Matthews at a Crossroads

Presentation by Mary Newsom, Associate Director
UNC Charlotte Urban Institute

October 2012
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 ...
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
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
Matthews at a crossroads
Charlotte Region Population Growth

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

Sources: Census 2010, Census 2000
Growth in National Context

• Charlotte MSA: 7th 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

<table>
<thead>
<tr>
<th></th>
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</tr>
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<tbody>
<tr>
<td>1</td>
<td>Mecklenburg</td>
<td>919,628</td>
<td>695,454</td>
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<td>32.23</td>
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<tr>
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<td>York</td>
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<td>164,614</td>
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<td>3</td>
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<td>190,365</td>
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<td>Cabarrus</td>
<td>178,011</td>
<td>131,063</td>
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<td>6</td>
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<td>130,340</td>
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<td>96,287</td>
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<td>61,351</td>
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<tr>
<td>12</td>
<td>Stanly</td>
<td>60,585</td>
<td>58,100</td>
<td>12</td>
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<tr>
<td>13</td>
<td>Chester</td>
<td>33,140</td>
<td>34,068</td>
<td>13</td>
<td>-2.77</td>
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<tr>
<td>14</td>
<td>Anson</td>
<td>26,948</td>
<td>25,275</td>
<td>14</td>
<td>6.62</td>
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</tbody>
</table>

Source: Census 2000, Census 2010
Population Changes

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

Percent Change Population 2000-2010

-27.45 - 0.00
0.01 - 20.00
20.01 - 50.00
50.01 - 100.00
100.01 - 436.96

SC data not available

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

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

Hot Spots of Growth

Metrolina Population Change
2000 to 2010
Growth = 490,634 (29%)
1 Dot = 100 People

Source: City of Charlotte
Newcomers

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

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

• Growth coming back to center?
• Mecklenburg population is slowly aging
  – e.g. 60-64 group up from 3% to 4.4%
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

Population breakdown by ethnicity: Matthews, 2010

- White: 81.8%
- Black: 9.6%
- Hispanic/Latino: 5.8%
- Asian: 4.2%

Source: U.S. Census 2010
Population breakdown by ethnicity: Mecklenburg County, 2010

- White: 60.7%
- Black: 31.5%
- Hispanic/Latino: 12.4%
- Asian: 4.8%

Source: U.S. Census 2010
Income

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

### Median Household Income by Race, 2010

<table>
<thead>
<tr>
<th>Race</th>
<th>Median Household Income</th>
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</thead>
<tbody>
<tr>
<td>White, Non-Hispanic</td>
<td>$66,460</td>
</tr>
<tr>
<td>African American</td>
<td>$36,413</td>
</tr>
<tr>
<td>Asian</td>
<td>$53,482</td>
</tr>
<tr>
<td>Hispanic/Latino</td>
<td>$39,876</td>
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</table>

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

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

Matthews at a crossroads
Asheville, N.C. (1929 S&W)
Asheville (Grove Arcade, 1929)

Photo courtesy  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
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

<table>
<thead>
<tr>
<th></th>
<th>Matthews acres</th>
<th>Matthews %</th>
<th>Charlotte %</th>
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</thead>
<tbody>
<tr>
<td>Total acreage</td>
<td>10,989</td>
<td>100%</td>
<td></td>
</tr>
<tr>
<td>Vacant</td>
<td>1,741</td>
<td>15.8%</td>
<td>12.2%</td>
</tr>
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</table>

Matthews, October 2012
Footprint: 0.08 acres per person
Conversion Rate: 22 acres per day
Footprint: 0.12 acres per person

1985

Charlotte
Developed
Natural/ Rural
Water
Protected open space
Conversion Rate: 106 acres per day
Footprint: 0.33 acres per person

1996

Charlotte
Developed
Natural/ Rural
Water
Protected open space
Conversion Rate: 94 acres per day
Footprint: 0.41 acres per person

- Charlotte
- Developed
- Natural/ Rural
- Water
- Protected open space
2010

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

Charlotte
Developed
Natural/ Rural
Water
Protected open space
Mecklenburg County 2030

Footprint:
- County Seat
- Developed Land
- Protected Open
- Natural / Rural Land
- Water

Mecklenburg Development
Matthews/Charlotte tax base, in acres

<table>
<thead>
<tr>
<th>Taxed</th>
<th>Matthews acres</th>
<th>Matthews %</th>
<th>Charlotte %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Residential</td>
<td>4,769</td>
<td>43.4%</td>
<td>42.8%</td>
</tr>
<tr>
<td>Commercial</td>
<td>726</td>
<td>6.6%</td>
<td>6.5%</td>
</tr>
<tr>
<td>Industrial</td>
<td>614</td>
<td>5.6%</td>
<td>7.1%</td>
</tr>
<tr>
<td>Total Taxed:</td>
<td>6,106</td>
<td>55.6%</td>
<td>56.4%</td>
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</table>

<table>
<thead>
<tr>
<th>Untaxed</th>
<th>Matthews acres</th>
<th>Matthews %</th>
<th>Charlotte %</th>
</tr>
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<tbody>
<tr>
<td>Civic/Institutional</td>
<td>699</td>
<td>6.4%</td>
<td>n/a</td>
</tr>
<tr>
<td>Open Space/Rec</td>
<td>786</td>
<td>7.2%</td>
<td>n/a</td>
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<tr>
<td>Utility/Transport</td>
<td>175</td>
<td>1.6%</td>
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<tr>
<td>Total Taxed:</td>
<td>1,660</td>
<td>15.1%</td>
<td>17.0%</td>
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</tbody>
</table>

Matthews, October 2012
Relative population density per sq. mile

- Cary: 3,141
- Charlotte: 2,457
- Davidson: 2.233
- Pineville: 2,077
- Asheville: 2,032
- Matthews: 1,900
- Huntersville: 801
- Indian Trail: 785
- Weddington: 424

Dilworth Crescent
Matthews
Transit access & use

1/2 mi. from transit

Commuters using transit

Matthews Mecklenburg


Source: 2006-2010 American Community Survey 5-Year Estimates
Baxter Village (near Fort Mill)
Park Avenue in Winter Park.  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