



# Matthews at a Crossroads

Presentation by Mary Newsom, Associate Director  
UNC Charlotte Urban Institute



October 2012



# PlanCharlotte

Thursday, October, 18 2012



Information, news and analysis to help citizens shape growth in the Charlotte region

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## Preservation



### Why is restoring NoDa's textile mills so hard?

Andria Krewson 10/5/12

In any other time, the request might not have been so hard. But a nonprofit developer's plea for \$2.3 million in city money from federal grants to restore a historic NoDa textile mill came after a lingering economic downturn, and after the city had already put \$6.7 million into the property. Why is it so hard to restore an important piece of city history? Well, it's complicated ...

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### New at PlanCharlotte.org

We've enhanced PlanCharlotte so readers can make comments on articles.

What is [PlanCharlotte.org](#)? We're a website project of the UNC Charlotte Urban Institute, a nonpartisan applied research center at UNC Charlotte. The institute's three websites focus on the 14-county Charlotte region. PlanCharlotte covers issues of growth, urban and environmental issues. Others:

- [The UNC Charlotte Urban Institute homepage](#) provides research, analysis and comment on policy issues.
- [Charlotte Regional Indicators Project](#) delivers regularly updated benchmark data on a range of quality-of-life indicators.

### RECENT NEWS

- [Tanger plans 90-store outlet center in southwest Charlotte](#) *Charlotte Observer* 10/18/12
- [Rock Hill considers bike lanes, enforces blighted-home rules near Winthrop](#) *heraldonline.com* 10/18/12
- [Spencer Woods project wants feedback on proposed trail](#) *SalisburyPostArea* 10/18/12
- [Locust, RPO make case for boulevard](#) *thesnaponline.com* 10/18/12
- [Catawba River water request not expected to stir new war](#) *lakewyliepilot.com* 10/17/12
- [Vision for downtown Salisbury pays off](#) *SalisburyPostArea* 10/17/12
- [Statesville gets good news on wastewater treatment plant loan](#) *statesville.com* 10/17/12



# UNC CHARLOTTE URBAN INSTITUTE

## BIG CHANGES LOOM FOR HEALTH CARE: ARE WE READY?

*Commentary*

Remember the Y2K or "Millenium Bug" that was supposed to hit on Jan. 1, 2000? Planes were going to fall from the sky, banks would close and we'd never be the same, because none of our computers would boot up that morning. Health care faces its own Y2K milestone moment. Jan. 1, 2014, is coming, and fast. Are providers ready?

[Read more >>](#)

Don Jonas



Go 1 2 3 4 5

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OUR REGION

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### SPOTLIGHT

10.17.12 - 11:50AM

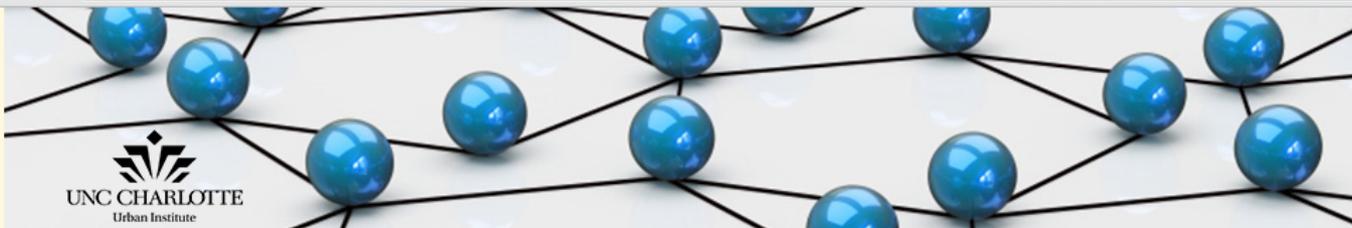
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### HEADLINES 10.18.2012

*Stay on top of regional news and policy issues. Links below:*

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# CHARLOTTE REGIONAL INDICATORS

## INDICATOR EXPLORER

- Arts
- Demographics
- Economy
- Education
- Environment
- Government
- Health
- Housing
- Public Safety
- Social Well-Being
- Transportation

## REGIONAL EXPLORER

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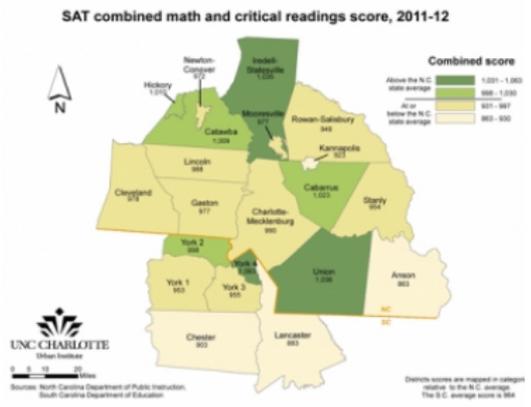
FOLLOW US    

## HOW CHARLOTTE AREA SCHOOL DISTRICTS SCORED ON THE SAT

See how the N.C. districts in the Charlotte region compared in SAT scores using interactive maps.

[Read more >>](#)

John Chesser  
Keith Waters



<http://ui.uncc.edu>

<http://ri.uncc.edu>

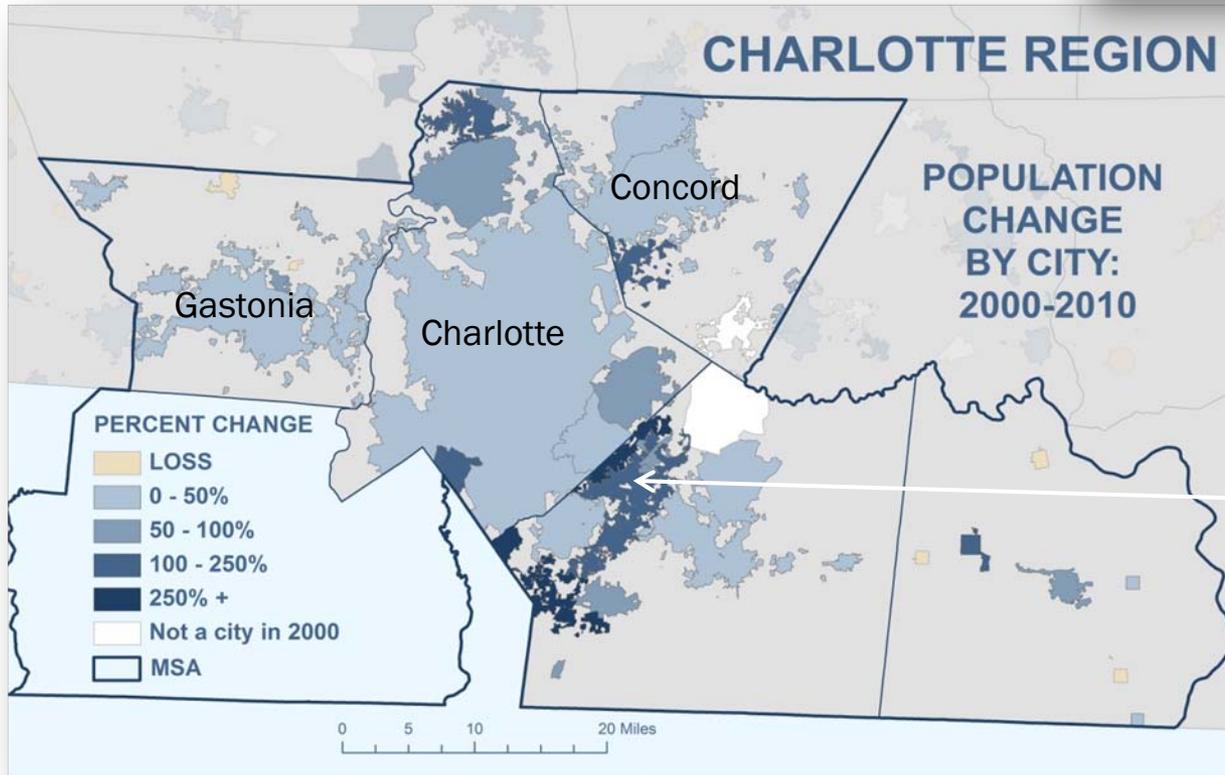
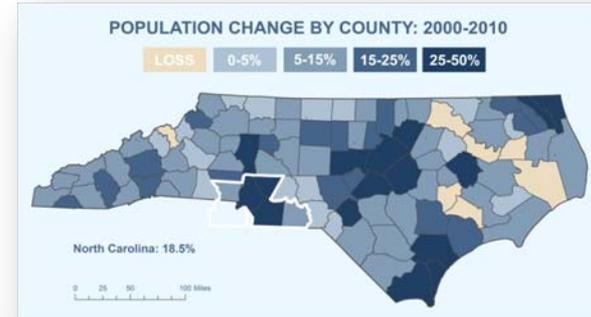
[PlanCharlotte.org](http://PlanCharlotte.org)

# Matthews at a crossroads



# Charlotte Region Population Growth

- Fastest growth rates were in smaller suburbs surrounding Charlotte
  - Indian Trail was 9<sup>th</sup> fastest-growing city in U.S. (of cities with 2000 population of 10,000 or more)



Indian Trail

Sources: Census 2010, Census 2000

# Growth in National Context

- Charlotte MSA: 7<sup>th</sup> in domestic immigration since 2000

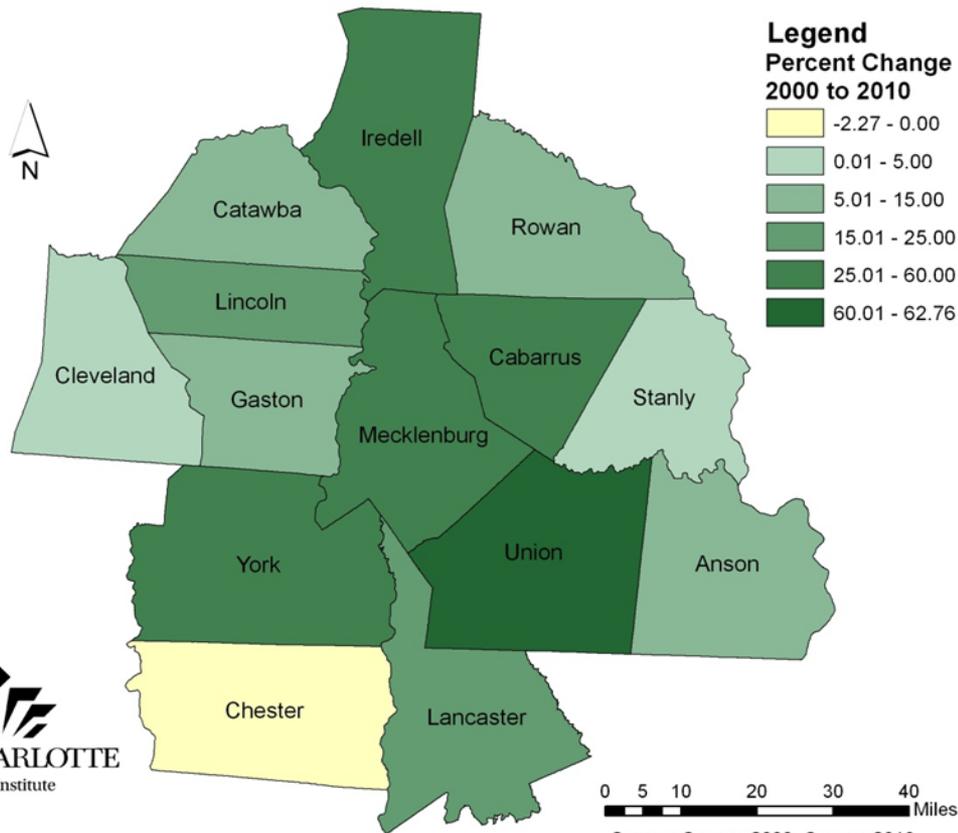


*Source: Brookings Institution State of Metropolitan America ranks 100 largest U.S. metros, and 95 cities within those metro areas (reflects 2009 Census estimates) .*

*Note: MSA is Metropolitan Statistical Area – Mecklenburg, along with Anson, Cabarrus, Gaston and York counties*

# County Growth Rates 2000-2010

Percent Change in Population 2000 to 2010



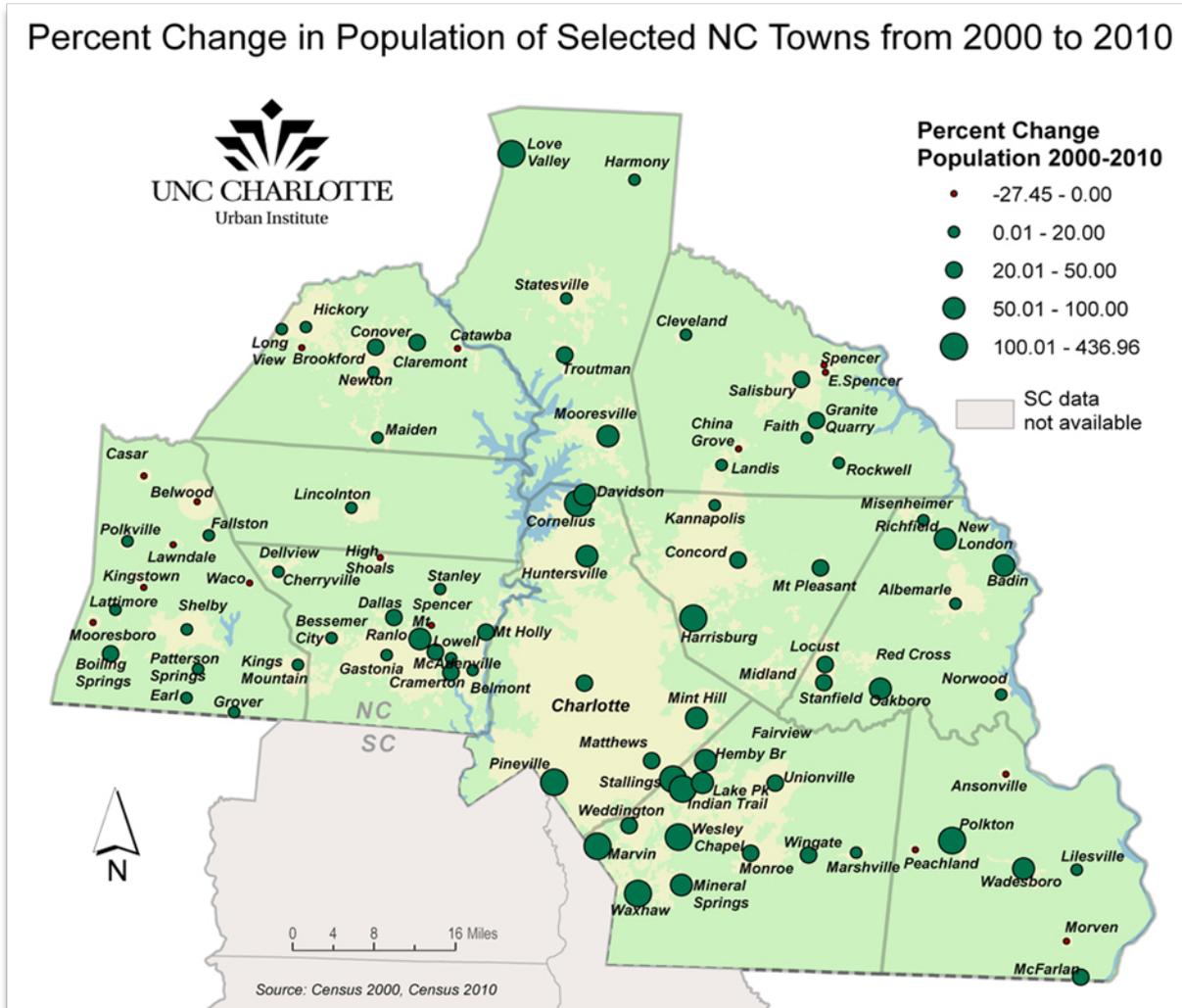
Counties in the Charlotte Region:  
Change in Population Rank since 2000

2010 Rank	County	2010 Population	2000 Population	2000 Rank	% Change 2000 to 2010
1	Mecklenburg	919,628	695,454	1	32.23
2	York	226,073	164,614	3	37.34
3	Gaston	206,086	190,365	2	8.26
4	Union	201,292	123,677	7	62.76
5	Cabarrus	178,011	131,063	5	35.82
6	Iredell	159,437	122,660	8	29.98
7	Catawba	154,358	141,685	4	8.94
8	Rowan	138,428	130,340	6	6.21
9	Cleveland	98,078	96,287	9	1.86
10	Lincoln	78,265	63,780	10	22.71
11	Lancaster	76,652	61,351	11	24.94
12	Stanly	60,585	58,100	12	4.28
13	Chester	33,140	34,068	13	-2.27
14	Anson	26,948	25,275	14	6.62
North Carolina		9,535,483	8,049,313		18.5
South Carolina		4,625,364	4,012,012		15.3

Source: Census 2000, Census 2010

# Population Changes

Percent Change in Population of Selected NC Towns from 2000 to 2010



North Carolina Cities in the Charlotte Region:  
Changes in Population Rank Since 2000

Current Rank	City	2010 Population	2000 Rank
1	Charlotte	731,424	1
2	Concord	79,066	3
3	Gastonia	71,741	2
4	Huntersville	46,773	8
5	Kannapolis	42,625	5
6	Hickory	40,010	4
7	Salisbury	33,662	6
8	Indian Trail	33,518	17
9	Monroe	32,797	7
10	Mooresville	32,711	12
11	Matthews	27,198	10
12	Cornelius	24,866	16
13	Statesville	24,532	9
14	Mint Hill	22,722	14
15	Shelby	20,323	11
16	Albemarle	15,903	13
17	Stallings	13,831	37
18	Mt Holly	13,656	20
19	Newton	12,968	15
20	Harrisburg	11,526	29
21	Davidson	10,944	22
22	Lincolnton	10,486	18
23	Kings Mtn	10,296	19
24	Belmont	10,076	21
25	Waxhaw	9,859	42
26	Weddington	9,459	23
27	Concord	8,165	24
28	Pineville	7,479	33
29	Wesley Chapel	7,463	43
30	Unionville	5,929	27

Source: Census 2000, Census 2010.

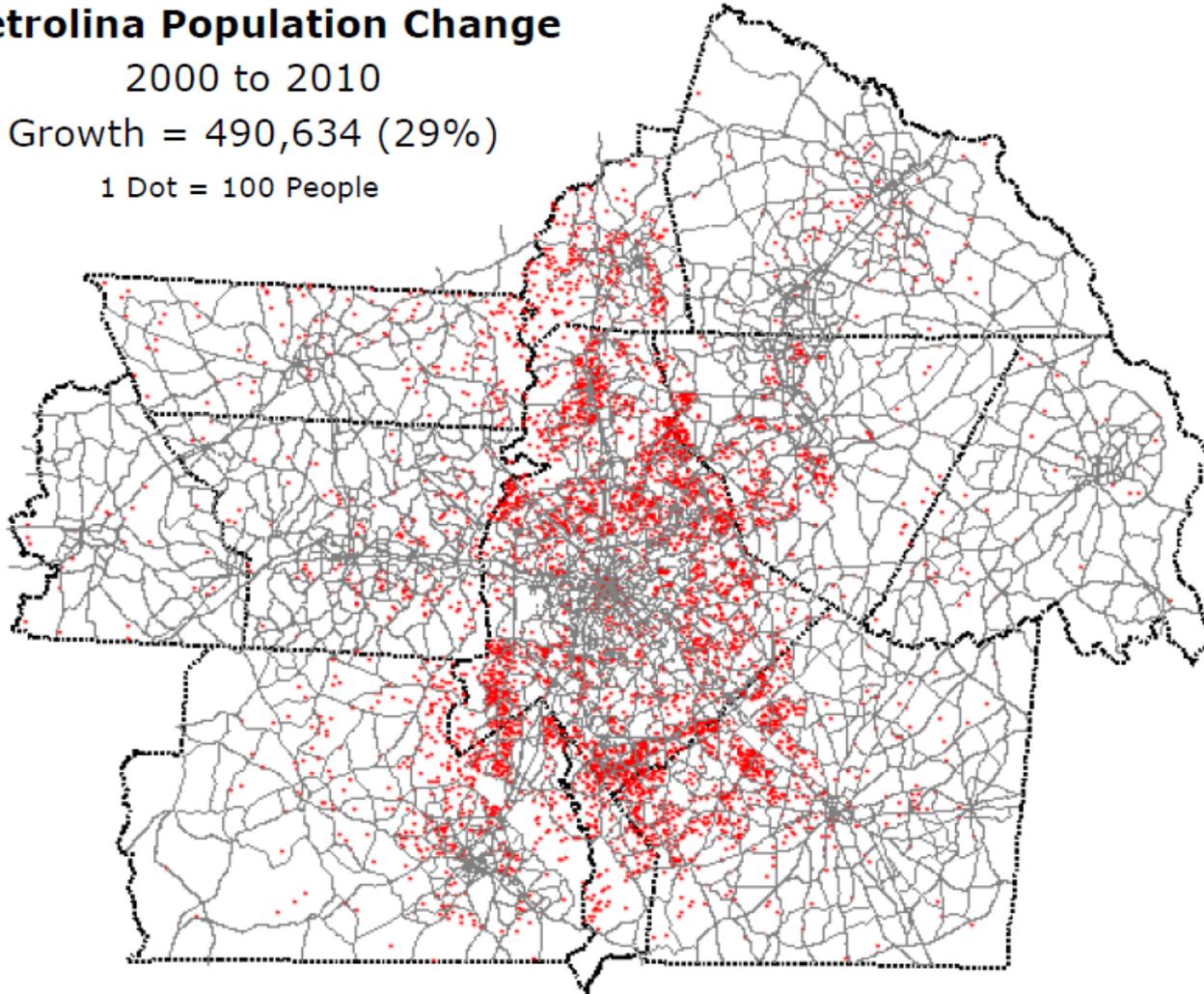
# Hot Spots of Growth

## Metrolina Population Change

2000 to 2010

Growth = 490,634 (29%)

1 Dot = 100 People

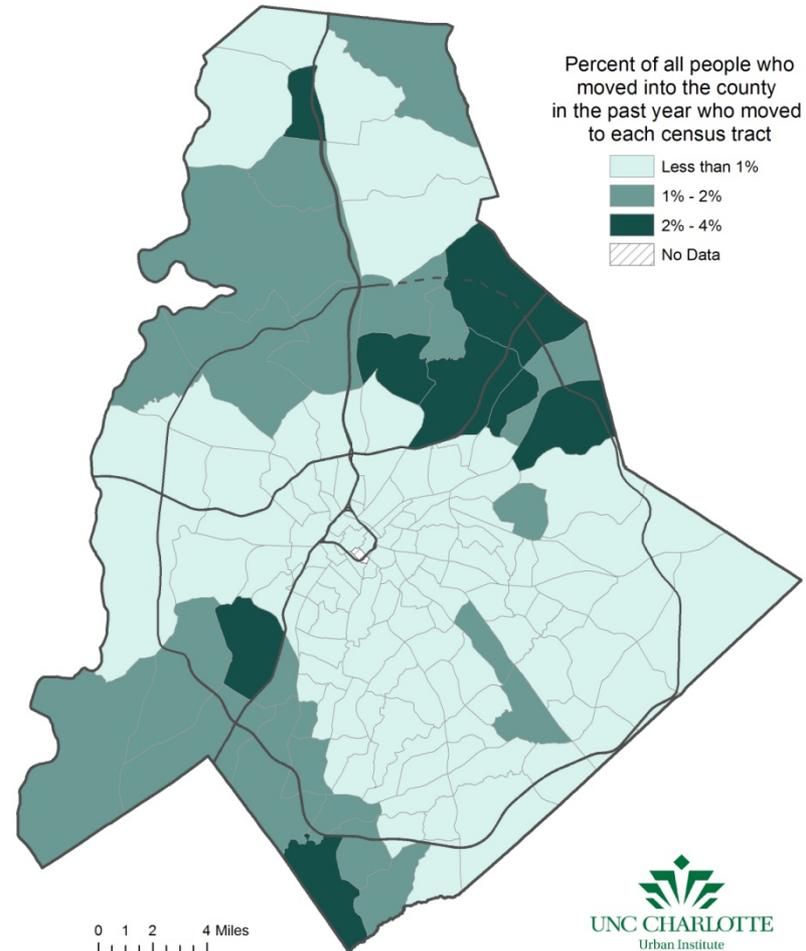


Source: City of Charlotte

# Newcomers

Distribution of Newcomers to Mecklenburg County,  
2005-09

- Where are newcomers moving?
  - University City
  - Northern and southwestern parts of the county

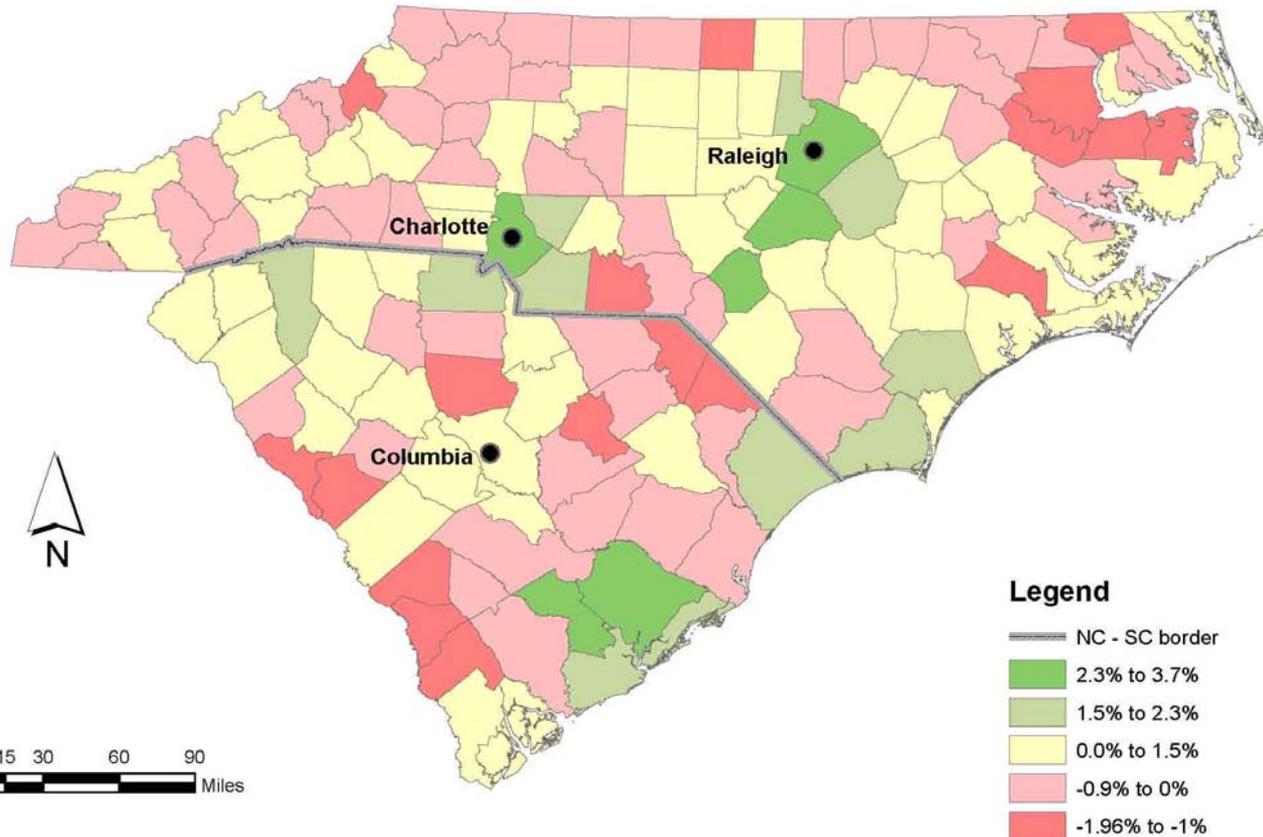


Source: 2005-2009 American Community Survey 5-Year Estimates

# Latest trend

## One year's growth

Percent change in population from 2010 to 2011 for N.C. and S.C. counties

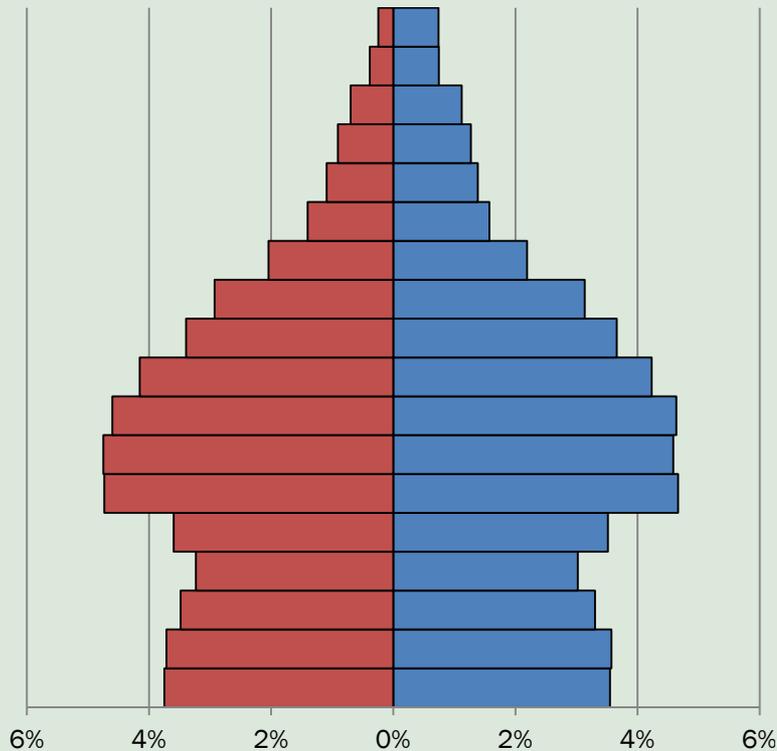


Source: U.S. Census Bureau 1-year estimates from July 2010 and July 2011  
Map by UNC Charlotte Urban Institute

- Growth coming back to center?

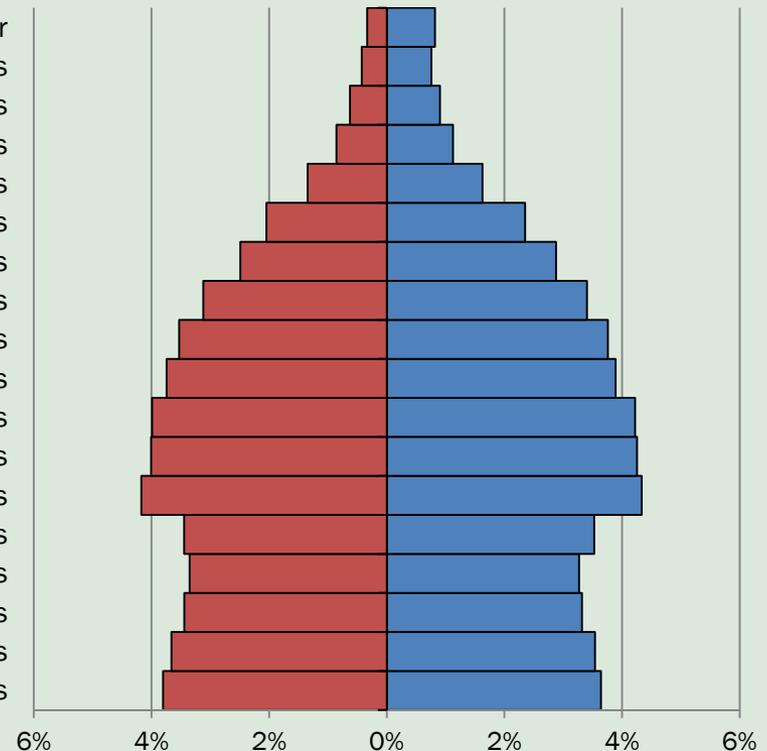
- Mecklenburg population is slowly aging
  - e.g. 60-64 group up from 3% to 4.4%

2000



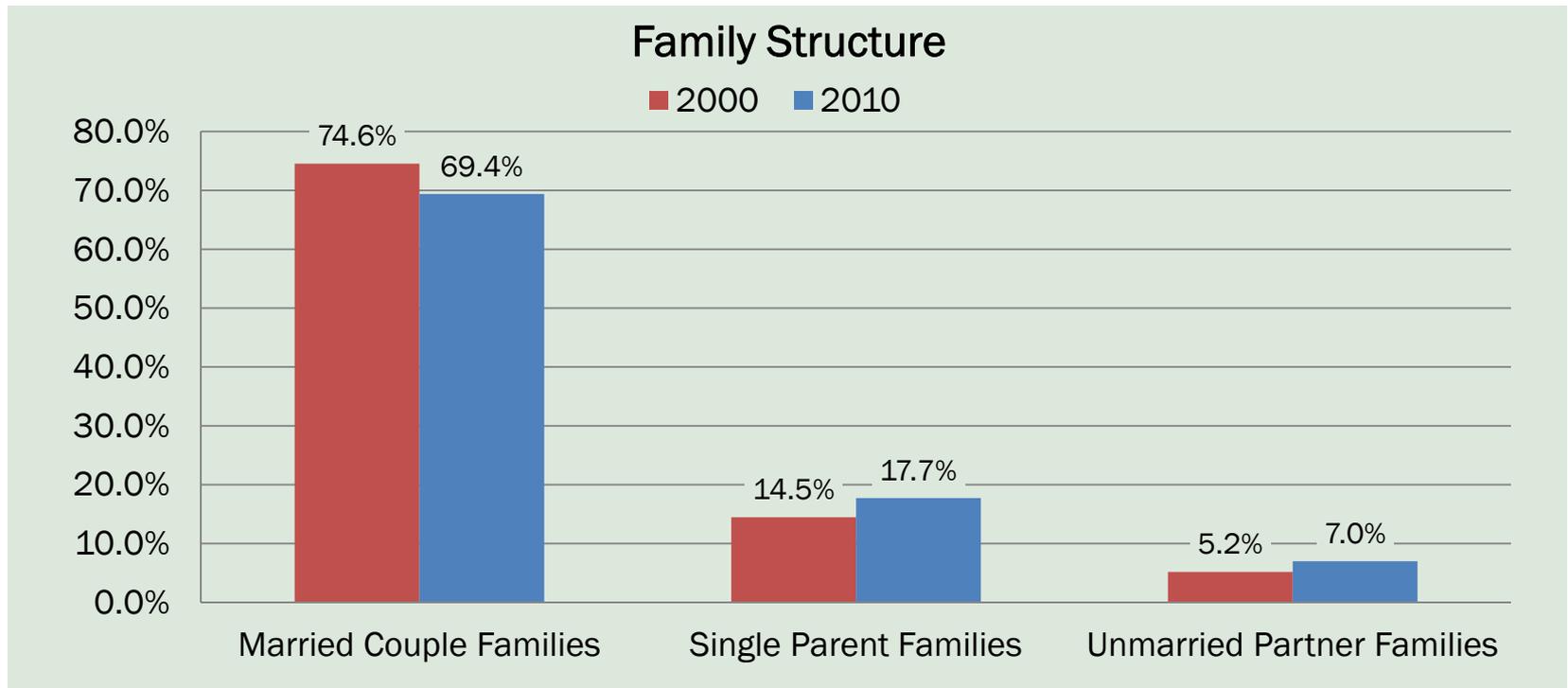
2010

85 years and over  
80 to 84 years  
75 to 79 years  
70 to 74 years  
65 to 69 years  
60 to 64 years  
55 to 59 years  
50 to 54 years  
45 to 49 years  
40 to 44 years  
35 to 39 years  
30 to 34 years  
25 to 29 years  
20 to 24 years  
15 to 19 years  
10 to 14 years  
5 to 9 years  
Under 5 years



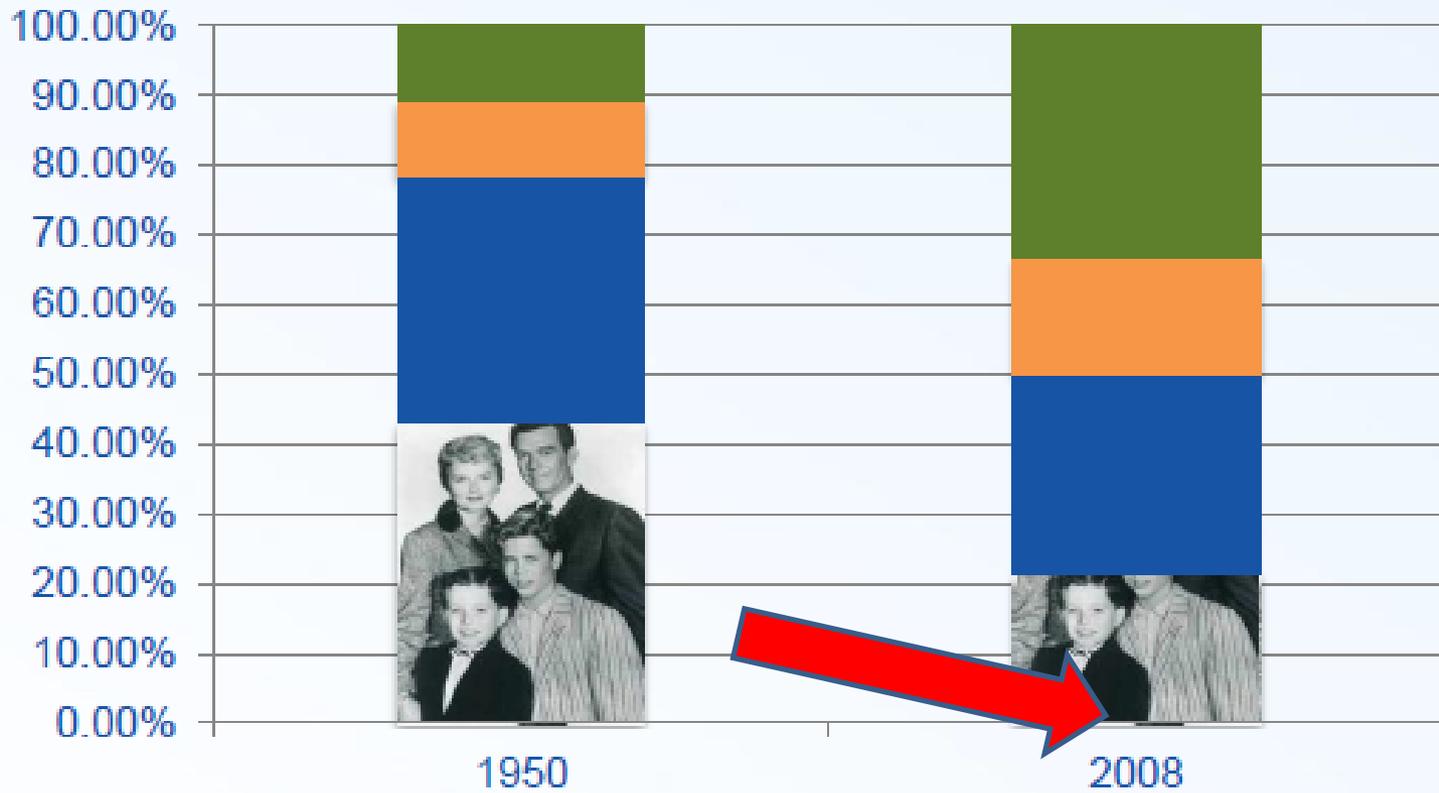
# Family Structure in Mecklenburg

- Married-couple families are still the most prevalent but are declining, as single-parent families and unmarried-partner households are on the rise



Source: 2010 American Community Survey, 2000 Census

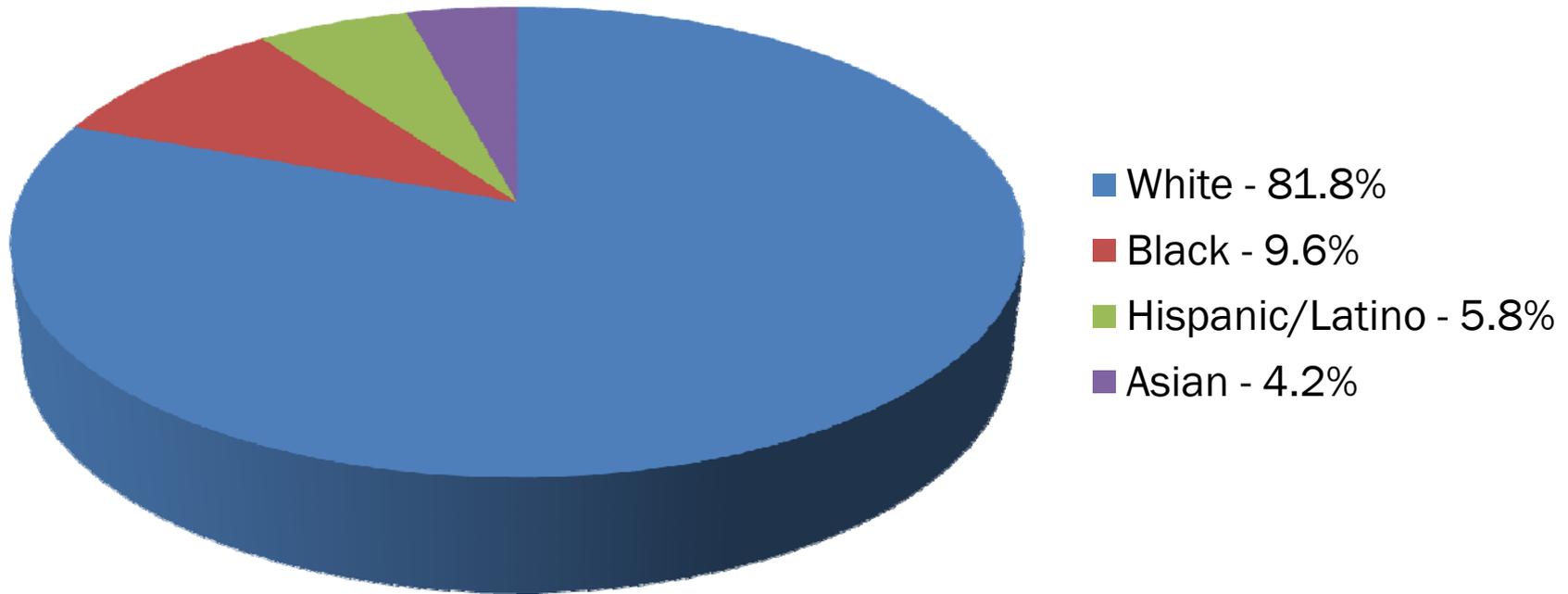
# Household Composition, 1950 and 2008



- Married w/Children
- Other families
- Married, no kids
- All other households

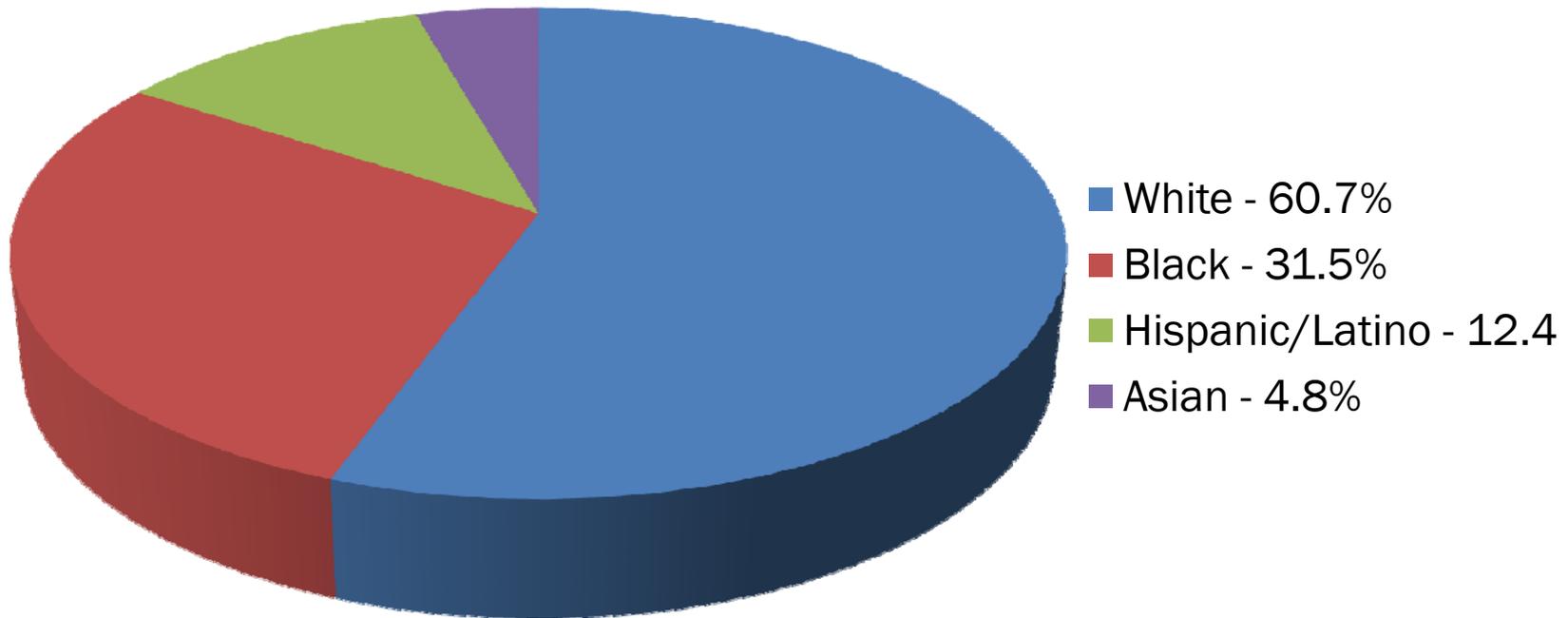
Source: Statistical Abstract of the United States, 1951, 2010 Table 59.

# Population breakdown by ethnicity: Matthews, 2010



Source: U.S. Census 2010

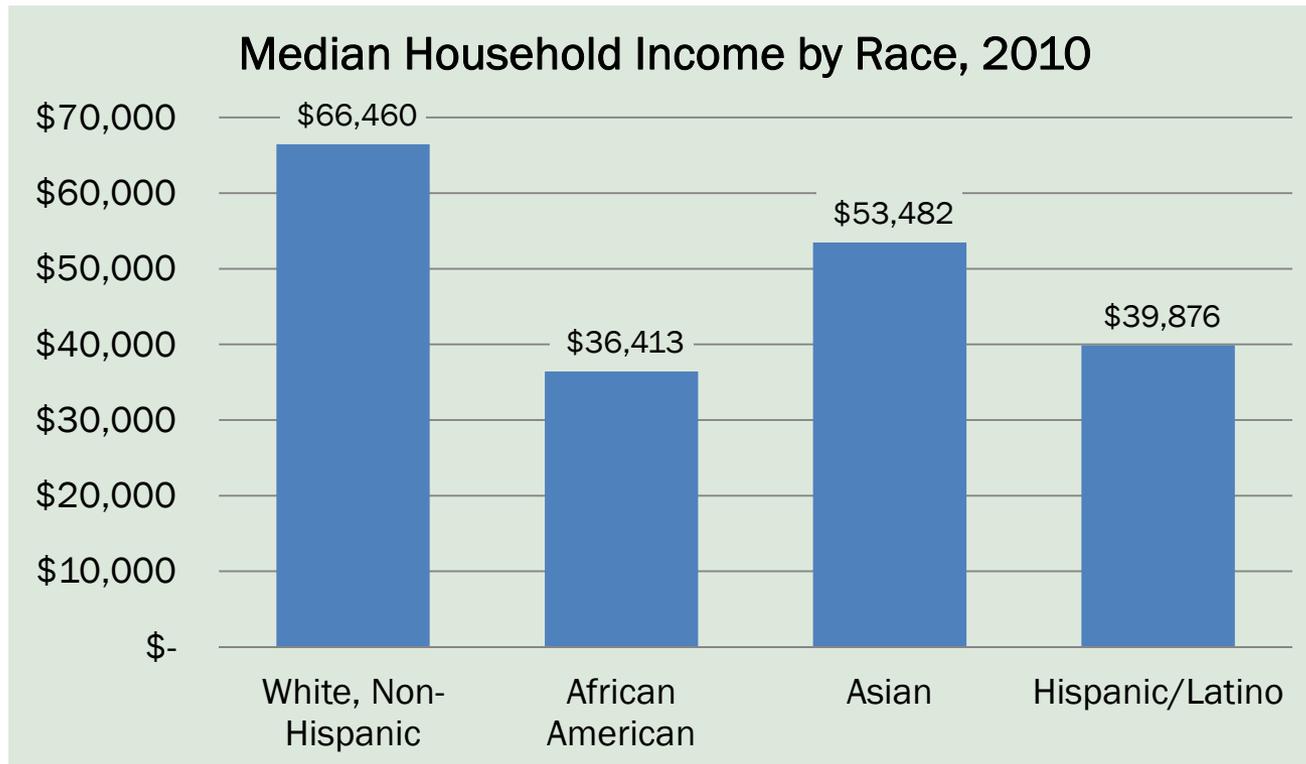
# Population breakdown by ethnicity: Mecklenburg County, 2010



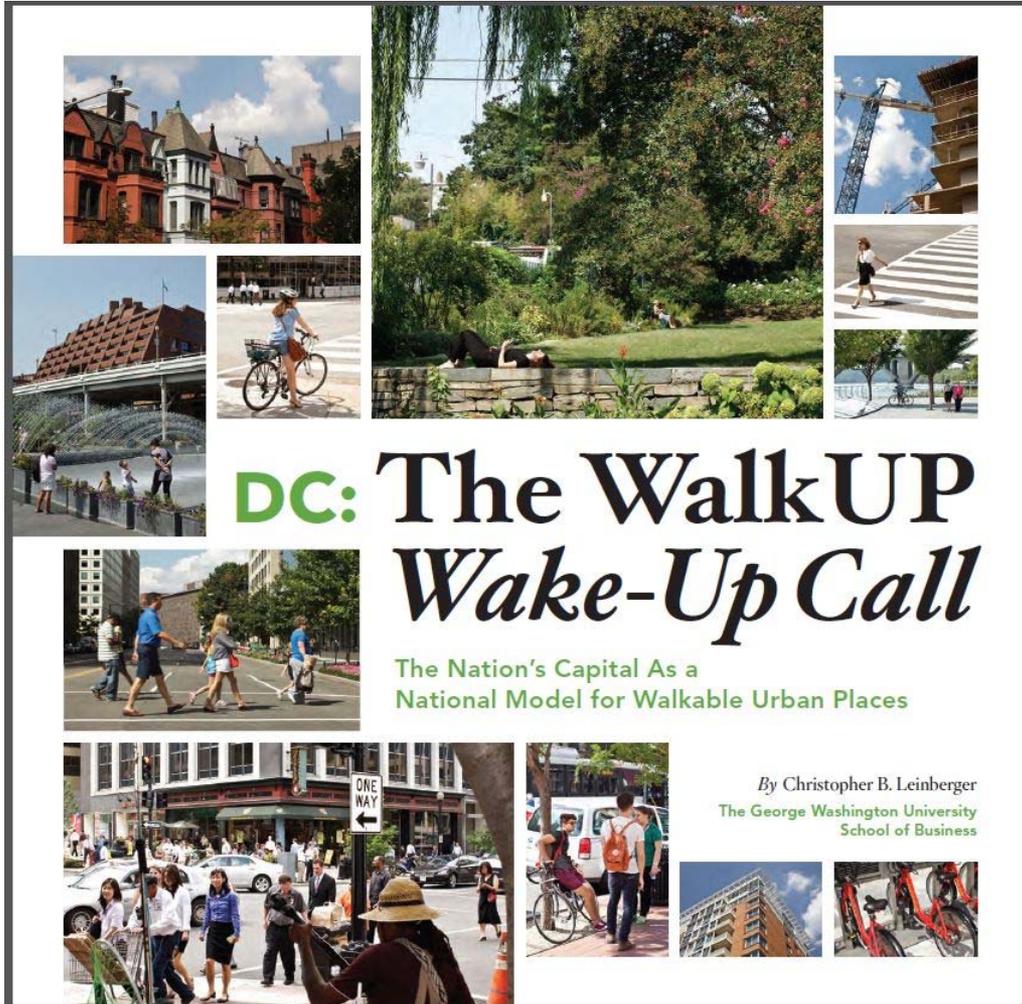
Source: U.S. Census 2010

# Income

- Incomes are highest for non-Hispanic whites and lower for minority groups



Source: 2010 American Community Survey



“There is a game-changing shift under way in real estate.”

...

“The new real estate paradigm is no longer city versus suburbia, it is walkable versus drivable (drivable only – walkable places are *also* drivable, but not the reverse.”

– Christopher Leinberger,  
 developer

[Business.gwu.edu/walkup](http://Business.gwu.edu/walkup)

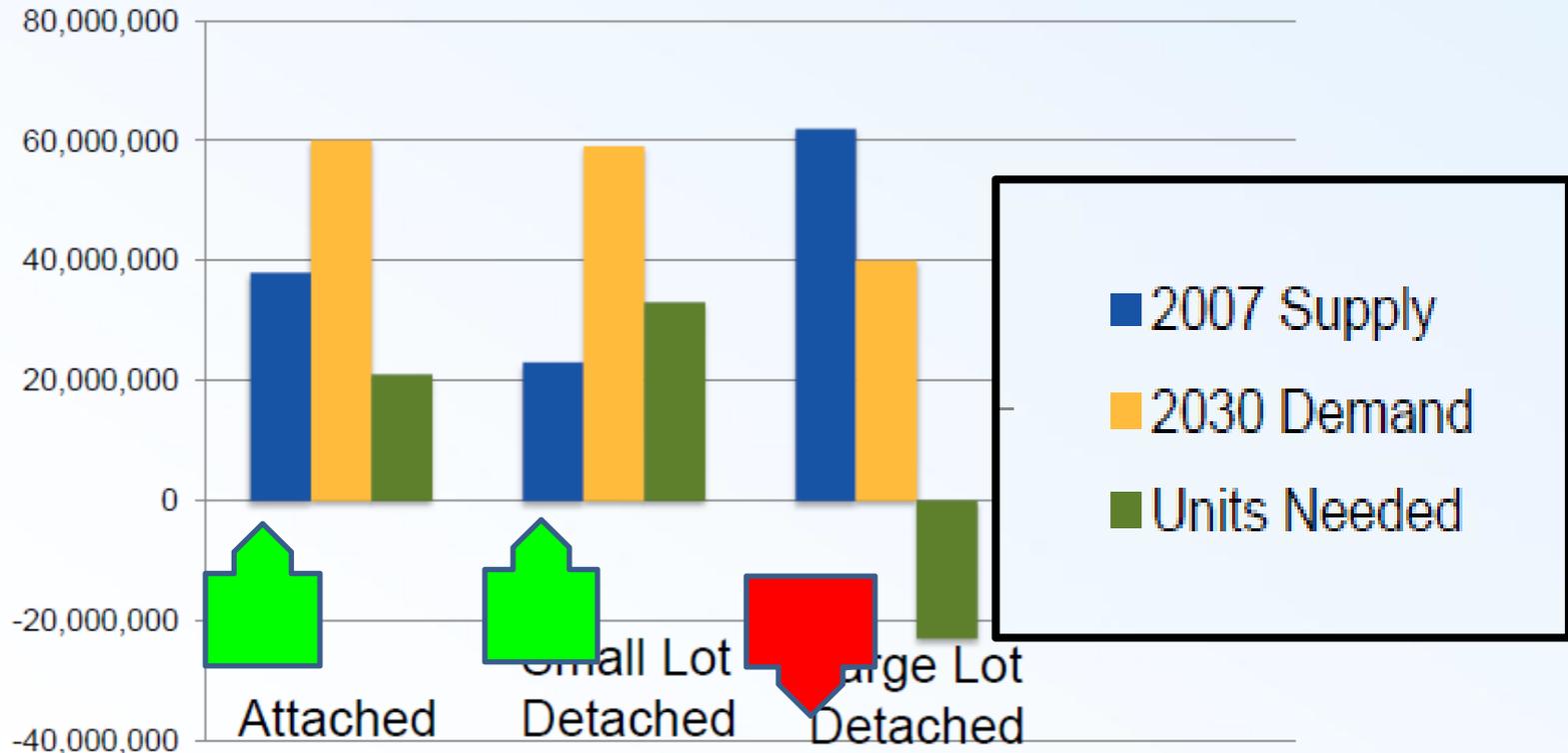
Center for Real Estate and Urban Analysis,  
 George Washington University School of Business

Nearly all research data by the housing industry and academics are showing a growing demand for smaller homes in walkable communities that are convenient to amenities and services.

*Jeff Hatling, AICP  
Community Development Director  
Town of Kernersville*

# Changes in Demand for Housing Types

Increasing demand for attached and small lot homes, but potential under-supply



Source: Nelson, Arthur C. The New Urbanity: the rise of a new America. *Annals of the American Academy of Political And Social Science*, 626 (November 2009) Adapted from Table 6, p. 196.

# Matthews at a crossroads



# Asheville, N.C. (1929 S&W)



# Asheville (Grove Arcade, 1929)



Photo courtesy [www.grovearcade.com](http://www.grovearcade.com)

# Salisbury



# Matthews Town Hall



# Renfrow Hardware



# Old Downtown



# New Downtown



# Winter Park, Fla., (Orlando)

pop. 28,000





Dog friendly restaurant in Winter Park. [www.bringfido.com](http://www.bringfido.com)

# Brookline, Mass.



# Brookline, Mass.



# Baxter Village (near Fort Mill)



# Birkdale in Huntersville



# Circles @ 30 in Davidson



# Windsor Square



“As a community, if you have a finite limit of land, would you want \$6,500 or \$20,000 or \$634,000 downtown an acre?”

*Joe Minicozzi  
Developer, Public Interest Projects,  
Asheville, N.C.*

Quoted in AtlanticCITIES.com: “The Simple Math That Can Save Cities From Bankruptcy”

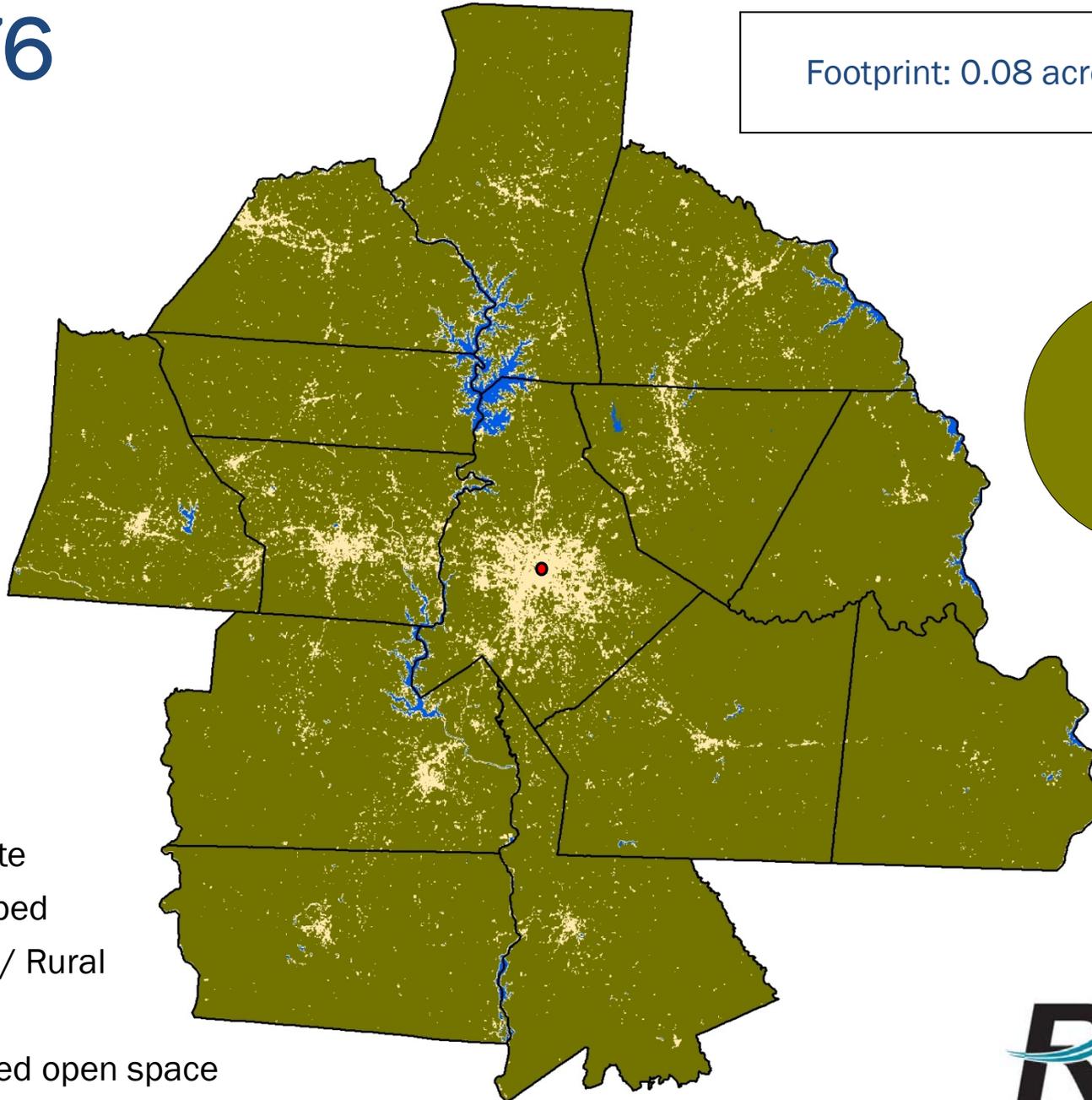
# Developable land remaining

	Matthews acres	Matthews %	Charlotte %
Total acreage	10,989	100%	
Vacant	1,741	15.8%	12.2%

Matthews, October 2012

# 1976

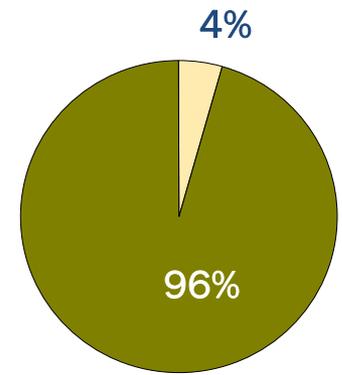
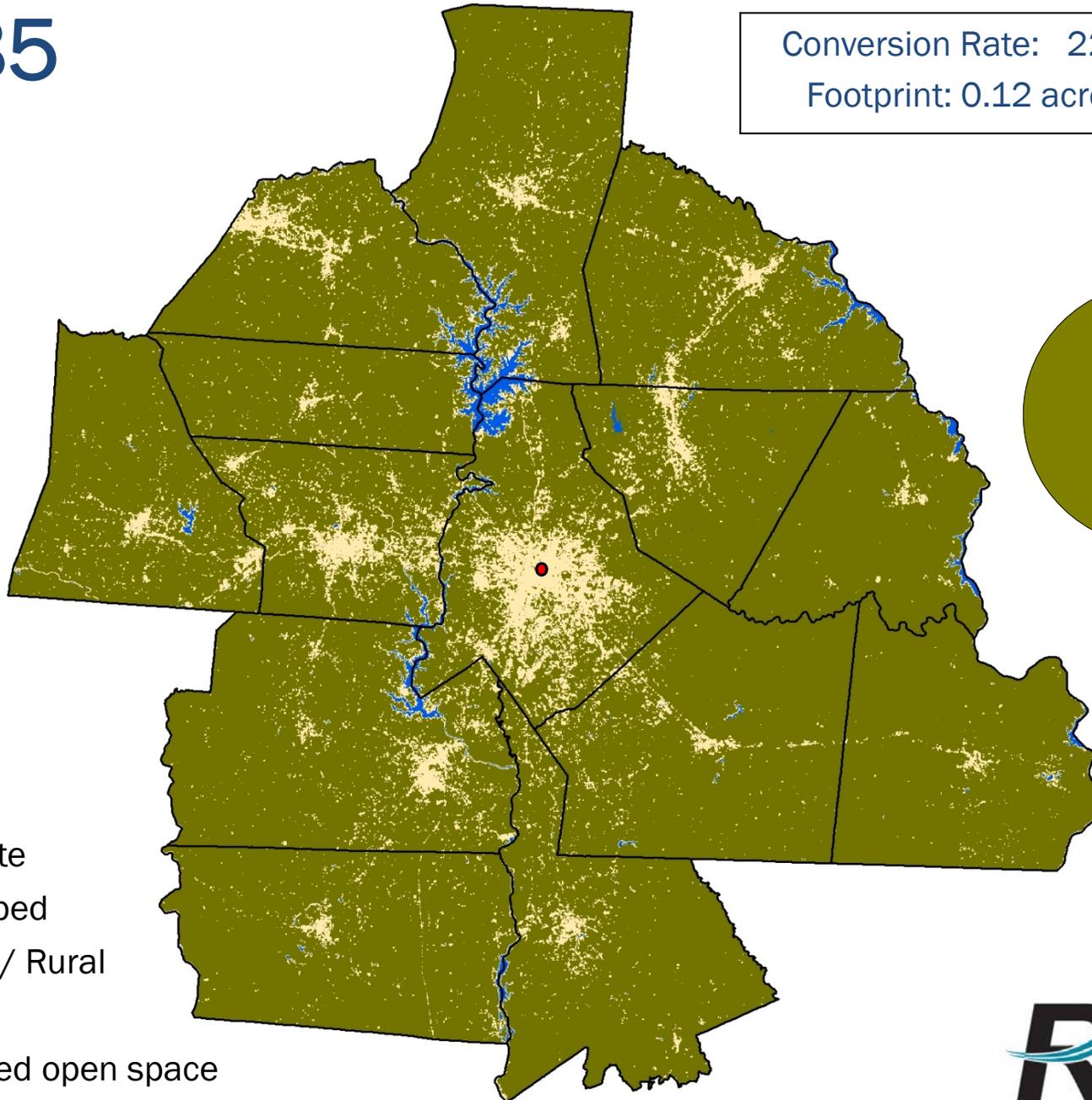
Footprint: 0.08 acres per person



- Charlotte
- Developed
- Natural/ Rural
- Water
- Protected open space

# 1985

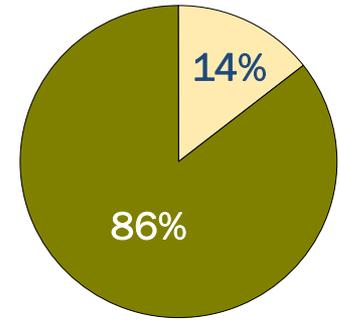
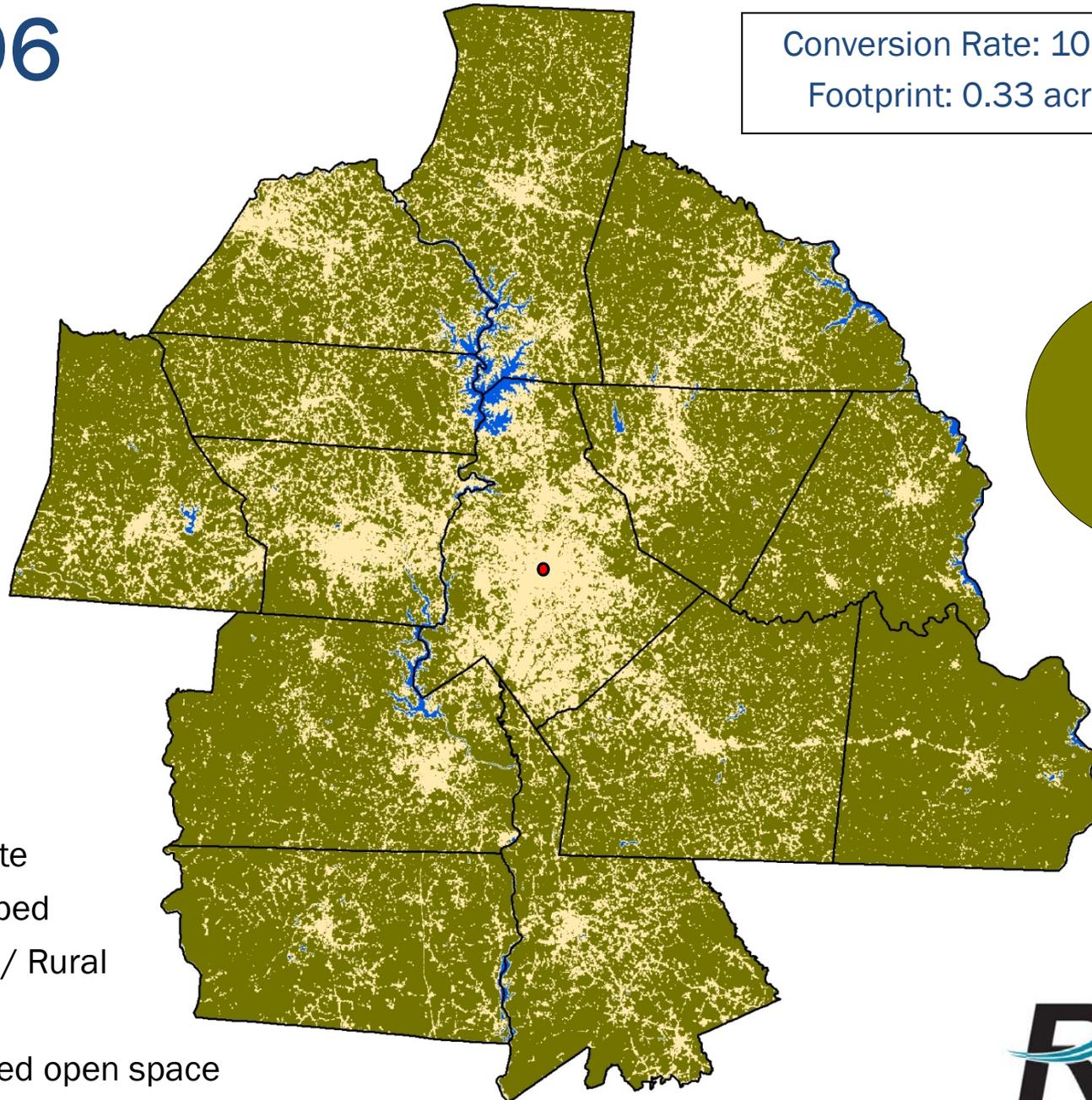
Conversion Rate: 22 acres per day  
Footprint: 0.12 acres per person



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# 1996

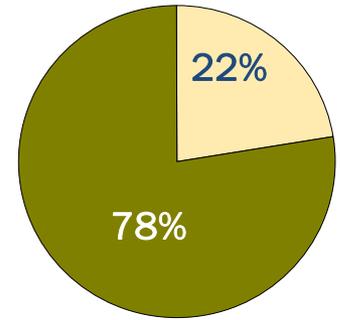
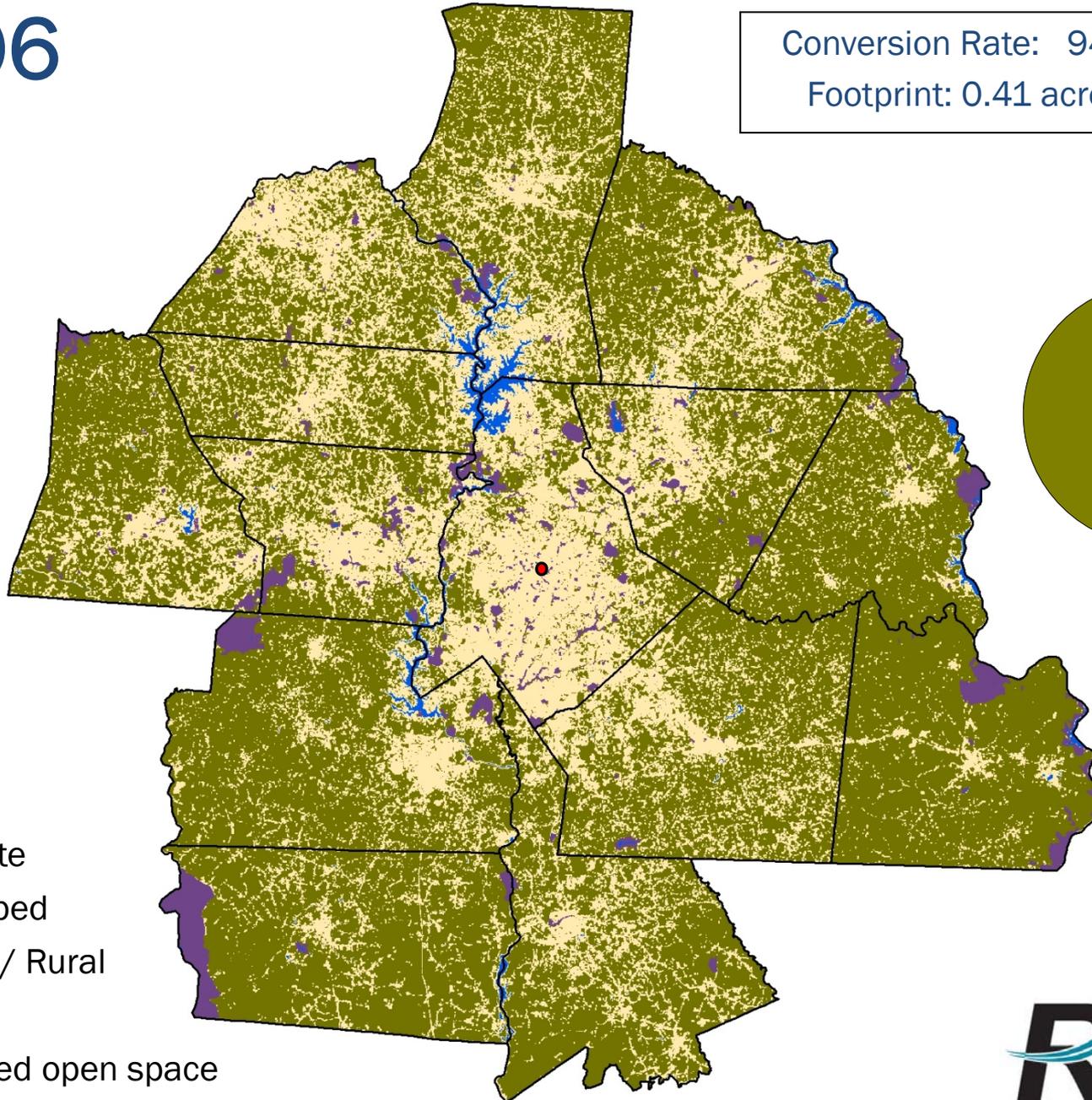
Conversion Rate: 106 acres per day  
Footprint: 0.33 acres per person



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# 2006

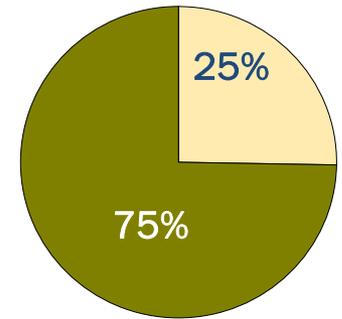
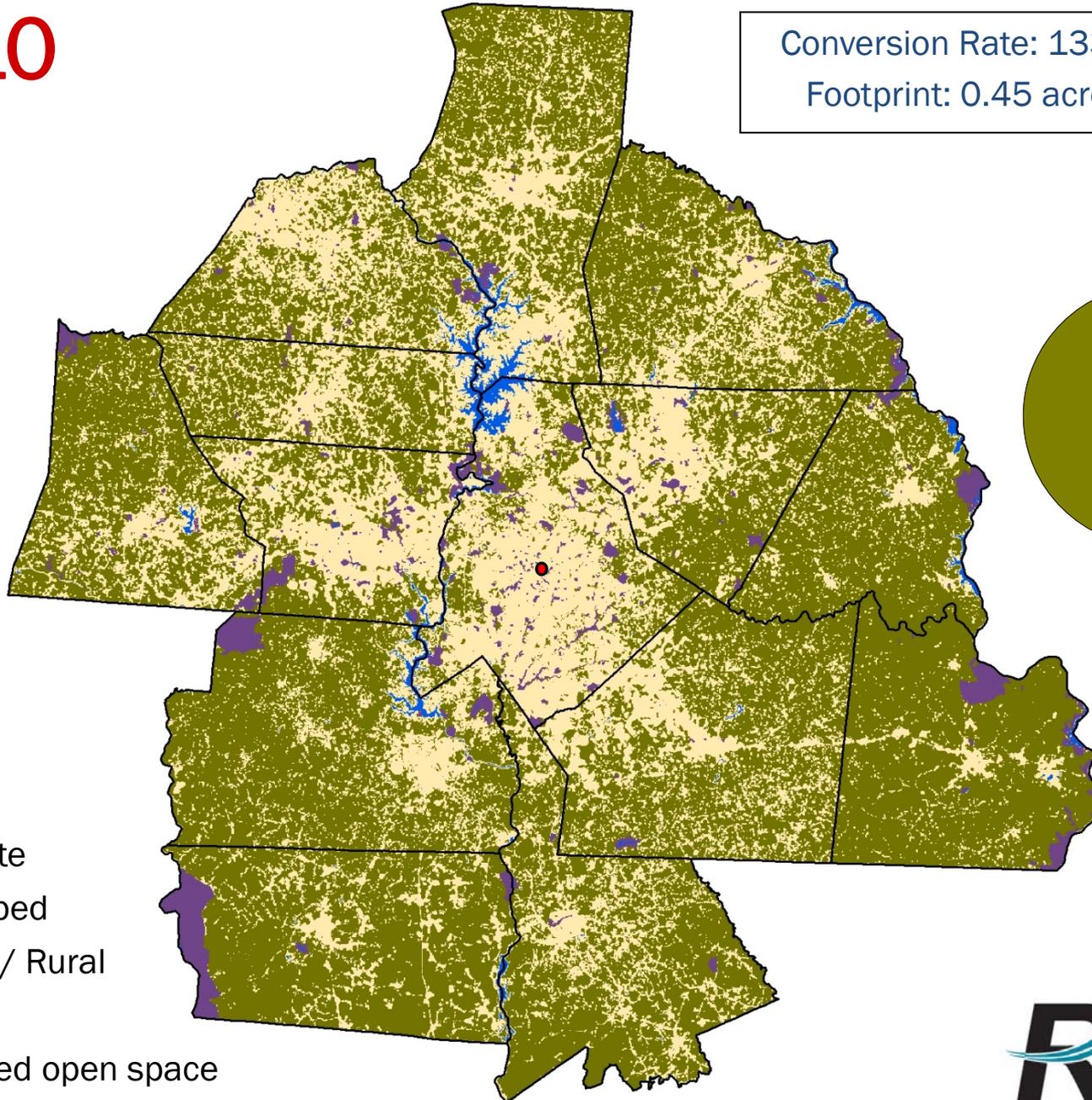
Conversion Rate: 94 acres per day  
Footprint: 0.41 acres per person



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# 2010

Conversion Rate: 133 acres per day  
Footprint: 0.45 acres per person

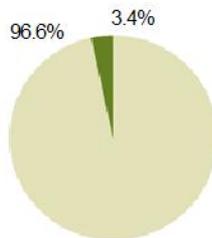


- Charlotte
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# Mecklenburg Development

## Mecklenburg County 2030

renci  
AT UNC CHARLOTTE



### FOOTPRINT

- COUNTY SEAT
- DEVELOPED LAND
- PROTECTED OPEN
- NATURAL / RURAL LAND
- WATER





# Matthews/Charlotte tax base, in acres

Taxed	Matthews acres	Matthews %	Charlotte %
Residential	4,769	43.4%	42.8%
Commercial	726	6.6%	6.5%
Industrial	614	5.6%	7.1%
Total Taxed:	6,106	55.6%	56.4%

Untaxed	Matthews acres	Matthews %	Charlotte %
Civic/Institutional	699	6.4%	n/a
Open Space/Rec	786	7.2%	n/a
Utility/Transport	175	1.6%	
Total Taxed:	1,660	15.1%	17.0%

Matthews, October 2012

# Relative population density per sq. mile

❑ Cary: 3,141

❑ Matthews: 1,900

❑ Charlotte: 2,457

❑ Huntersville: 801

❑ Davidson: 2,233

❑ Indian Trail: 785

❑ Pineville: 2,077

❑ Weddington: 424

❑ Asheville: 2,032

Source: Wikipedia

# Dilworth Crescent



# Matthews

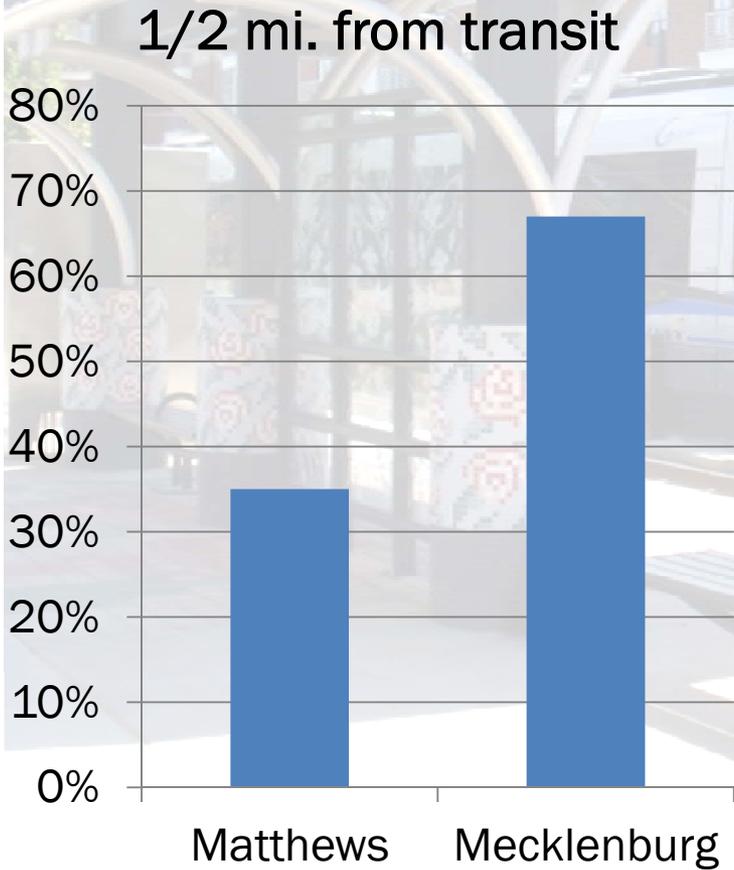


# Matthews

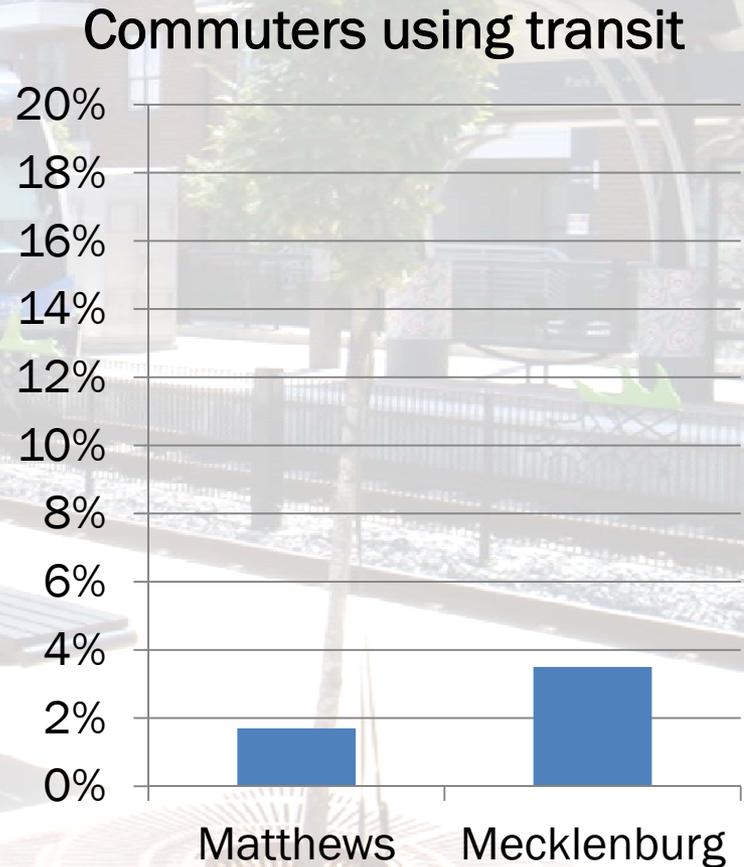




# Transit access & use



Source: Mecklenburg County Land Records (2011),  
Charlotte Area Transit System (2011)



Source: : 2006-2010 American Community  
Survey 5-Year Estimates

# Baxter Village (near Fort Mill)





Park Avenue in Winter Park. [www.sorrentolens.wordpress.com](http://www.sorrentolens.wordpress.com)

# Brookline, Mass.



# Does your big box look like this?



Lowe's in Dilworth, Charlotte

❑ Think like a duck

❑ Aim for where the duck  
is going to be

❑ Make sure your gun is  
loaded



Morrow Mountain, Photo by Nancy Pierce



Photos by Nancy Pierce

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