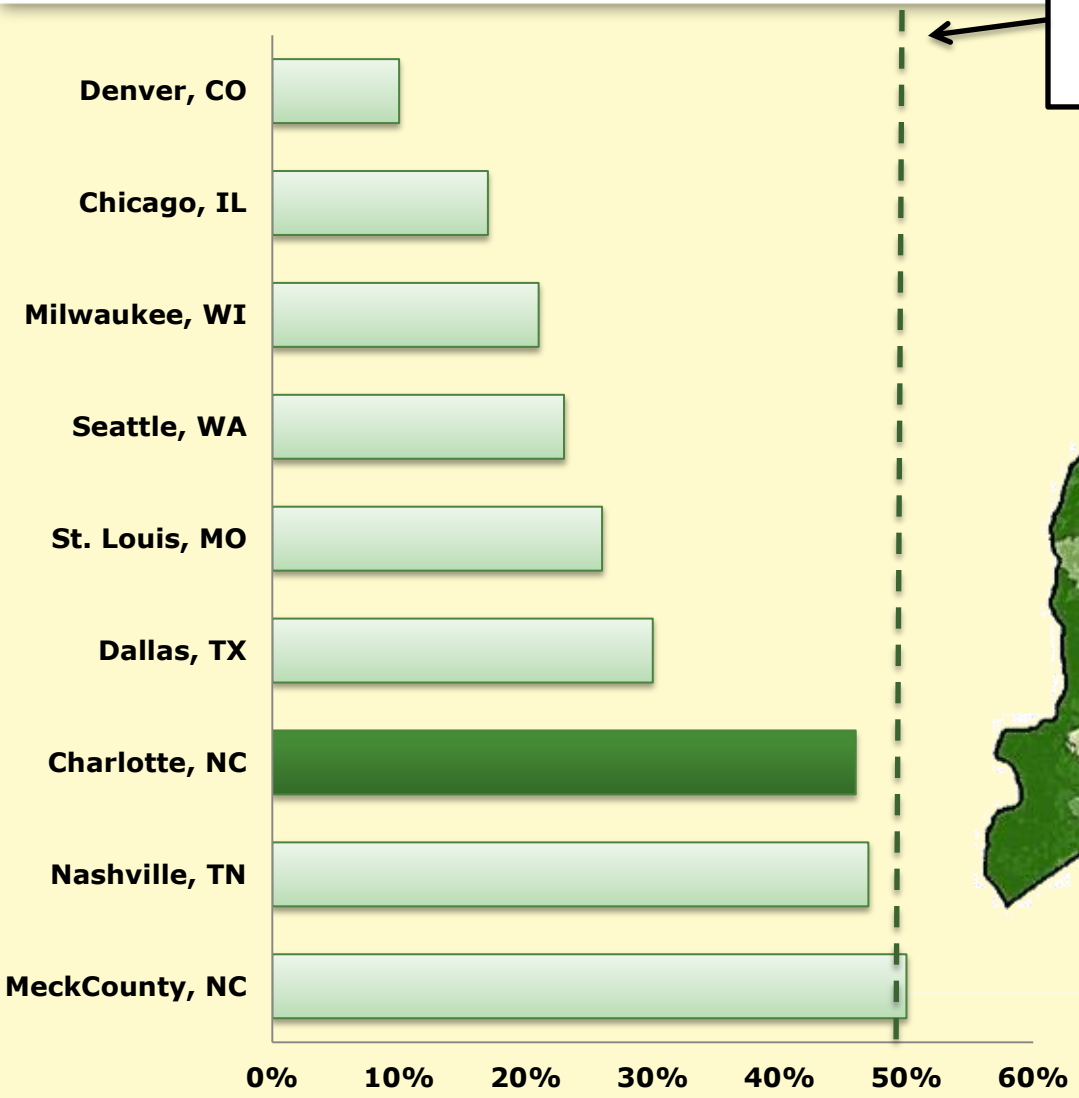
Little Sugar Creek

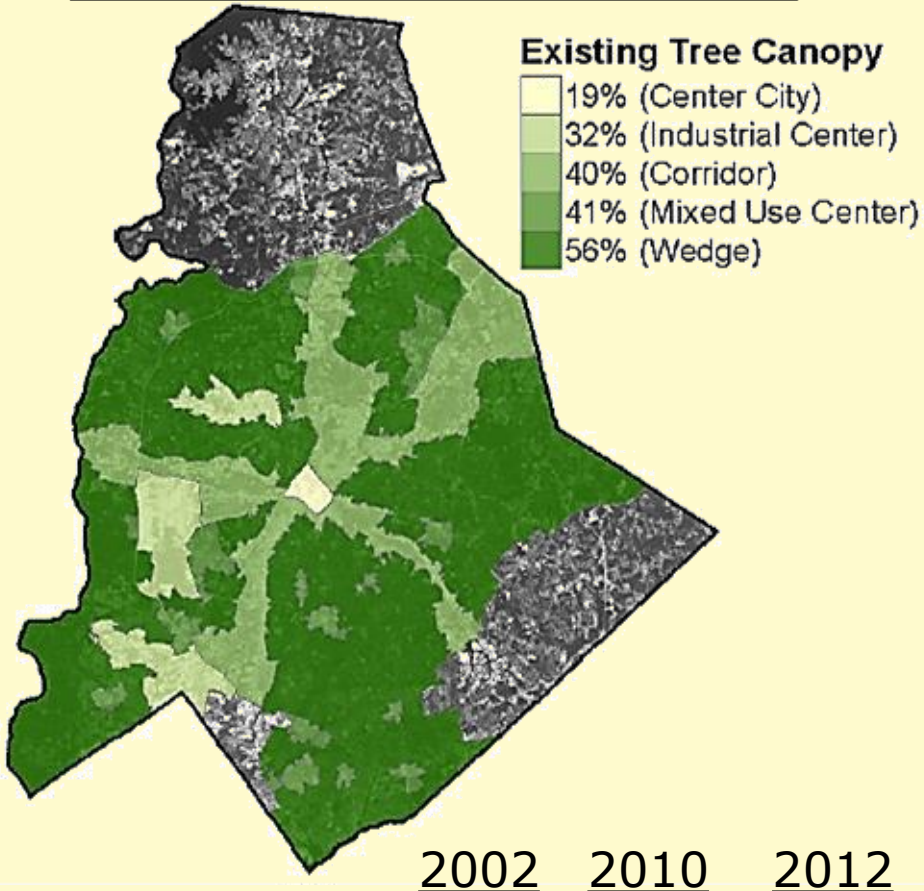
Morris Field

A City That Treasures and Celebrates its Resources

Tree Canopy Comparison

Charlotte's Tree Canopy Goal is to have 50% Tree Canopy by Year 2050





2002	2010	2012
48%	46%	47%

Sources (1) Metropolitan Nashville and Davidson County, April 2010. (2) Urban Ecosystem Analysis Mecklenburg County and the City of Charlotte, NC, April 2010. (3) US Census Quick Facts

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A City of Great Services

CFD responds to 98,000 incidents per year

A City of Great Services

CATS serves 79,000 riders per day

A City of Great Services

SWS - waste collection and recycling for almost 320,000 households

A City of Great Services

CDOT – Maintains 750 signals, 10,000 signs and 2,400 miles of paved roads

A City of Great Services

E&PM - 180 capital improvement projects & planting of 10,000 trees

A City of Great Services

CMPD – 1,800 officers, 34% reduction in crime over last 5 years

A City of Great Services

CMUD – 99 million gallons of drinking water and treats 72 million gallons of wastewater daily

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A City That Can Compete in the 21st Century

- Jobs and job growth
- Quality of life
- Cost of living
- Housing appreciation
- Housing affordability
- Education
- Environmental quality
- Crime rates
- % with long commutes
- % that walk or bike to work
- Weather

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A City With Great Jobs

Major Employment Centers

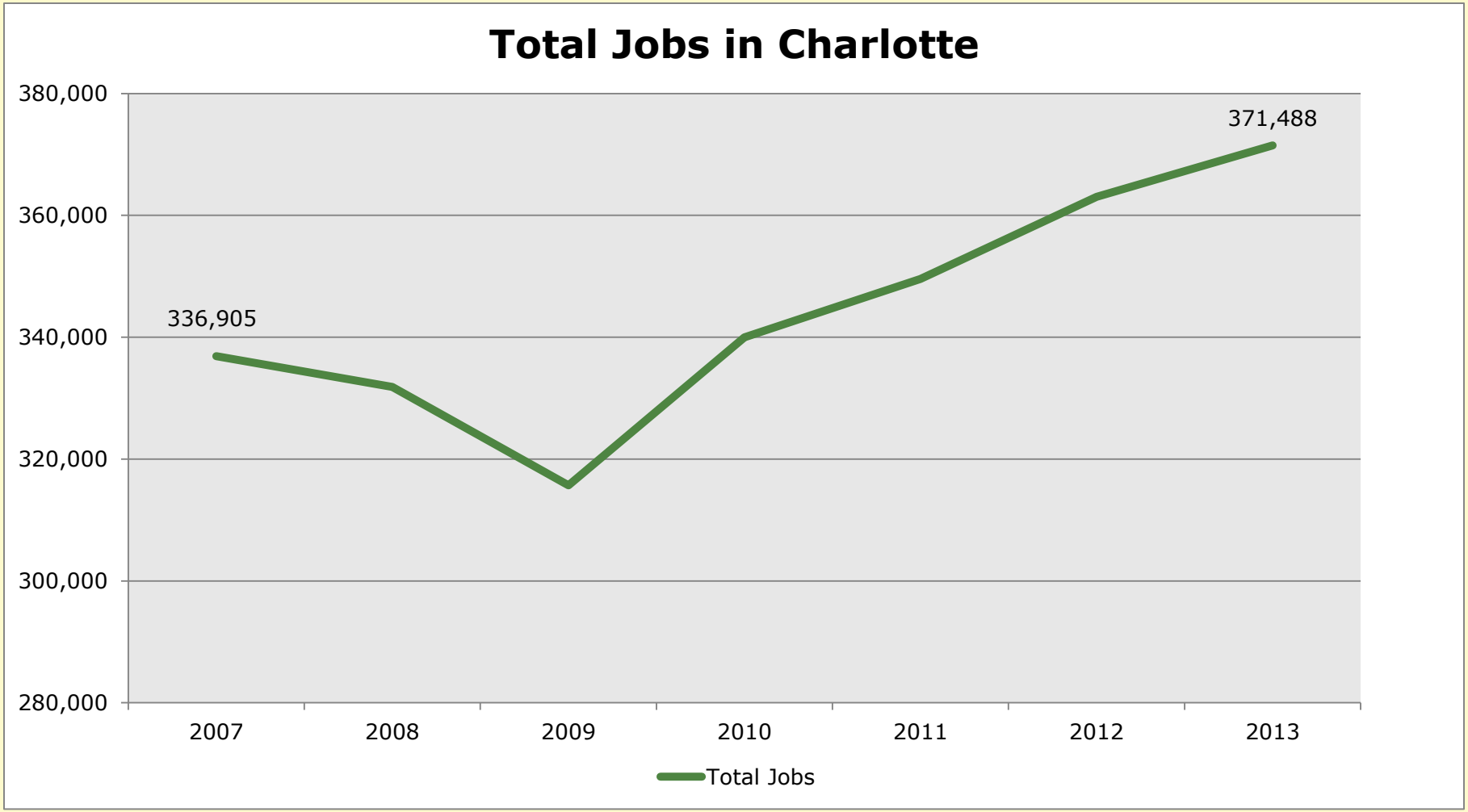
TIAA-CREF
(University Research Park)

Wells Fargo Customer Information Center
(University Research Park)

Siemens Charlotte Energy Hub
(Westinghouse Industrial Area)

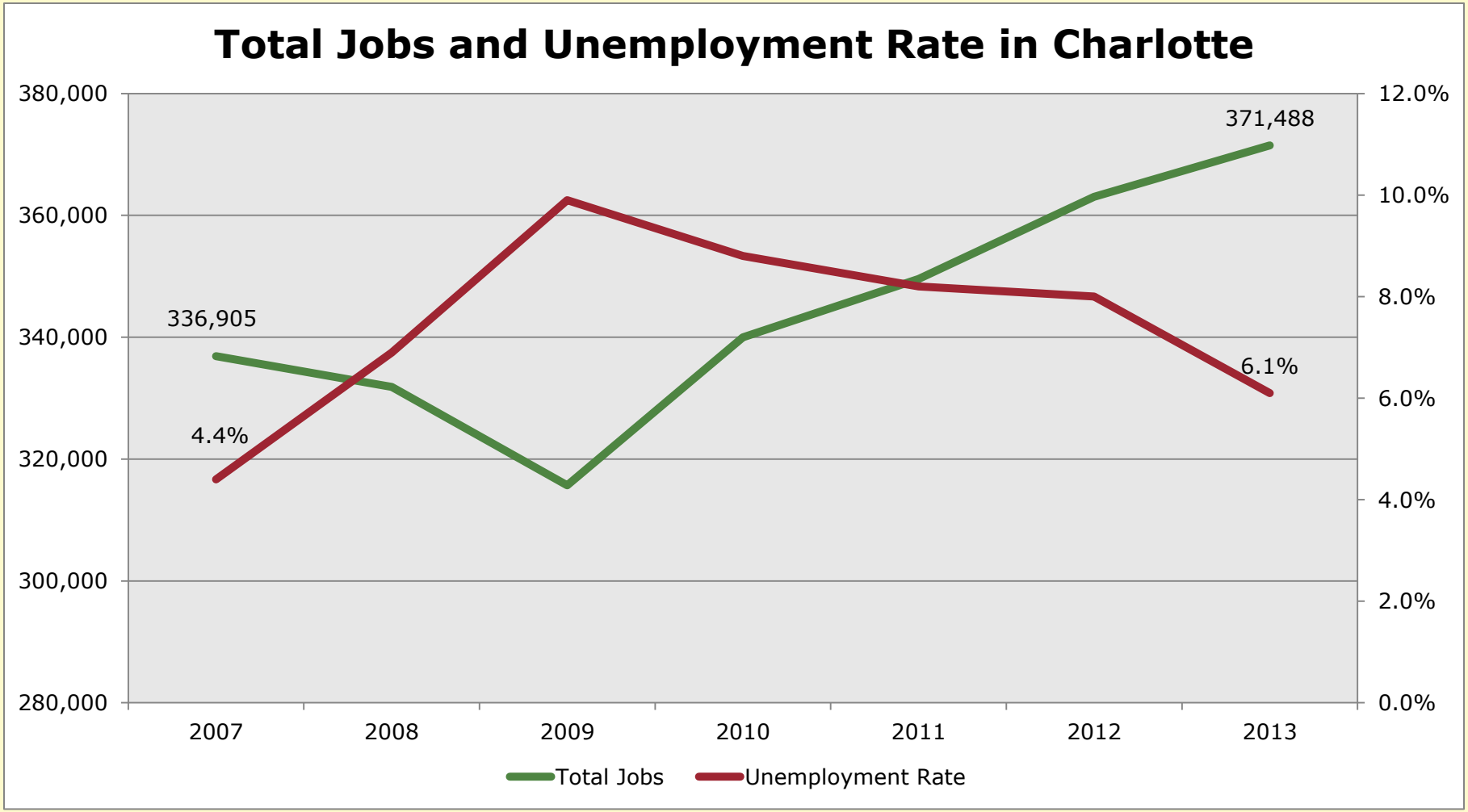
Executive Center Office Park
(East Charlotte)

Job Growth



Source: Bureau of Labor Statistics (2007 - 2013). Local Area Unemployment Statistics.

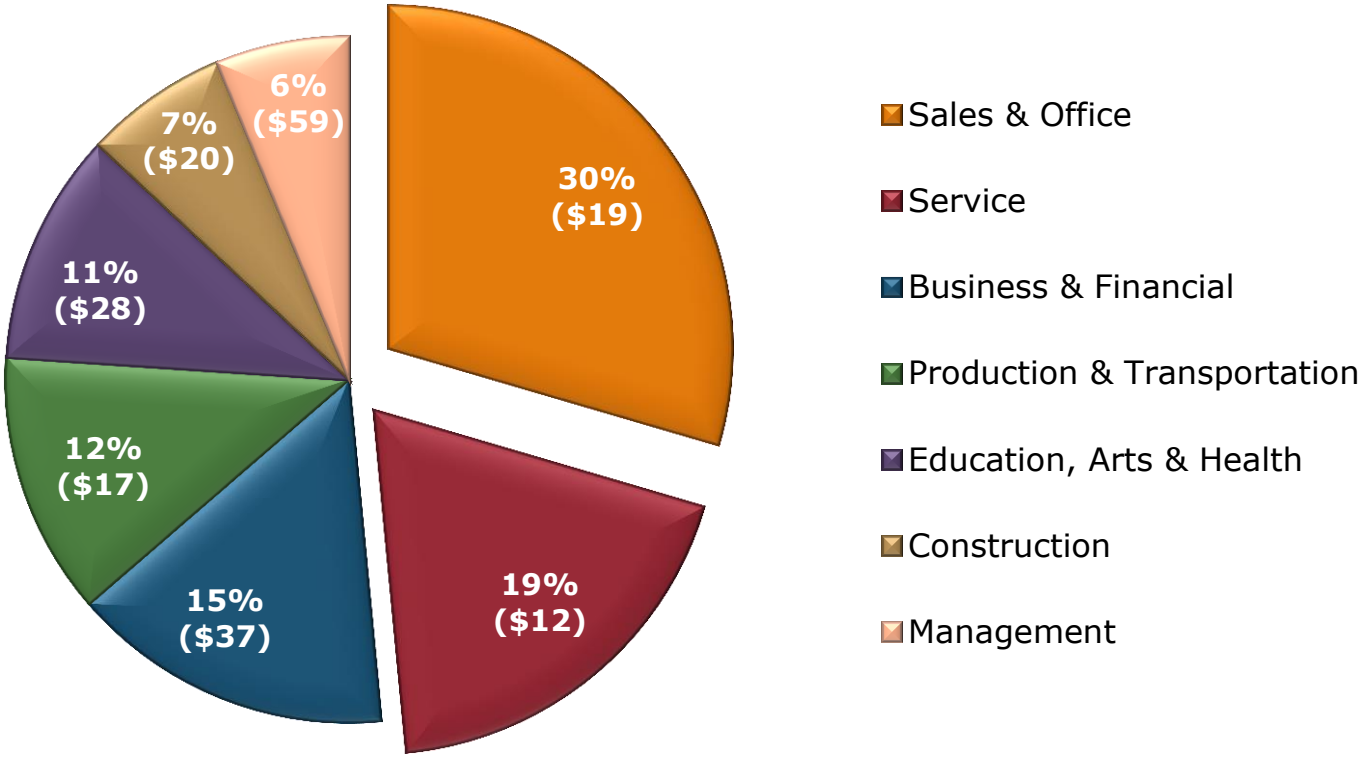
Job Growth and Unemployment



Source: Bureau of Labor Statistics (2007 - 2013). Local Area Unemployment Statistics.

Occupations and Wages

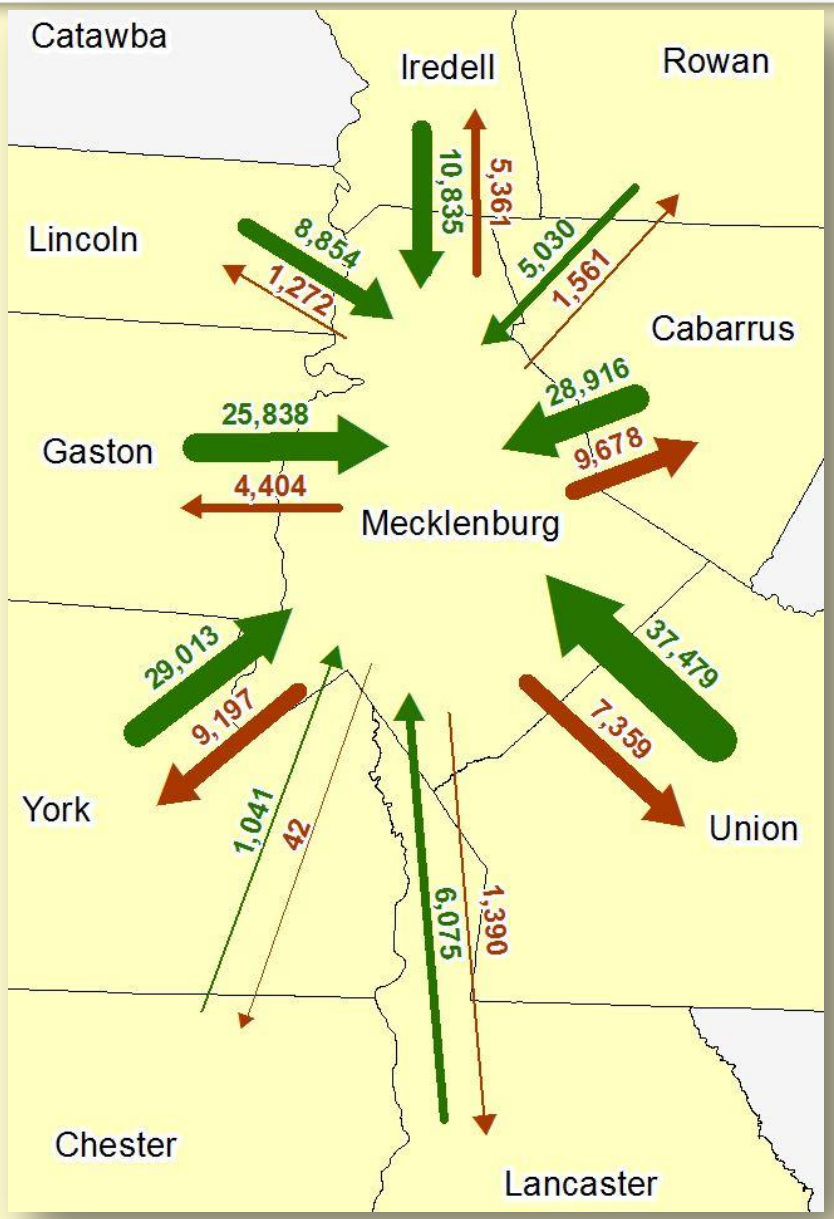
Occupations as Percent of Total Workforce and Average Hourly Wages in Mecklenburg County



Source: Bureau of Labor Statistics (2012). Occupational Employment and Wage Estimates.

Mecklenburg MSA Commuting Patterns 2010

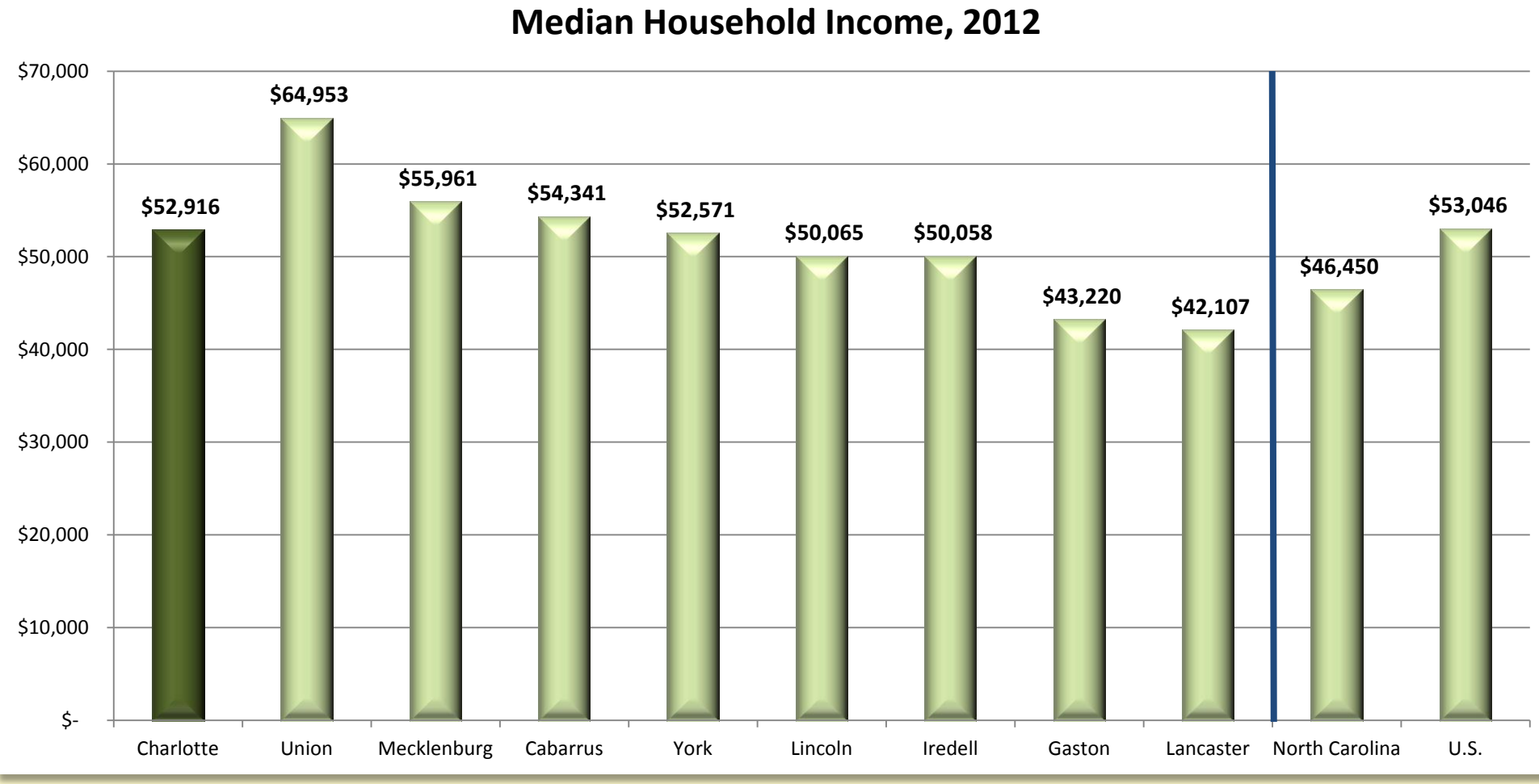
- **153,000** commuters into Mecklenburg
- **1 in 3 jobs** held by someone who lives outside the County



Legend

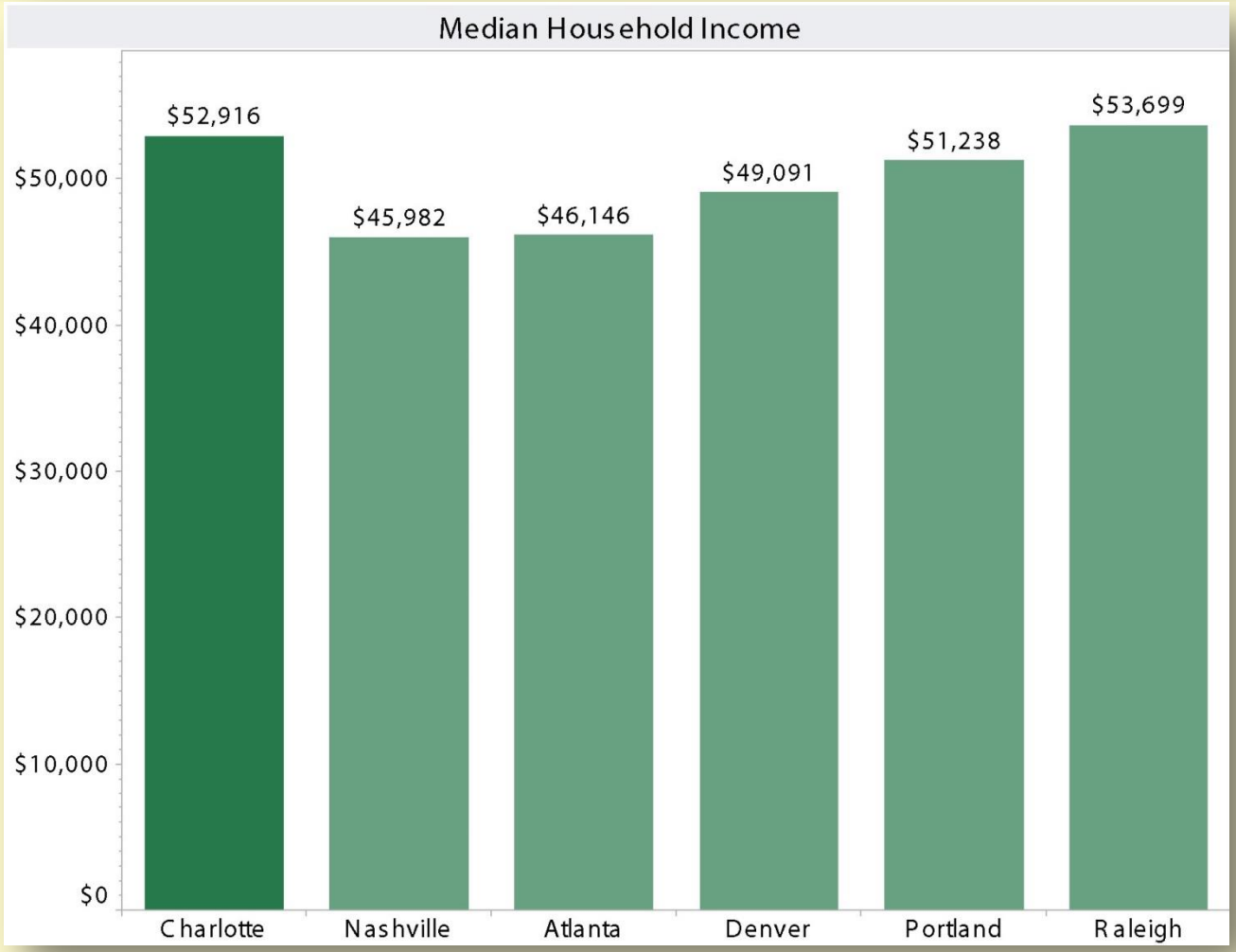
	Charlotte-Concord-Gastonia, NC-SC MSA
153,081	People Commuting from MSA Counties to Mecklenburg County
40,264	People Commuting from Mecklenburg County to MSA Counties

Median Household Income



Source U.S. Census Bureau: State and County QuickFacts. Data derived from Population Estimates, American Community Survey, Census of Population and Housing, County Business Patterns, Economic Census, Survey of Business Owners, Building Permits, Census of Governments

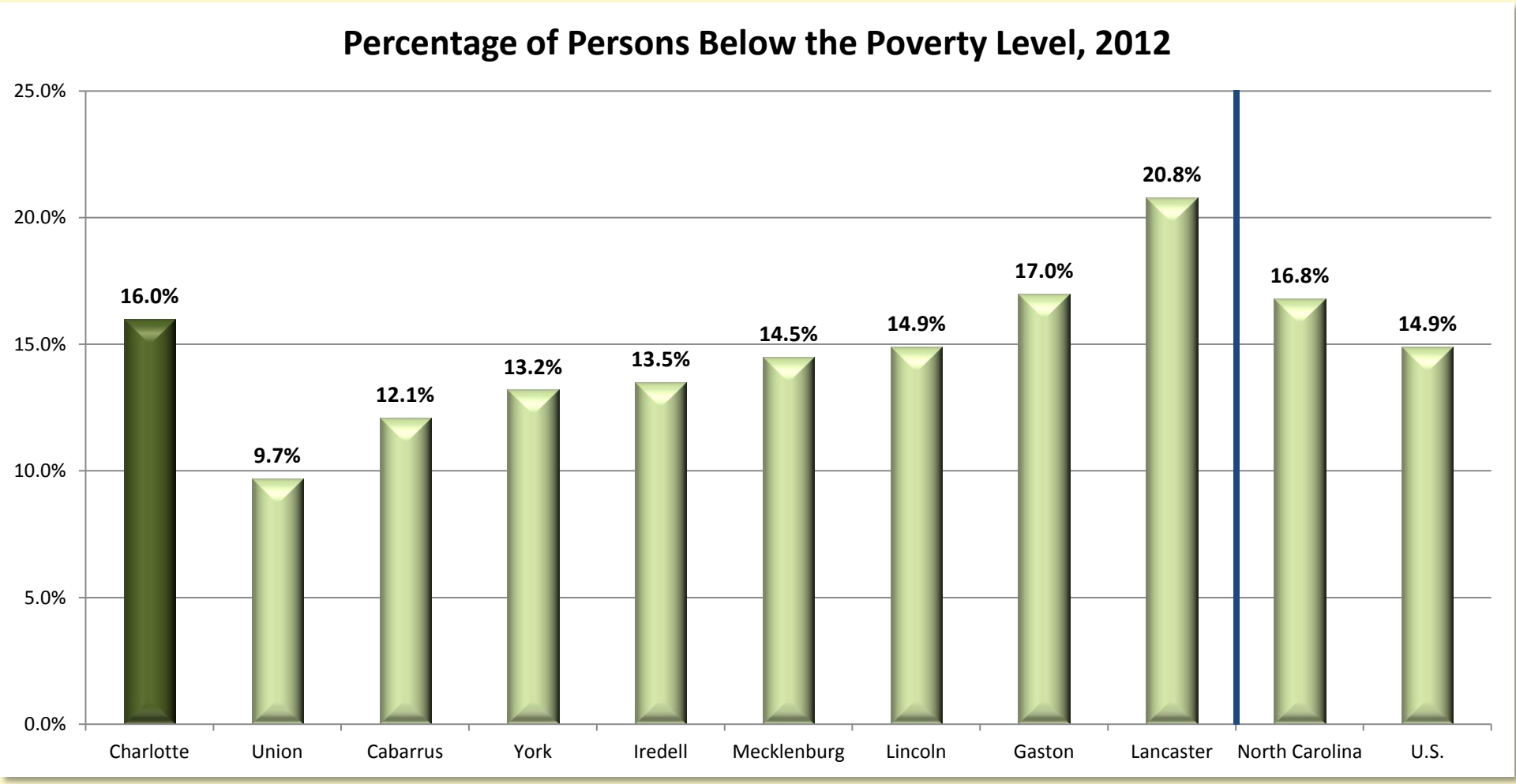
Median Household Income: Charlotte and Peer Cities



- Charlotte has the second highest median household income among five peer cities

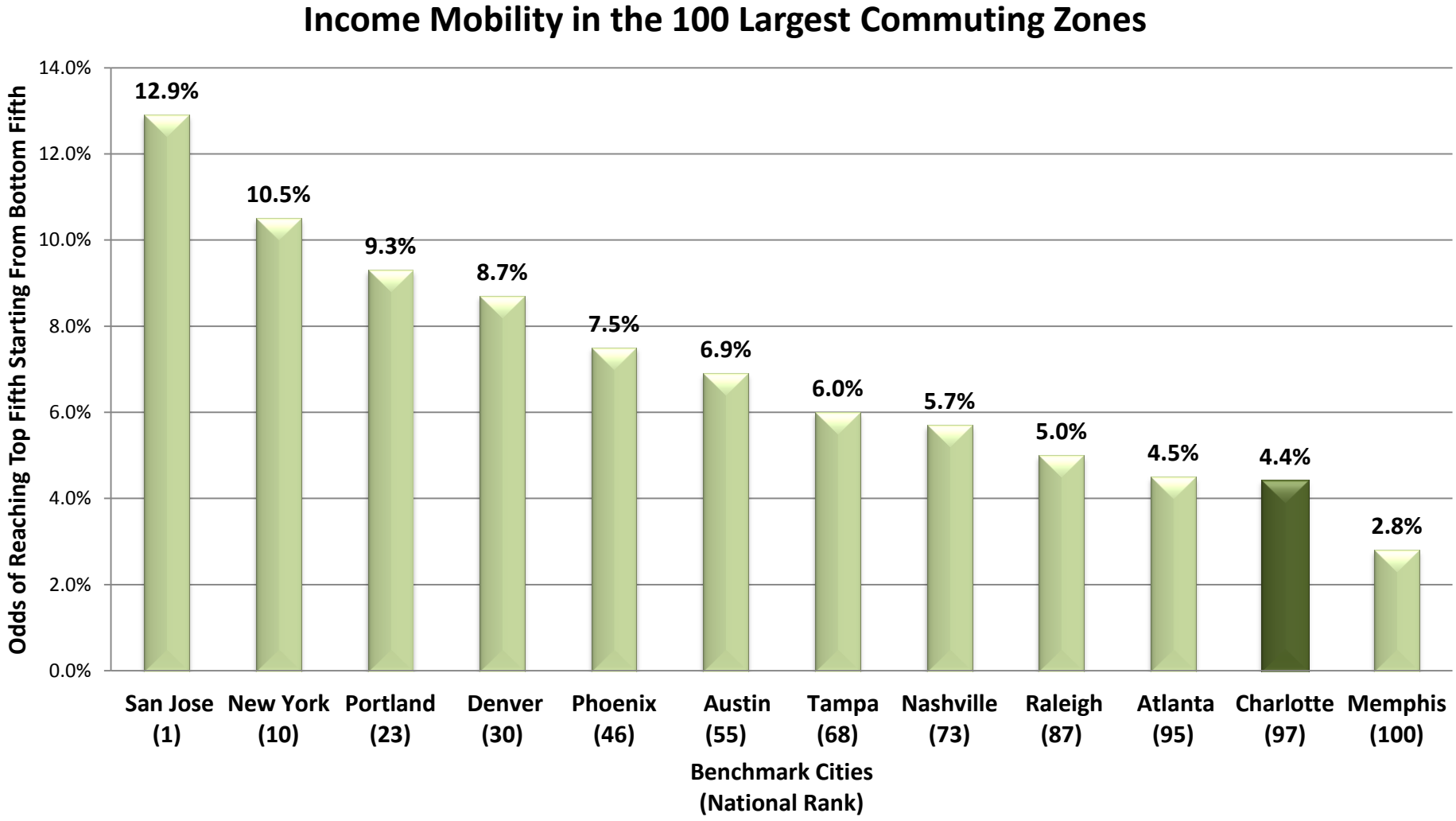
*Source: 2008-2012 American Community Survey 5-Year Estimates

Percentage of Persons Below the Poverty Level



Source U.S. Census Bureau: State and County QuickFacts. Data derived from Population Estimates, American Community Survey, Census of Population and Housing, County Business Patterns, Economic Census, Survey of Business Owners, Building Permits, Census of Governments .

Upward Income Mobility



Source: Equality of Opportunity Project, 2014.

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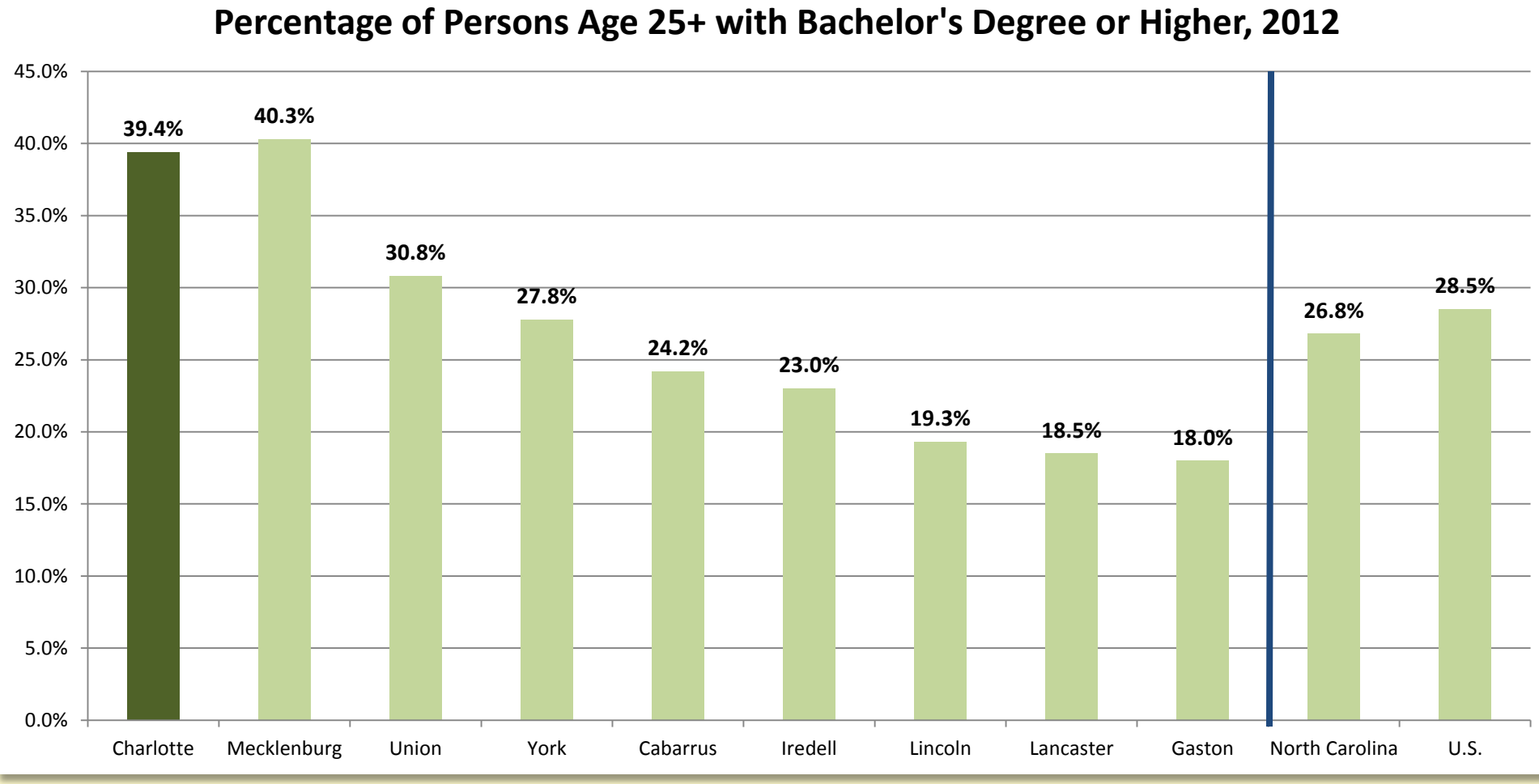
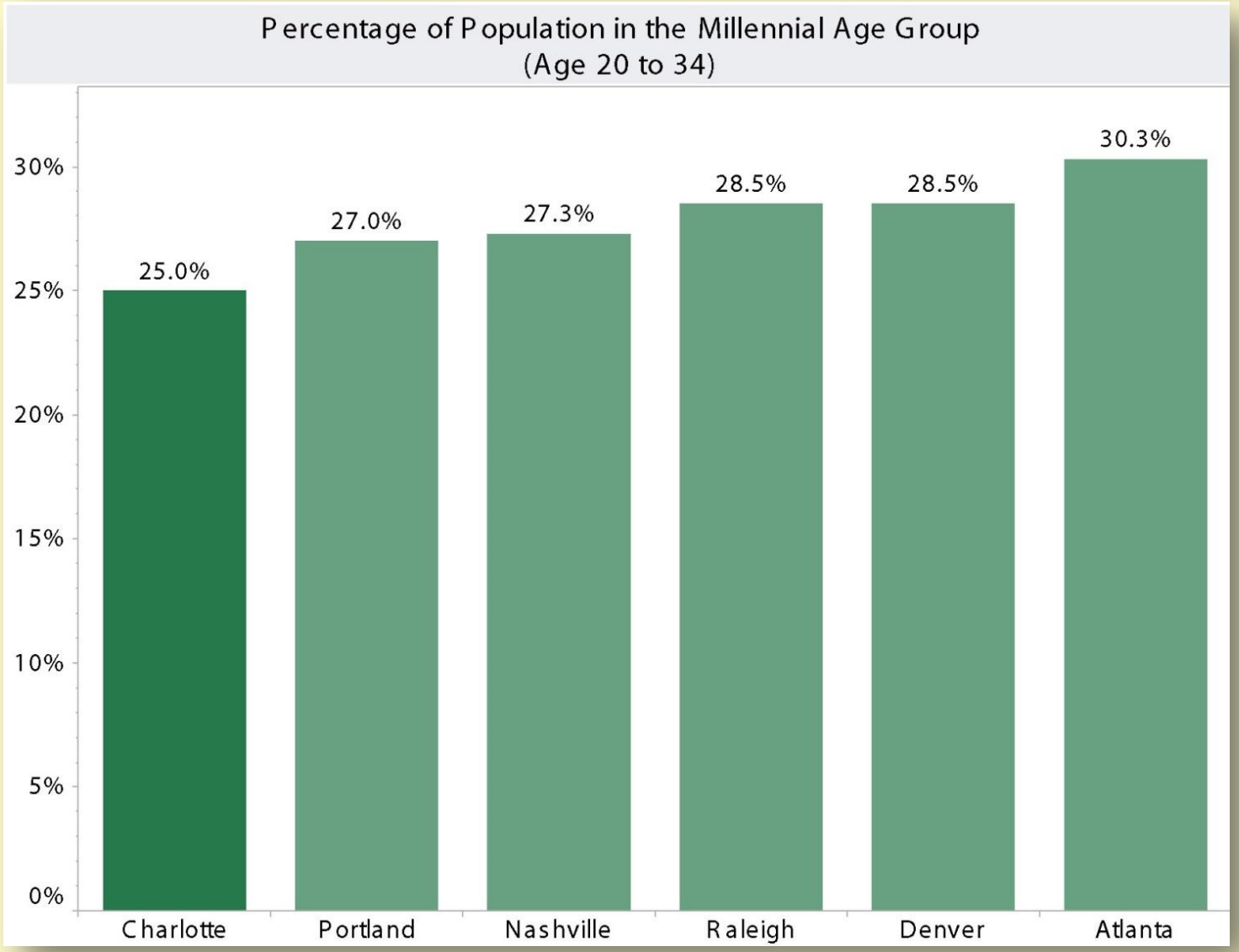
A City That Capitalizes on Its Assets

Percentage of Persons Age 25+ with Bachelor's Degrees or Higher



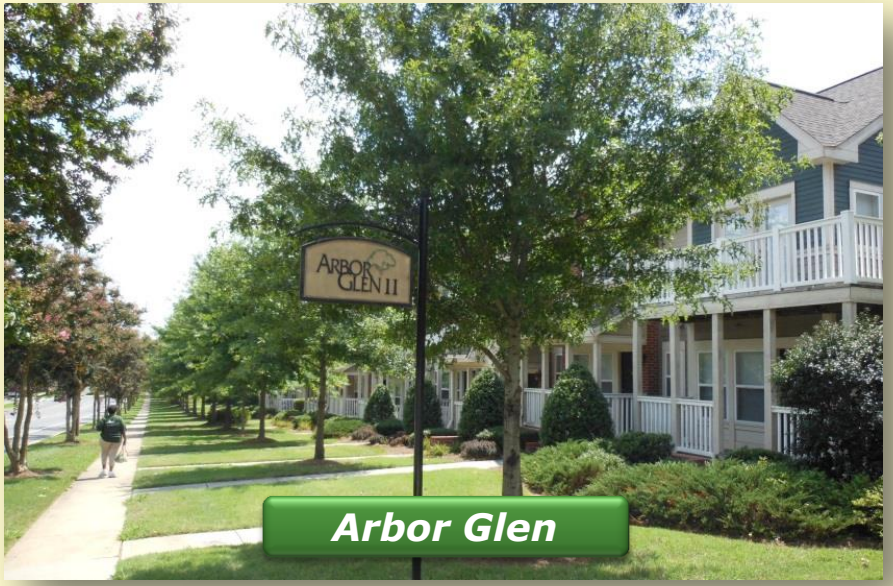
Source U.S. Census Bureau: State and County QuickFacts. Data derived from Population Estimates, American Community Survey, Census of Population and Housing, County Business Patterns, Economic Census, Survey of Business Owners, Building Permits, Census of Governments .

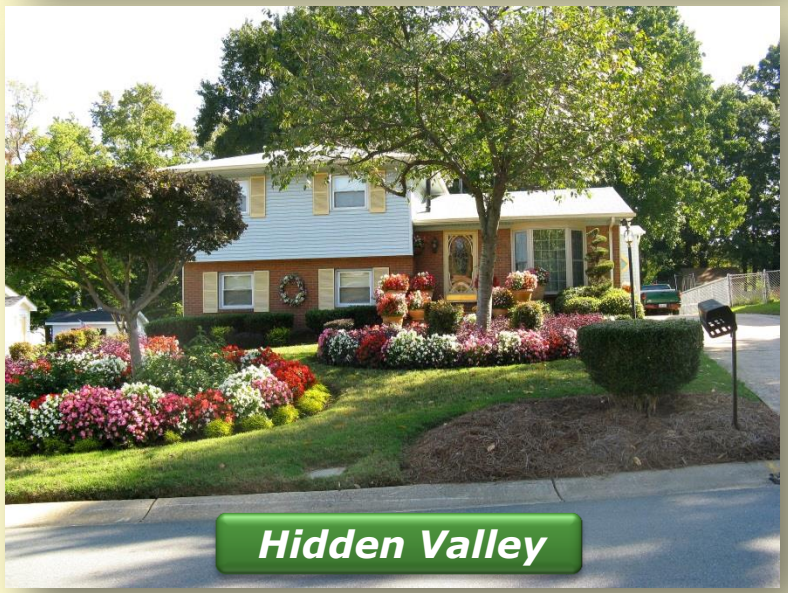
Demographics: Charlotte and Peer Cities



*Source: Census 2010

A City of Great Neighborhoods





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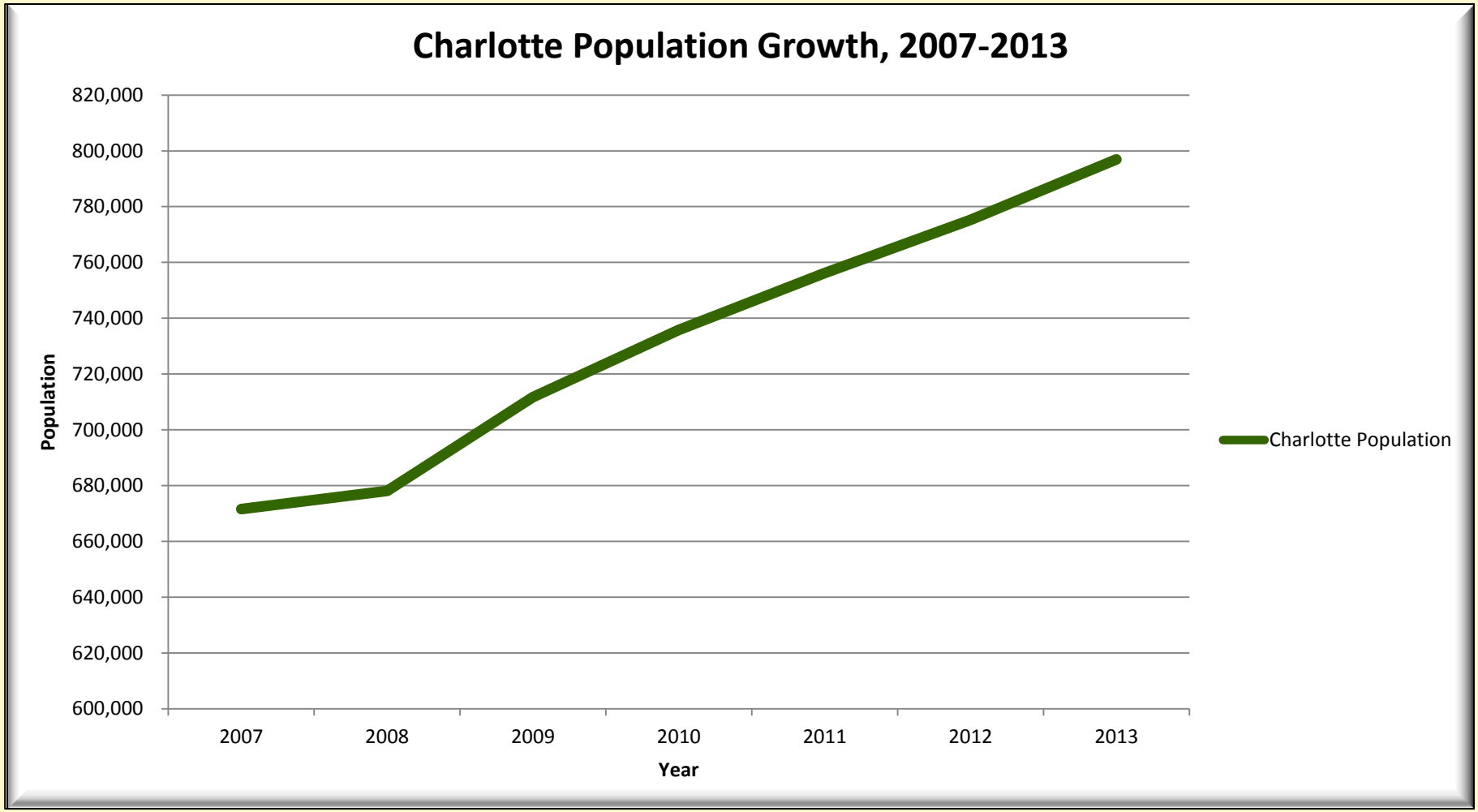
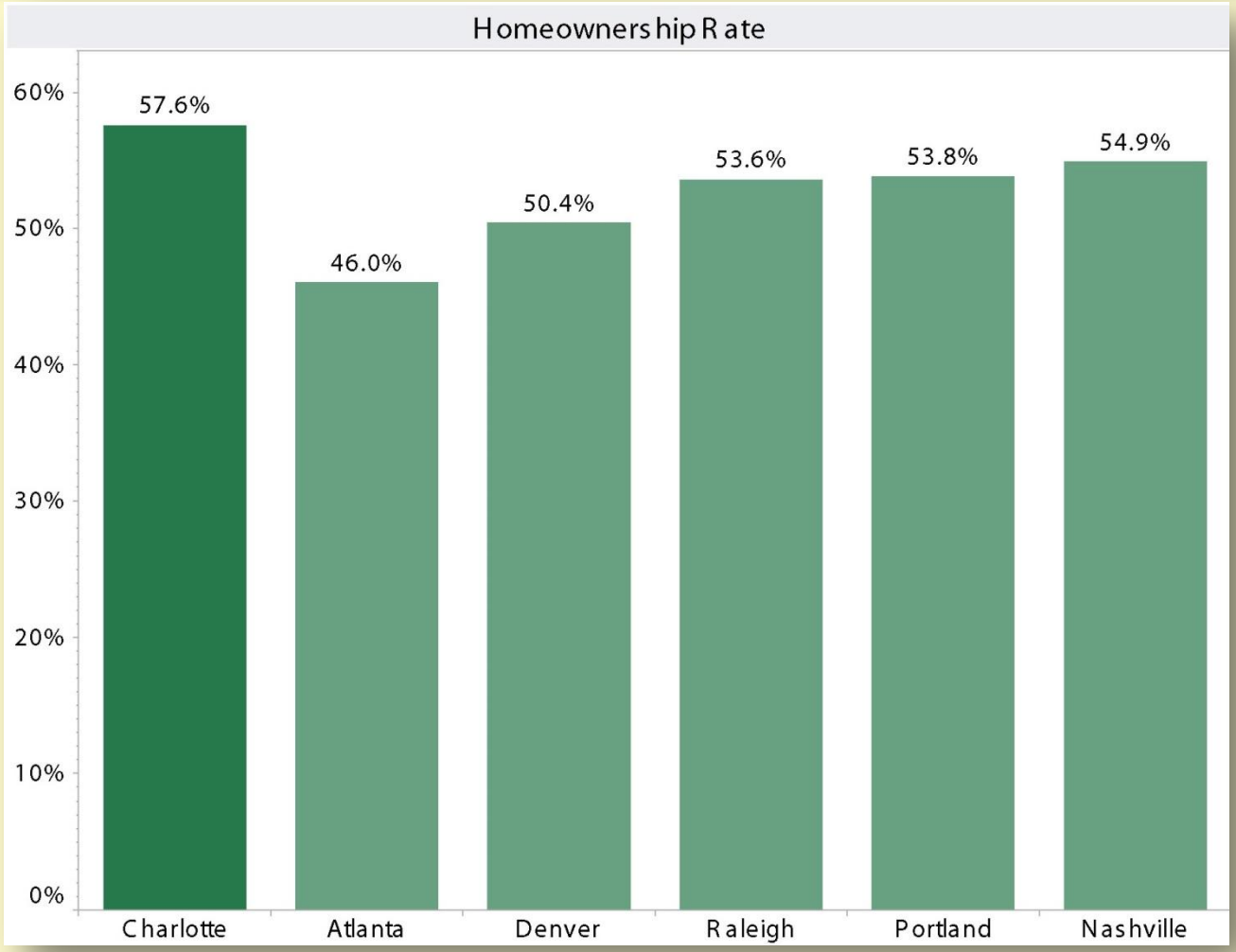
A City That Helps Create Places That the Market Responds To

Population Growth, 2007-2013



Source: Mecklenburg County Integrated Data Store, U.S. Census

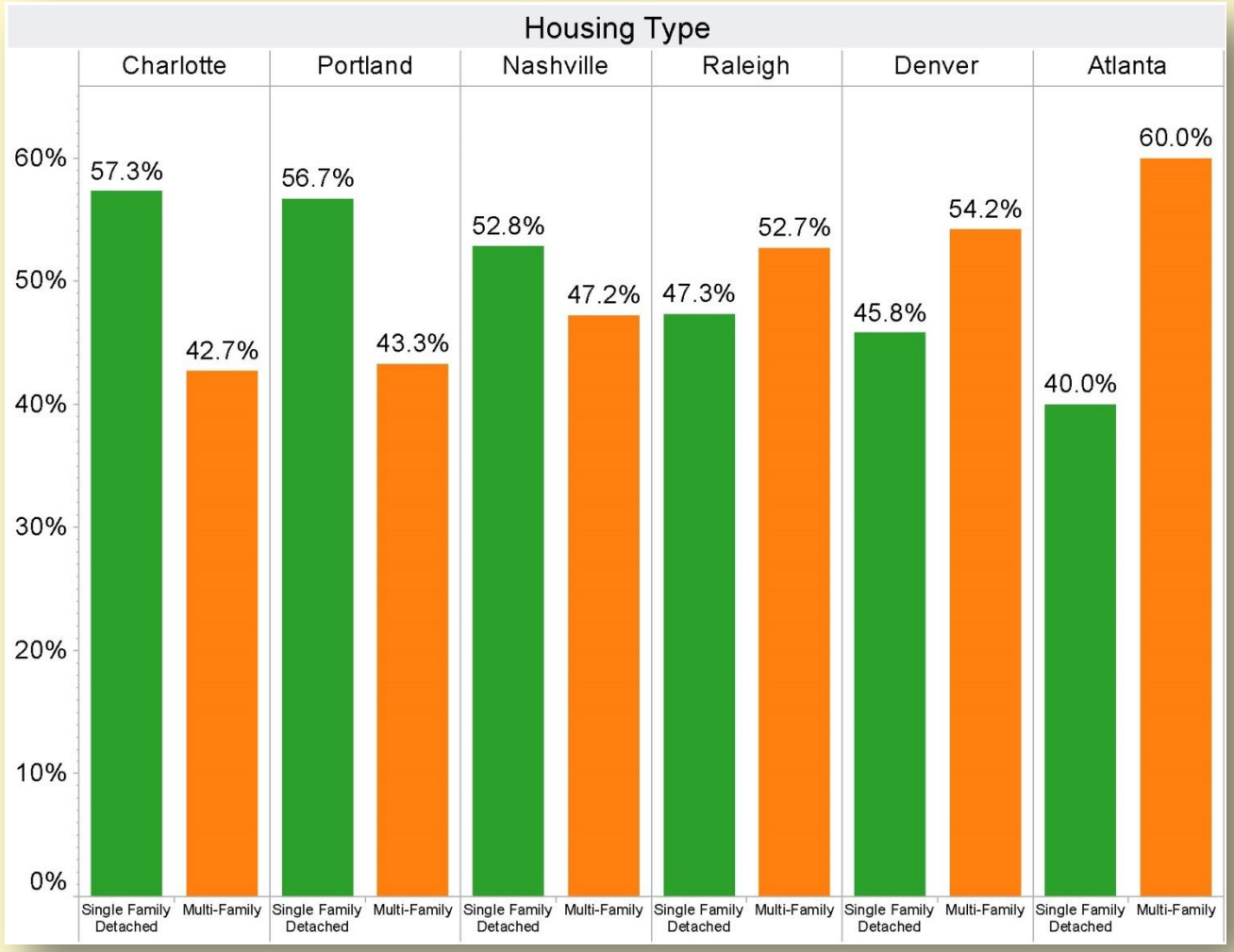
Homeownership Rate: Charlotte and Peer Cities



- Charlotte has the highest homeownership rate among five peer cities

*Source: 2008-2012 American Community Survey 5-Year Estimates

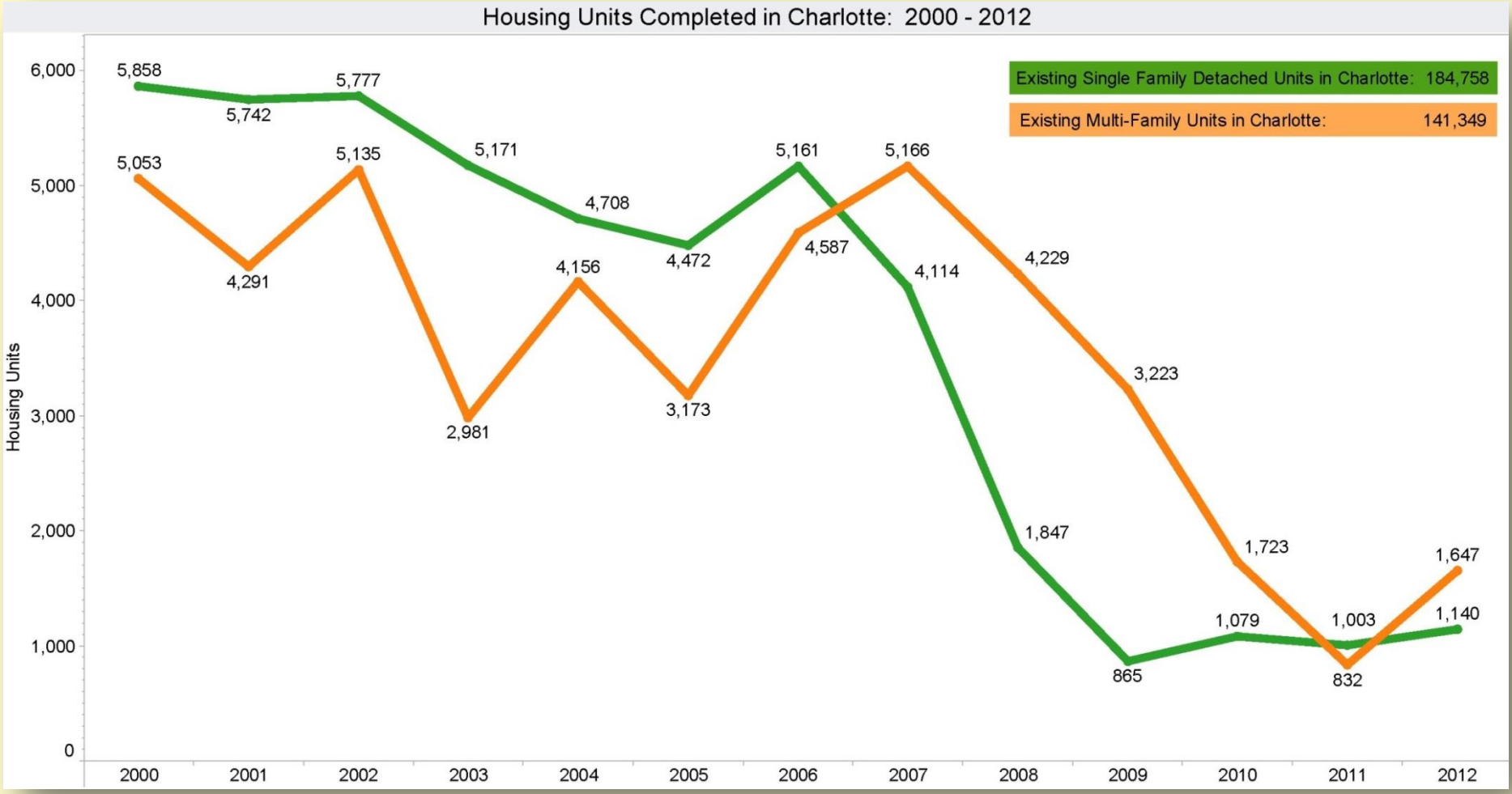
Housing Type: Charlotte and Peer Cities



- Charlotte has the highest percentage of single family detached homes among five peer cities

*Source: 2008-2012 American Community Survey 5-Year Estimates

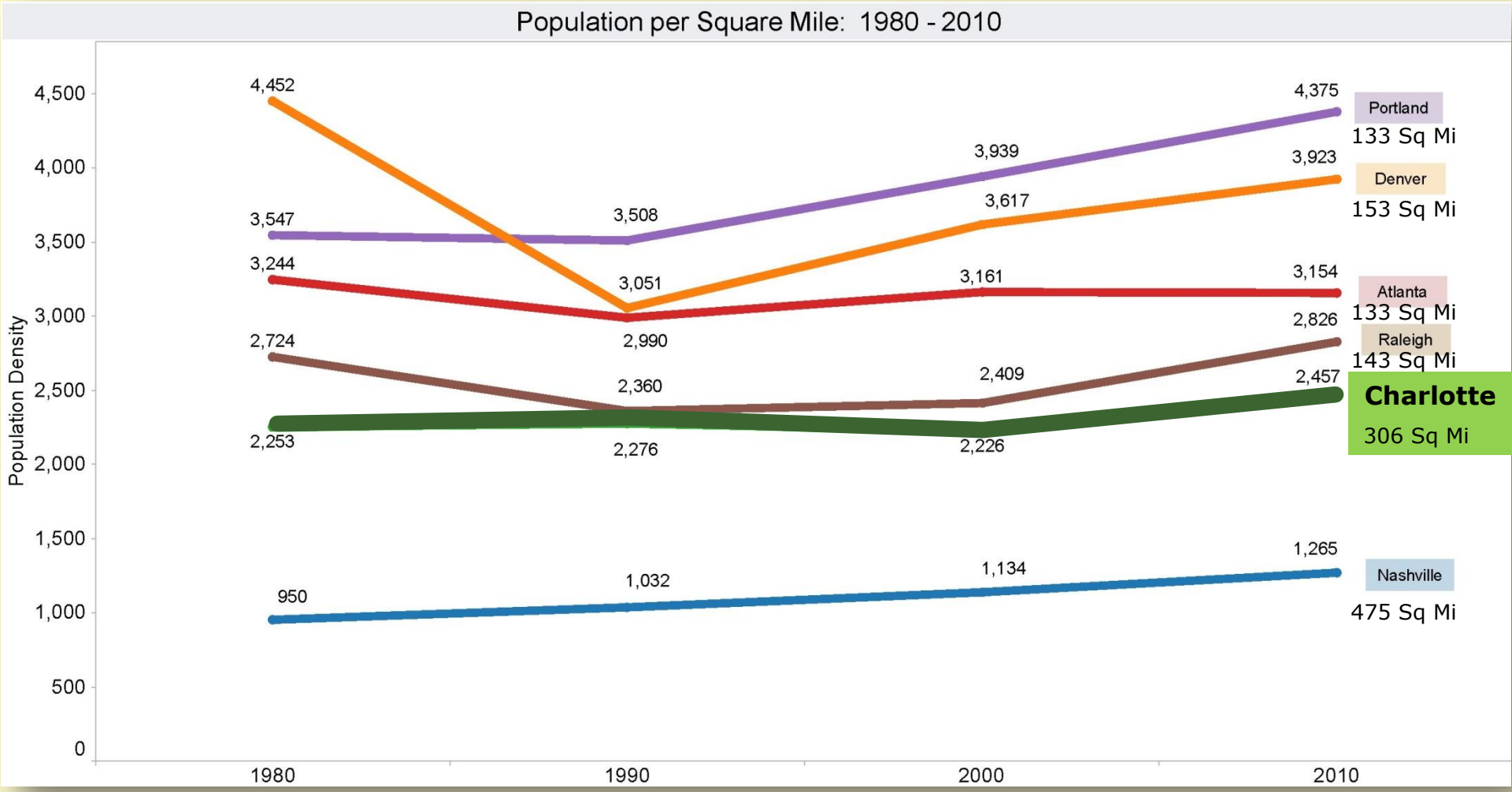
Housing Units Built in Charlotte: 2000 to 2012



- Over **93,000 housing units** were constructed in Charlotte between 2000 and 2012 at a ratio of 50% Multi-Family and 50% Single Family.
- Since 2007 the construction ratio has been **63% Multi-Family** and **37% Single Family**.

*Source: Mecklenburg County Tax Parcel Data

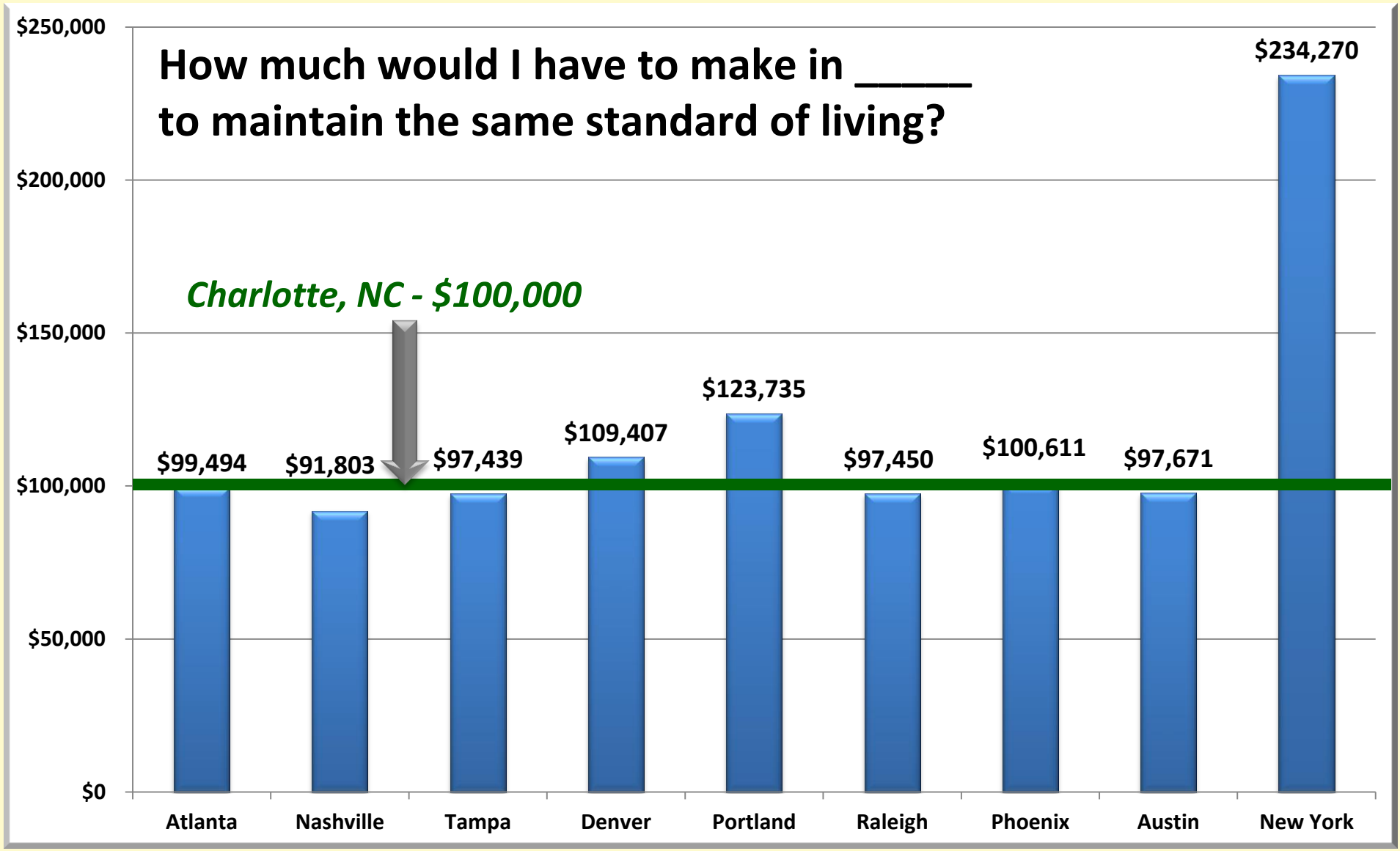
Population Density over time: Charlotte and Peer Cities



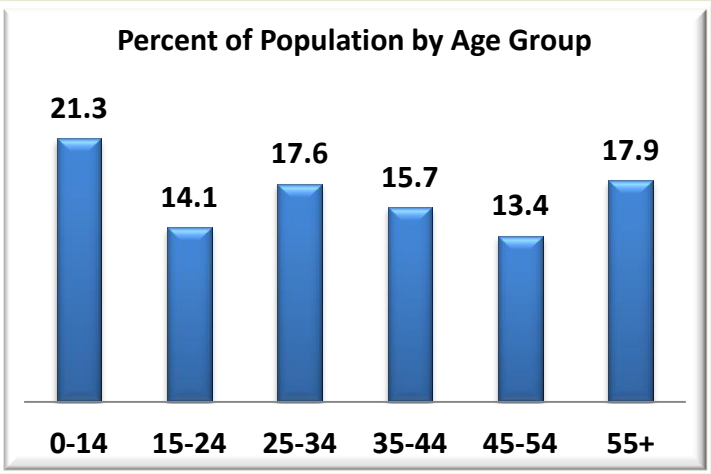
- Charlotte's density will have to increase to **3,285 persons per square mile** to accommodate projected population growth by 2040.

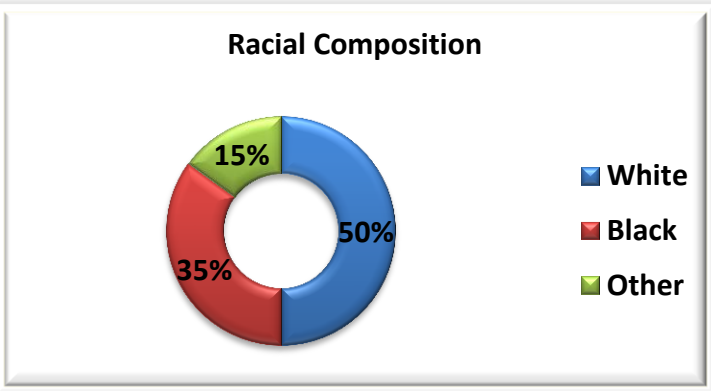
Source: US Census Bureau (Population Density)

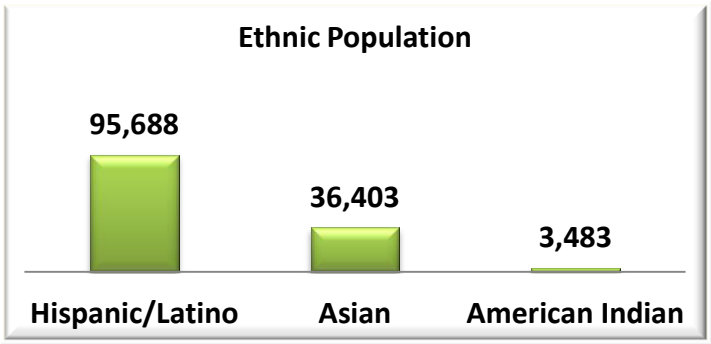
Cost of Living Comparison

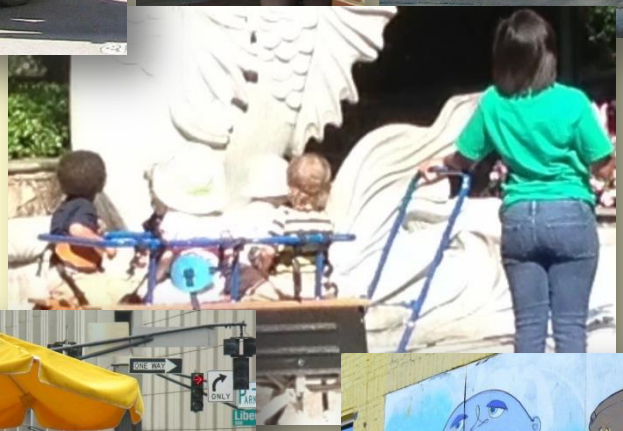


A City That Serves a Growing and Diverse Population

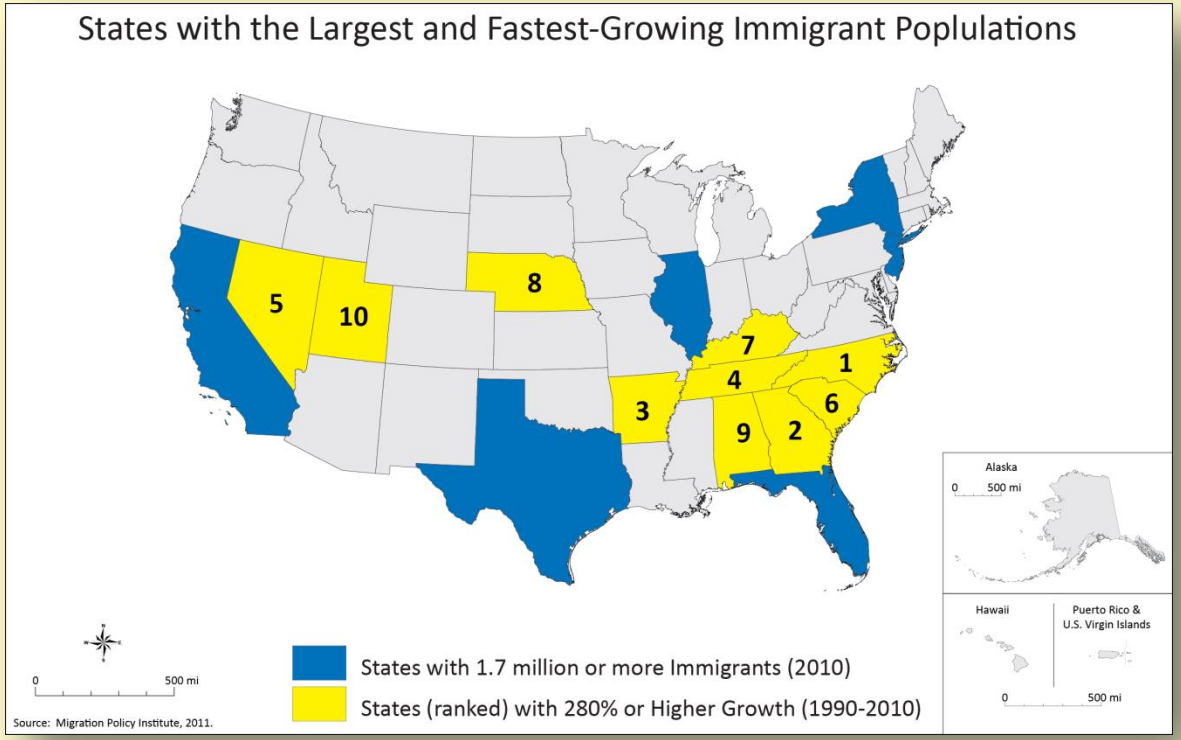


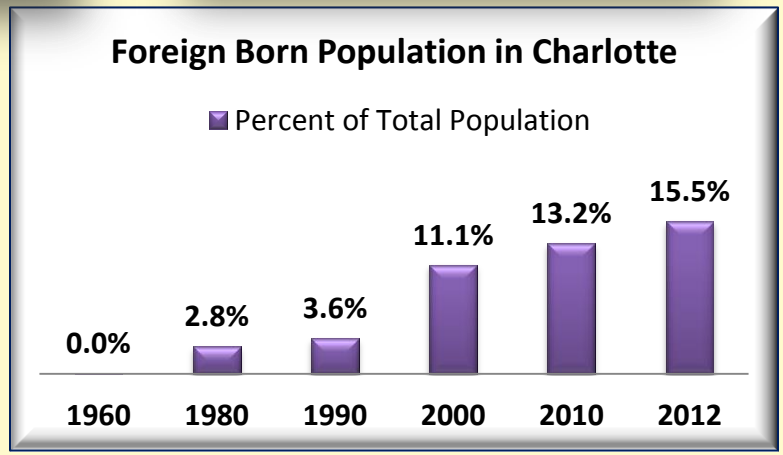






Charlotte as an Emerging Immigrant Gateway





Data Sources: US Decennial Censuses 1960, 1980, 1990, 2000, and 2010.
US Census American Community Survey, 2012.
Migration Policy Institute, 2011.

A City that is Engaged

Metropolitan

BLE Station Area

A City Where Residents are Part of the Broader Community

Food Truck Fridays - Southend

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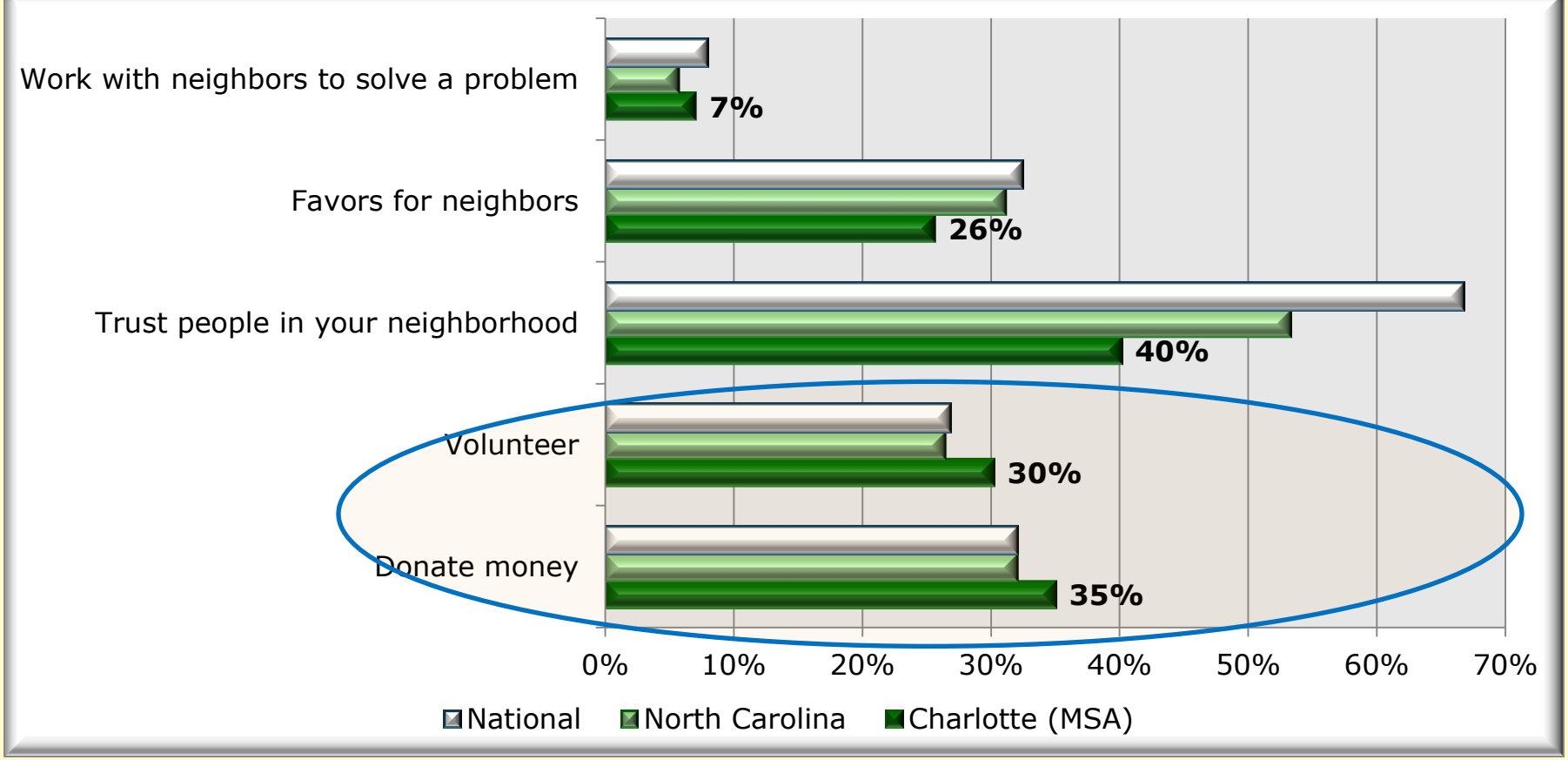
A City That Volunteers

Community Engagement

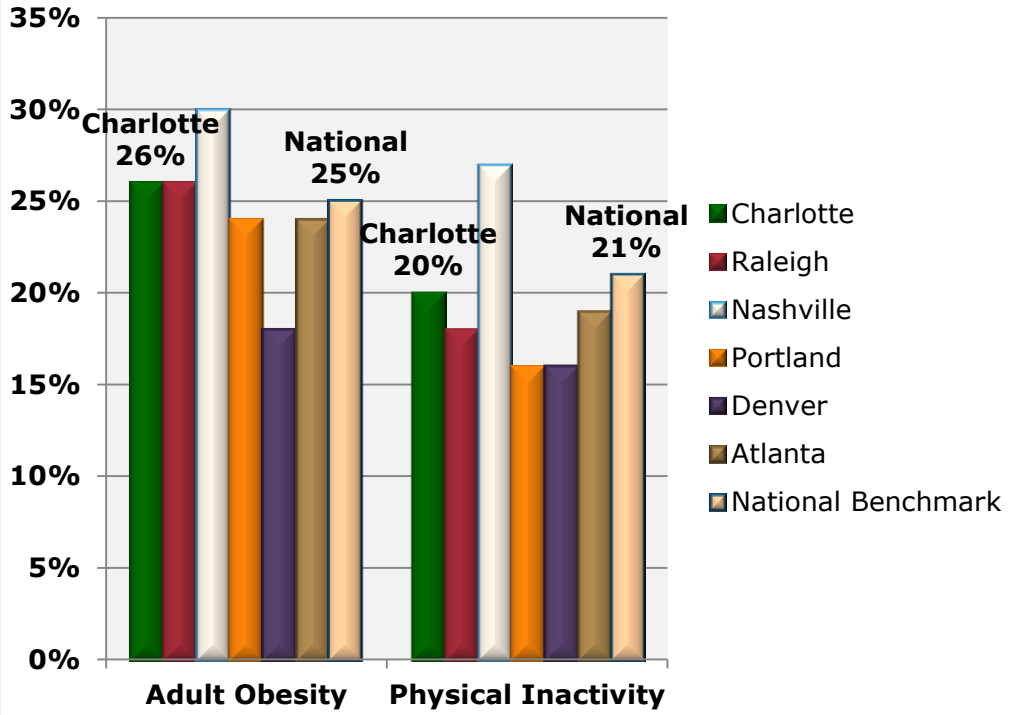
Charlotte is a generous and engaged community.



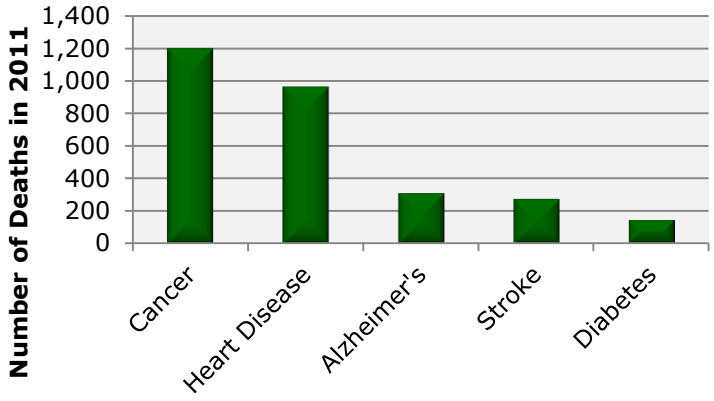
Source: US Census Bureau (2010). Current Population Survey, Volunteer Supplement and Civic Engagement Supplement. Data retrieved from the Inter-university Consortium for Political and Social Research.

Public Health

Health Risks in Charlotte and Peer Cities



Leading Causes of Death in Mecklenburg County



Built Environment In Mecklenburg County

Total Miles of Developed Greenway	37
Percentage of Paved Streets with Sidewalks	64.8%
Walkscore Rank – Out of Large Cities in US	50th
Housing Units Within ½ Mile of Public Outdoor Recreation	72%

Source: Supermarkets – Mecklenburg Co. Tax Data
Farmers Markets – Mecklenburg Co. Health Dept., May 2013. USDA Food Environment Atlas, 2012.

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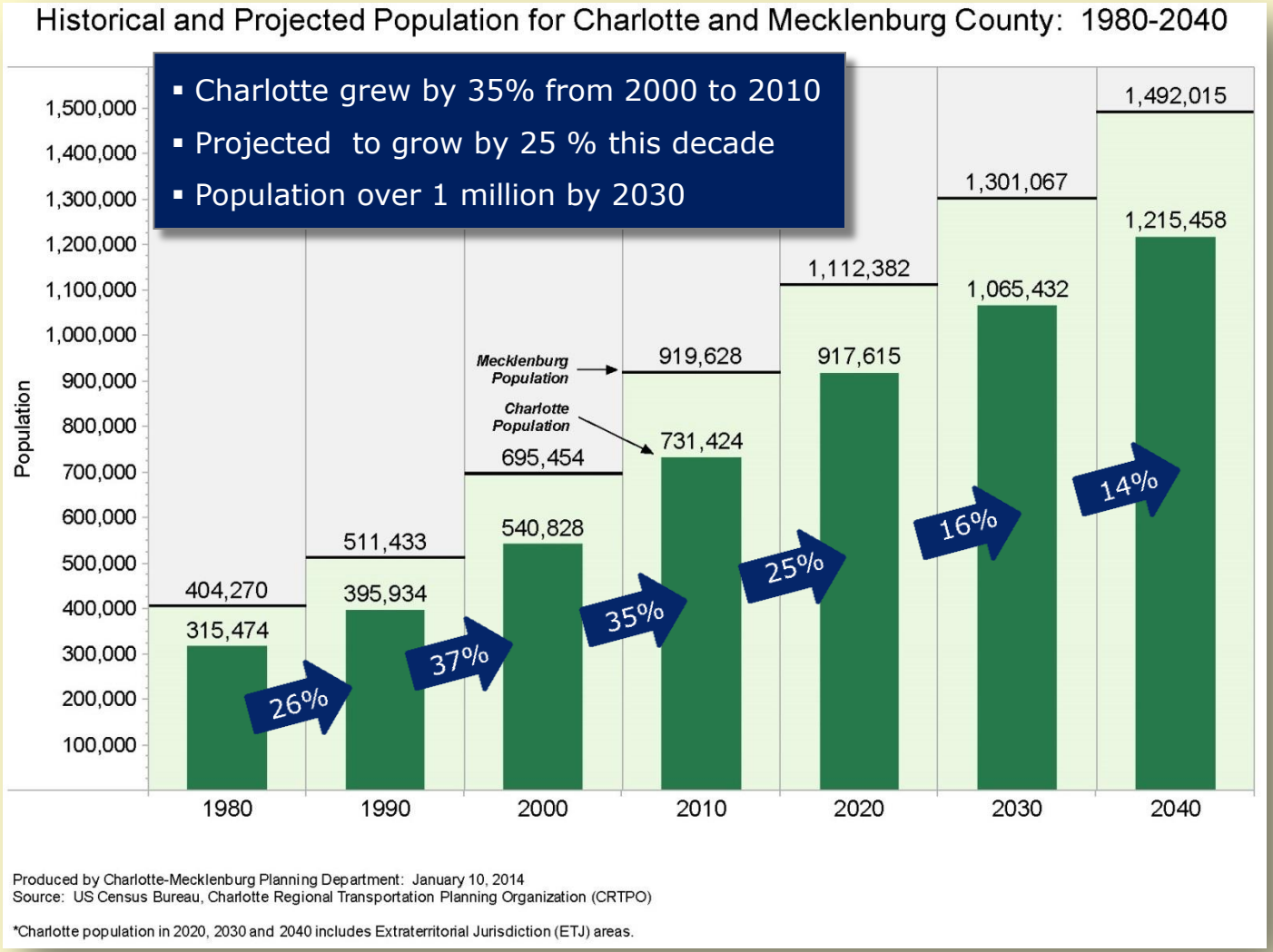
Source: Alliance for Bicycling and Walking, 2012

Charlotte's Future

What will be "the Next Charlotte"?

Charlotte Will Grow



- Charlotte's population is projected to **grow by almost 500,000** or 66% in the next 30 years….

Strengths, Challenges and Emerging Opportunities – "The Next Charlotte"

Watch for blind spots!

- **Job diversity**
- **Income diversity**
- **Population diversity**
- **Housing diversity**
- **Environmental stewardship**

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What Will Be Our Legacy?