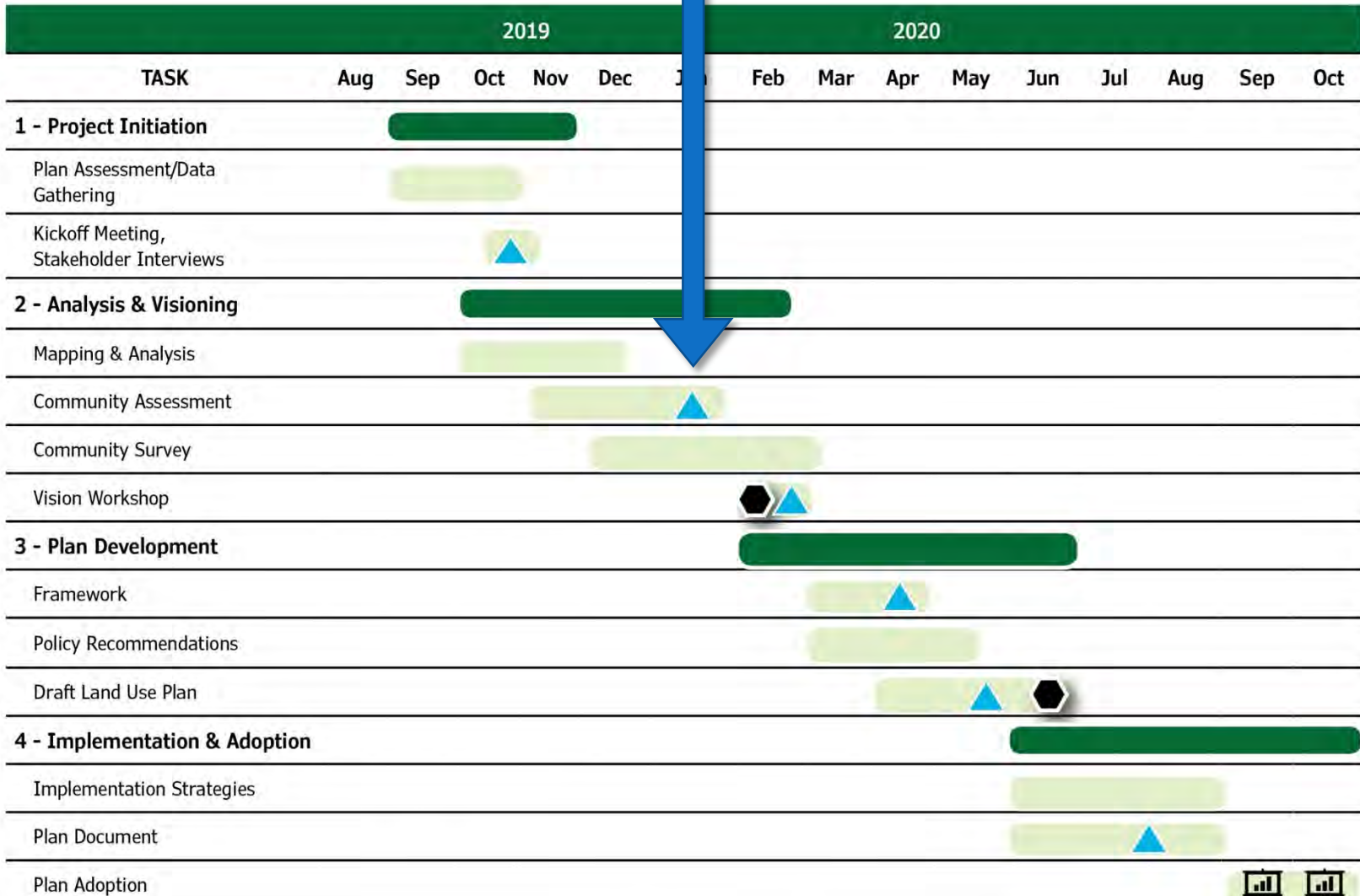


Steering Committee  
Meeting #2  
January 15<sup>th</sup>, 2019



# Schedule

We are here



# Agenda

- Call to Order
- Public Comments
- Approval of Meeting Minutes
- Meeting Summaries Discussion
- Community Profile / Analysis
- Public Survey Preview
- Preview of February Public Workshops
- Discussion / Next Steps
- Adjourn





# Community Profile (just the highlights)

January 2020

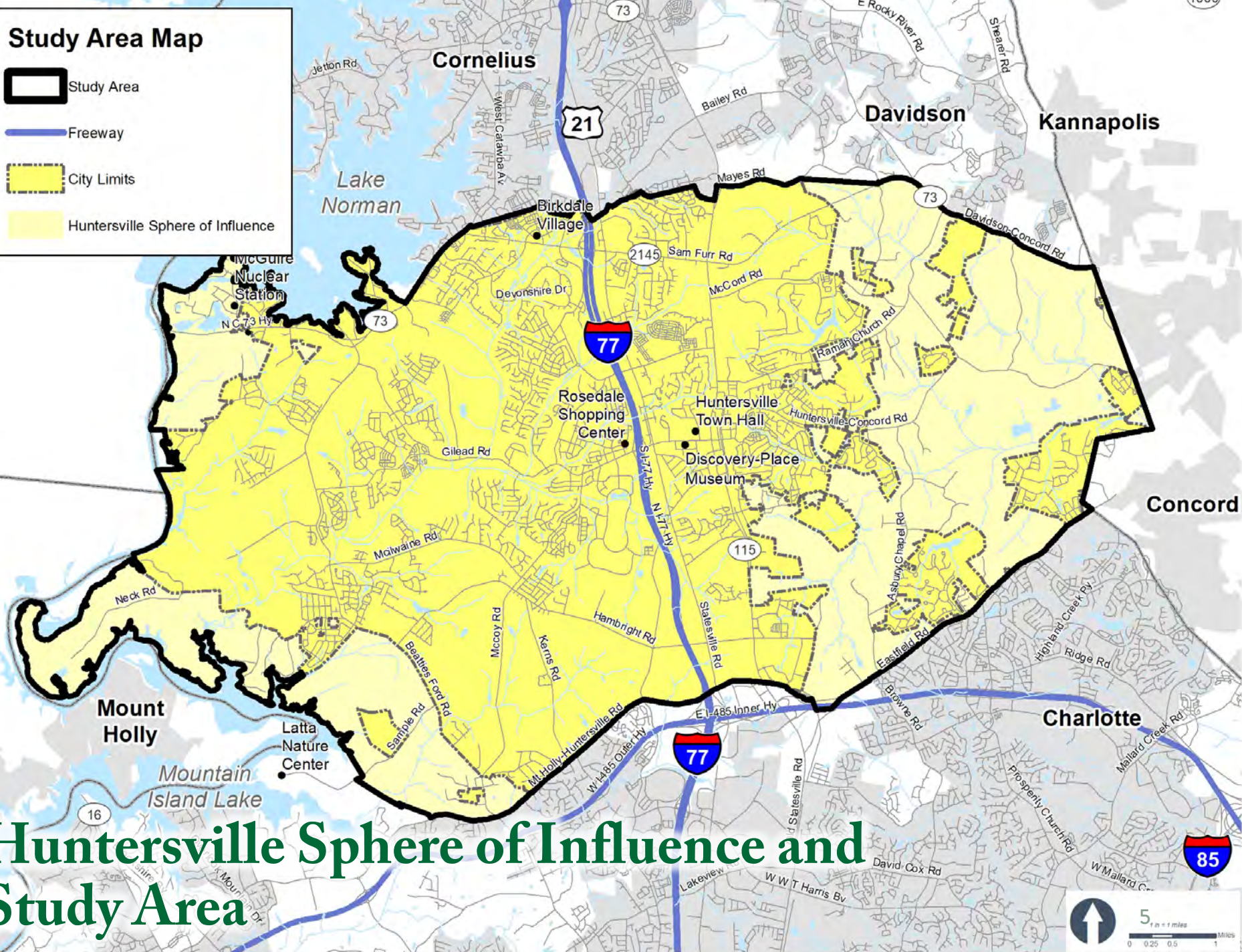
 Study Area

## Study Area

- Freeway

### City Limits

### Huntersville Sphere of Influence



5  
1 in = 1 mile

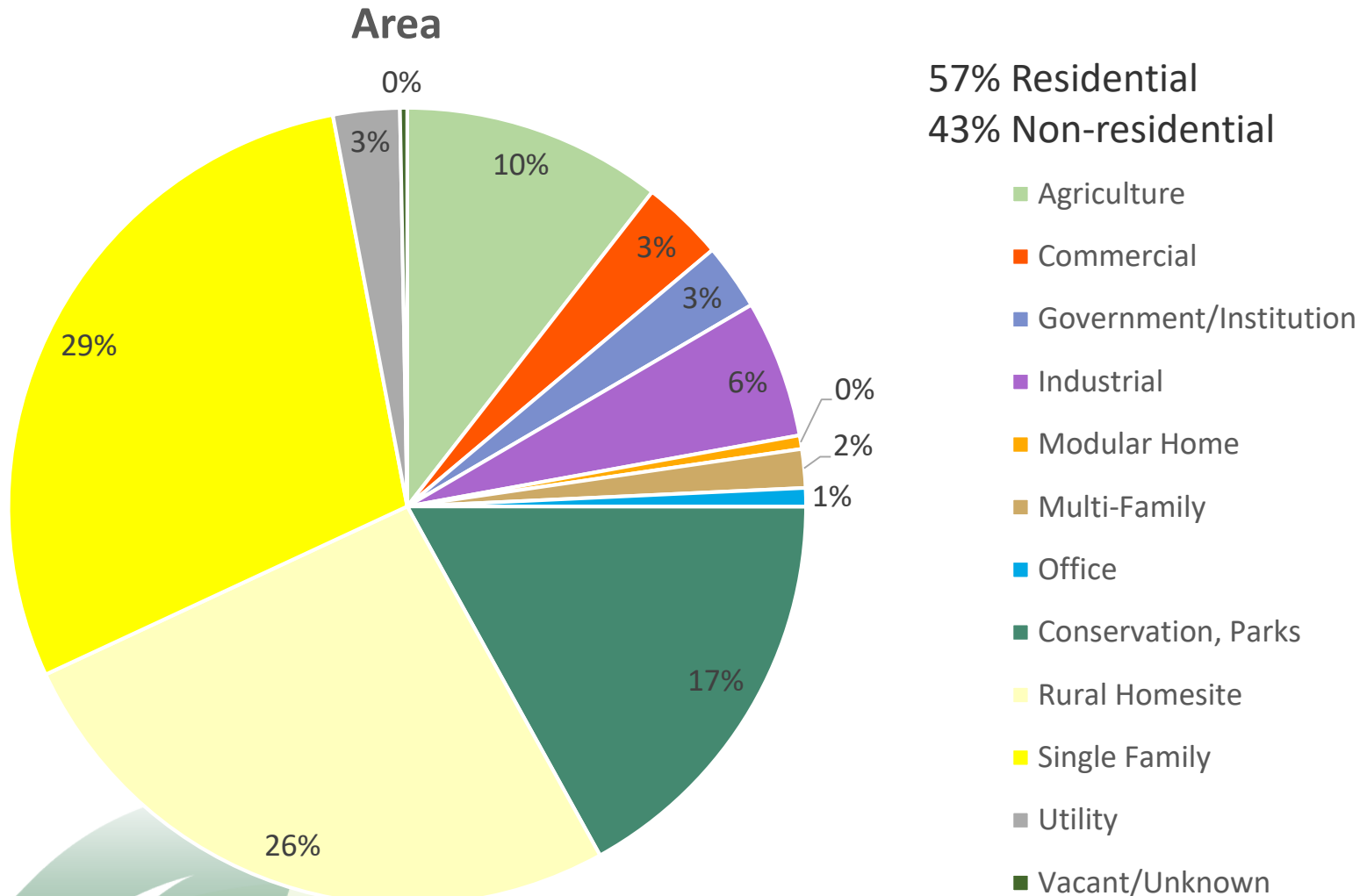
# Town History – 1993 Aerial



# Town History – 2018 Aerial



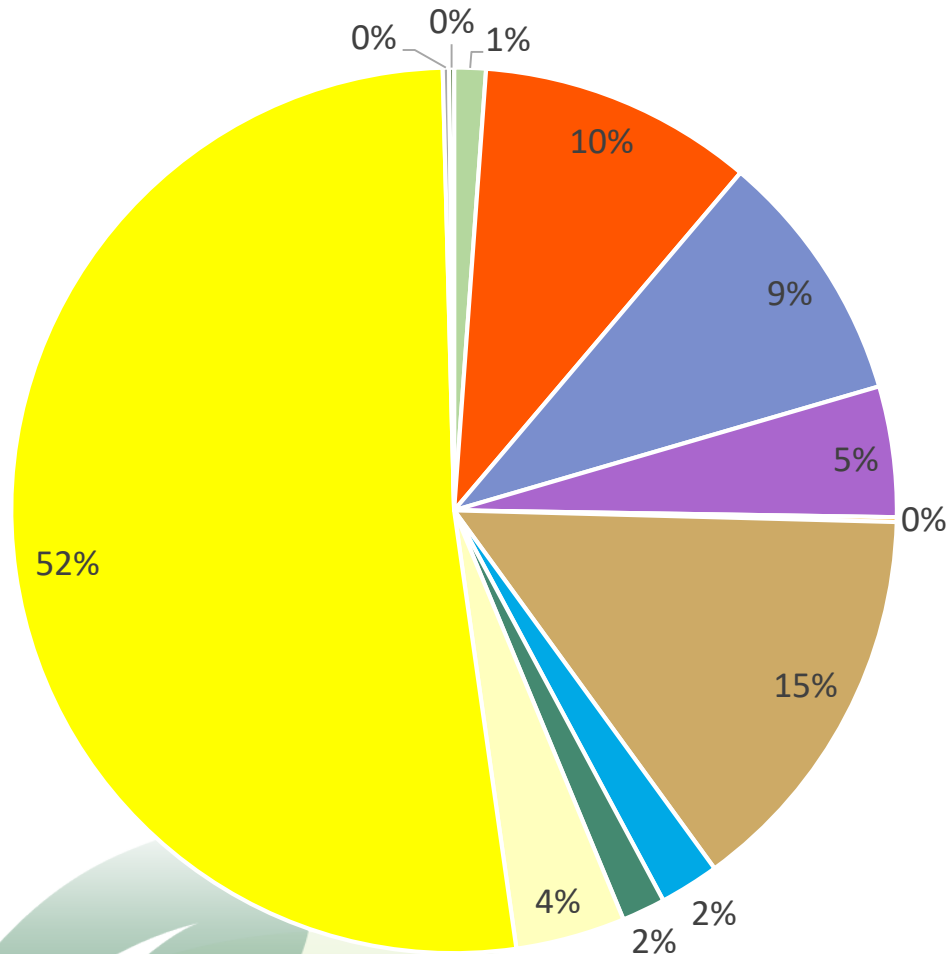
# Existing Land Use



# Existing Land Use



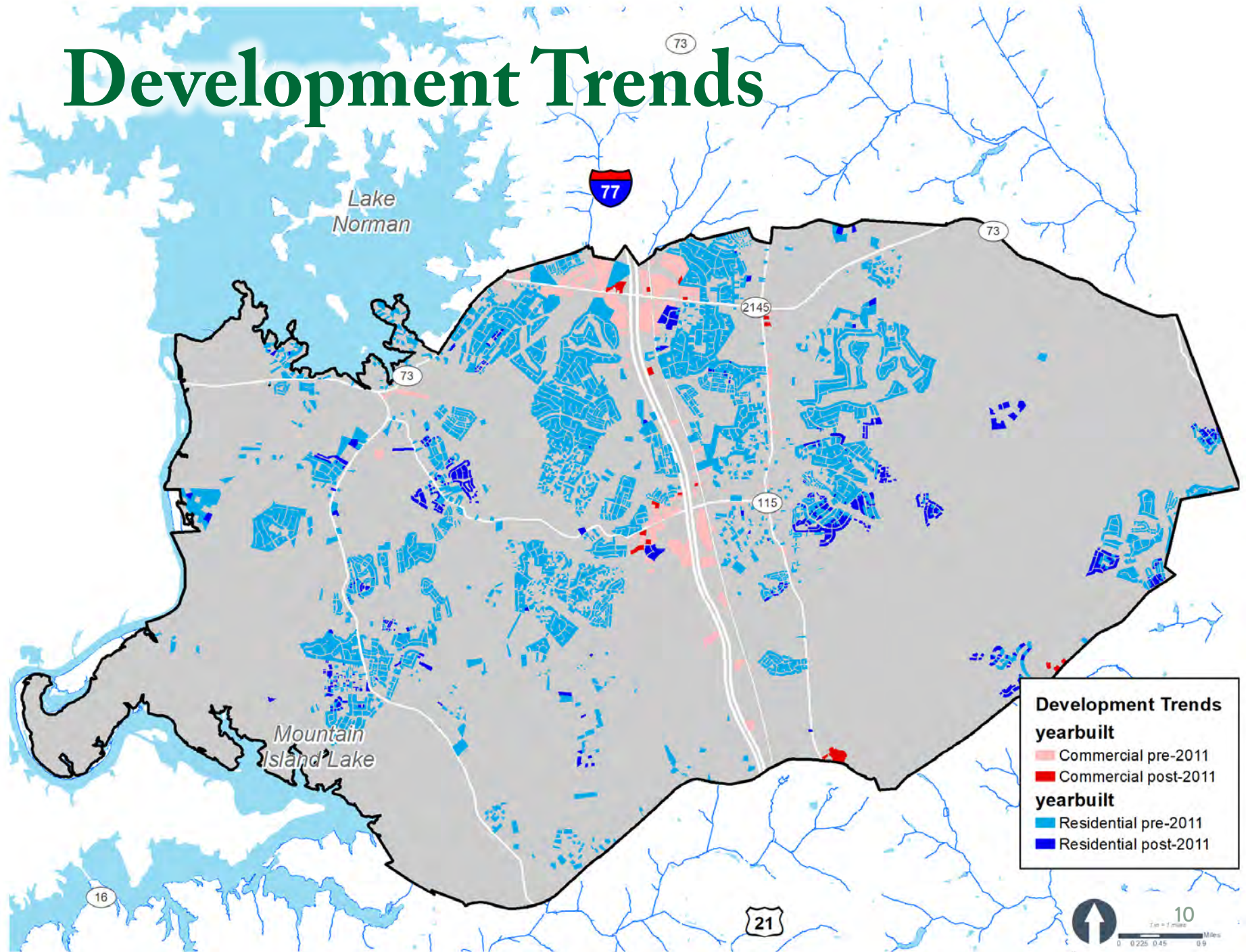
Total value (buildings + land)






71% Residential  
29% Non-residential

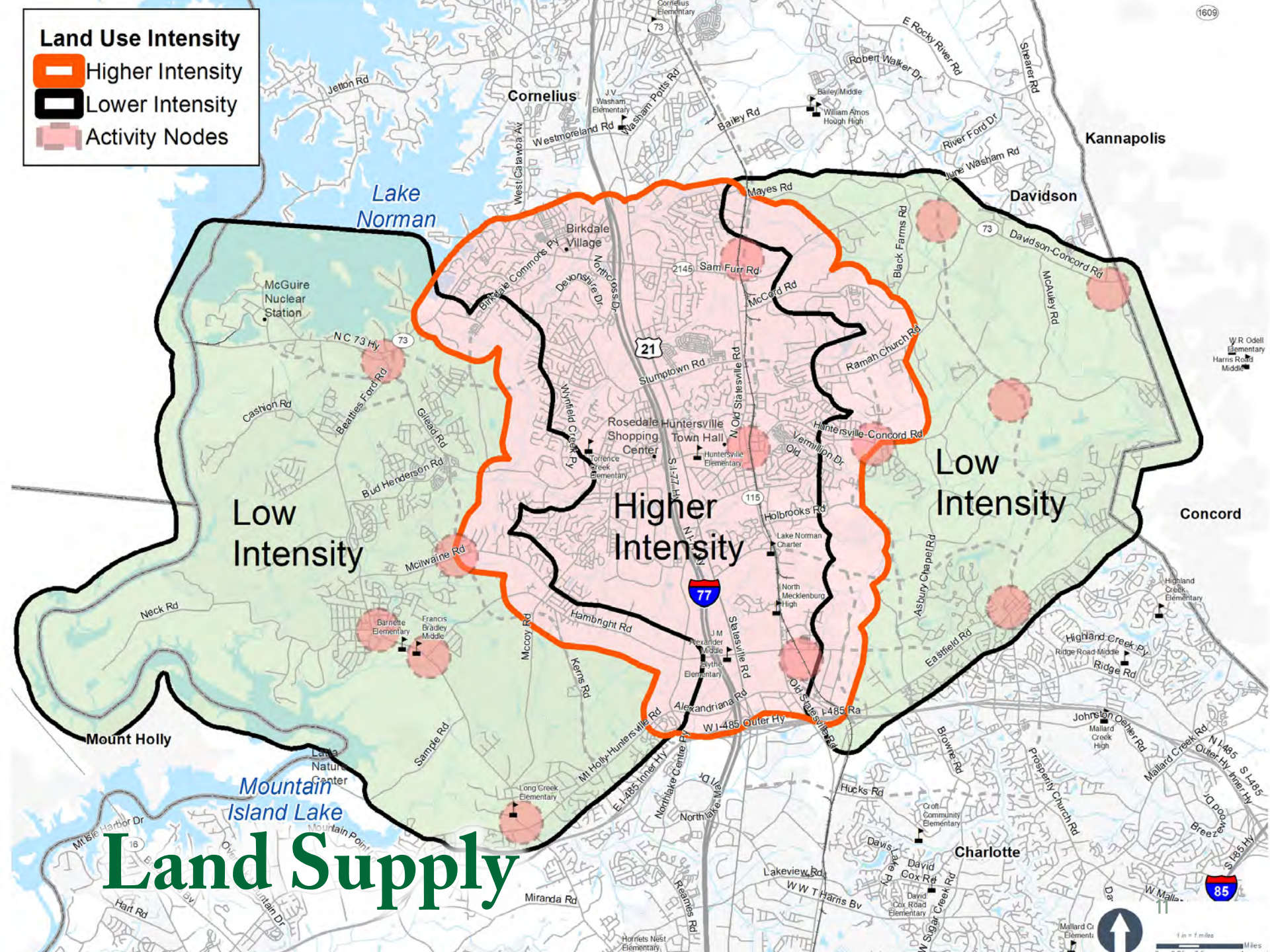
- Agriculture
- Commercial
- Government/Institution
- Industrial
- Modular Home
- Multi-Family
- Office
- Conservation, Parks
- Rural Homesite
- Single Family
- Utility
- Vacant/Unknown

# Development Trends



## Land Use Intensity

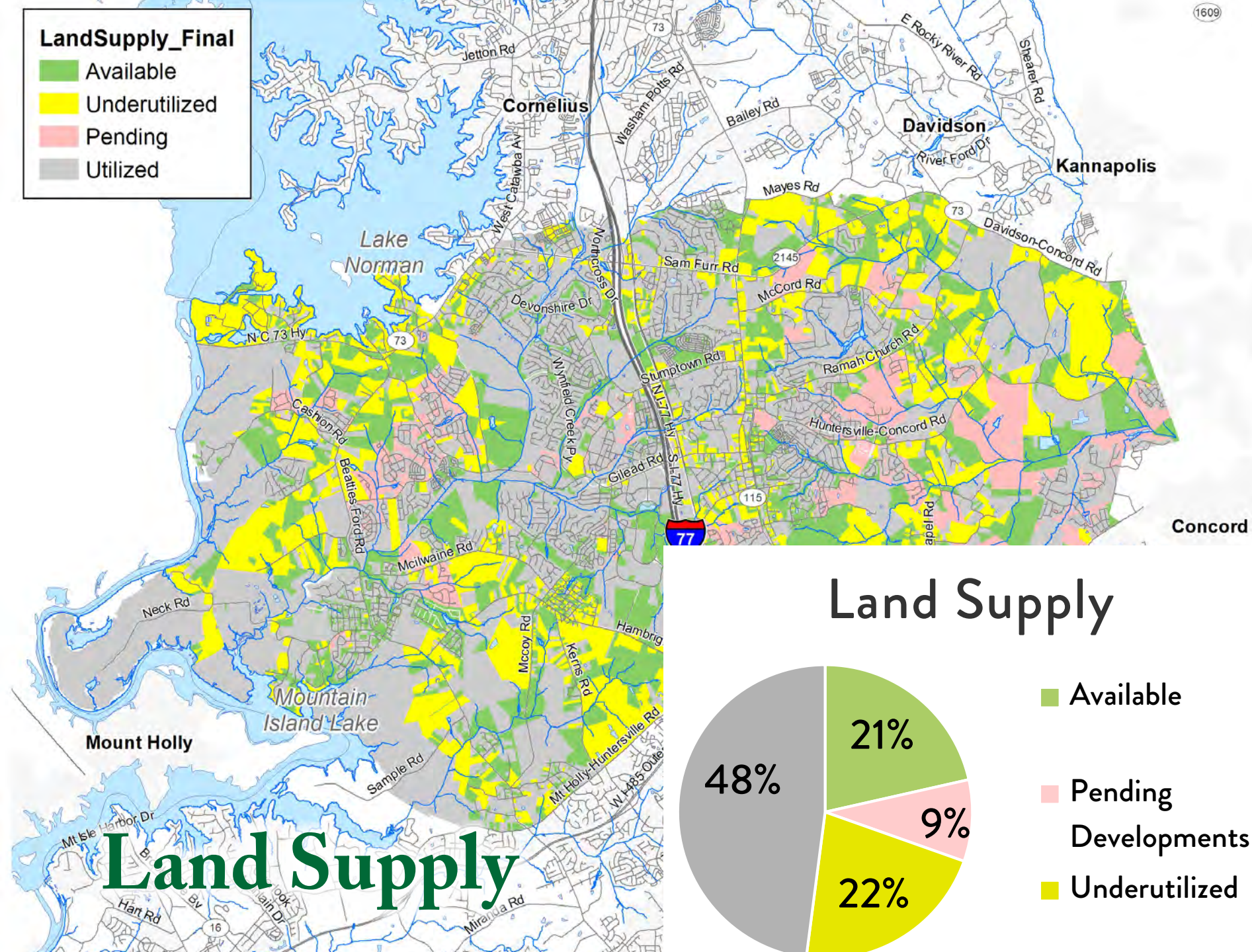
-  Higher Intensity
-  Lower Intensity
-  Activity Nodes



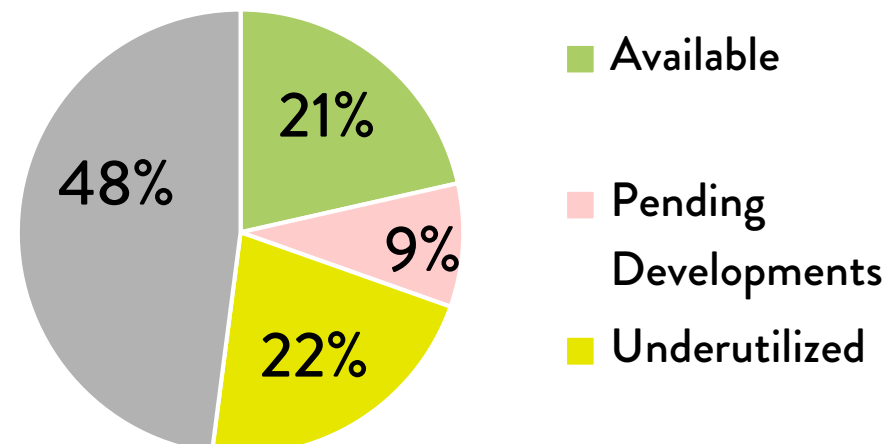
# Land Supply

## LandSupply\_Final

- Available
- Underutilized
- Pending
- Utilized



## Land Supply






# Land Supply & Pending Development Summary

- High Intensity Area:
  - 37% of Available and underutilized lands
  - 10,000 Housing units in approved subdivisions since 2000
- Low Intensity Area:
  - 63% of Available and underutilized lands
  - 5,200 Housing units in approved subdivisions since 2000



## Legend

### Water Supply Watershed

-  critical
-  protected
-  Study Area

	Since 2011	Since 2011, in Watershed Area
Commercial Projects	31	10
Residential Projects	1582	668

Lake Norman

Mountain Island Lake

Watershed Area

# Transportation Assessment – 4 Steps

## Inventory

What projects, funded or unfunded, have been recommended?

## Diagnostic

How well do the inventoried projects address local needs?

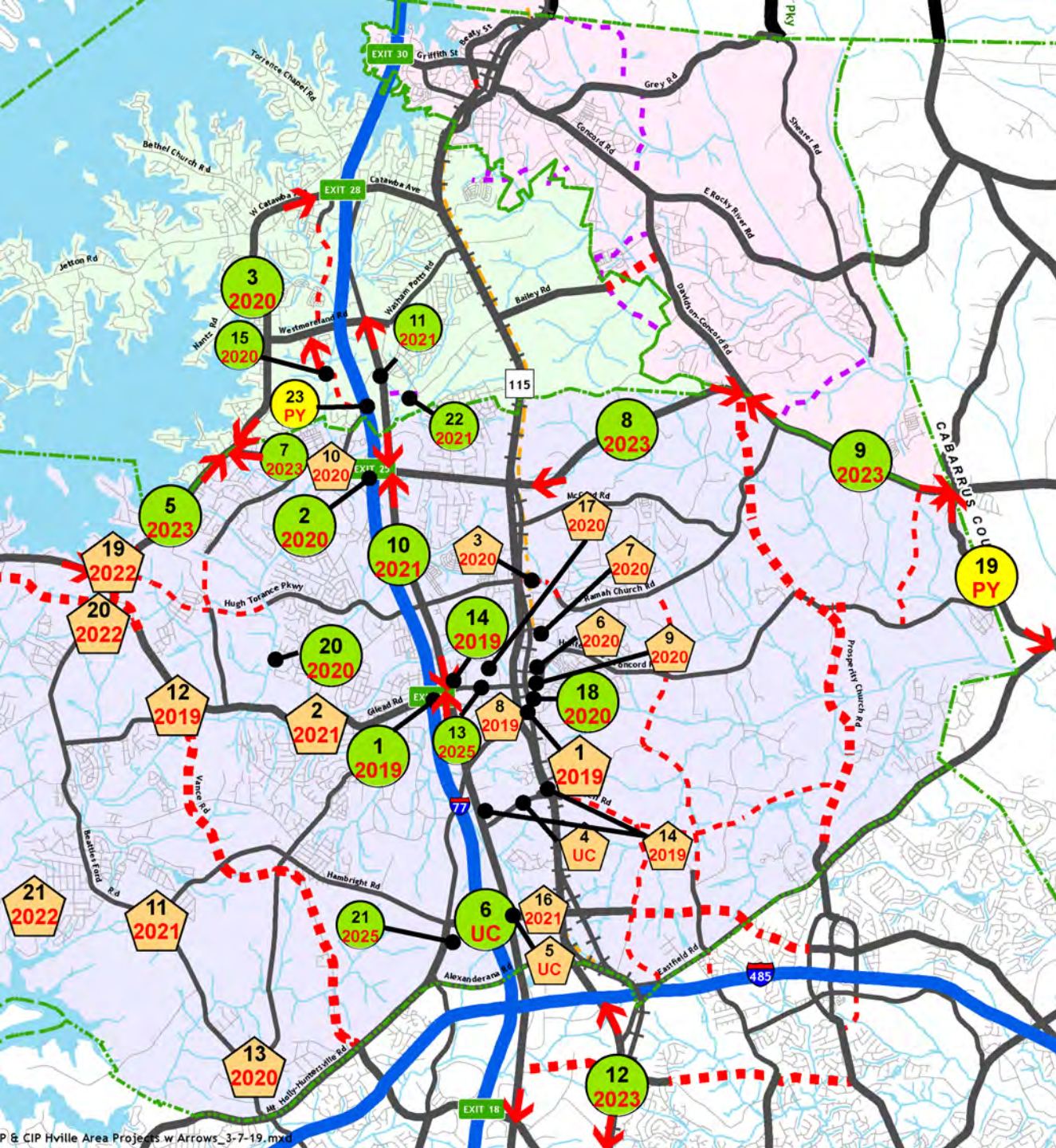
## Transit Assessment

What are our long-term goals related to transit and land use?

## Transportation Policies and Action Items

What policies and programs are needed to support other community initiatives?





# Notable Projects

I-77 / Gilead Rd  
interchange

1-77 / Sam Furr Rd  
interchange

NC 73 widening

US 21 widening

NC 115 widening

Gilead Road widening

US 21 / Gilead Rd  
intersection

Northcross Dr Ext  
(new road)

Main St widening

# Services



Parks: Town/County partnership

Schools: Charlotte-Mecklenburg Schools

Fire: Town/volunteer combo

Police: Town

Electric: ElectriCities

Water/Sewer: City of Charlotte



# Demographics

## *At a glance...*

### Sphere of Influence



62,432  
2019  
Population



37.0  
Median Age



\$303,625  
Median Home  
Value



+27.1%  
Pop. Change  
Since 2010



42.2%  
Households with  
Children



76.7%  
Owner-  
Occupied  
Housing

### Charlotte MSA



2,616,243  
2019 Population



37.7  
Median Age



\$216,143  
Median Home  
Value



18.0%  
Pop. Change  
Since 2010

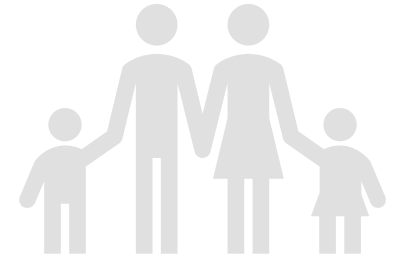


36.2%  
Households with  
Children

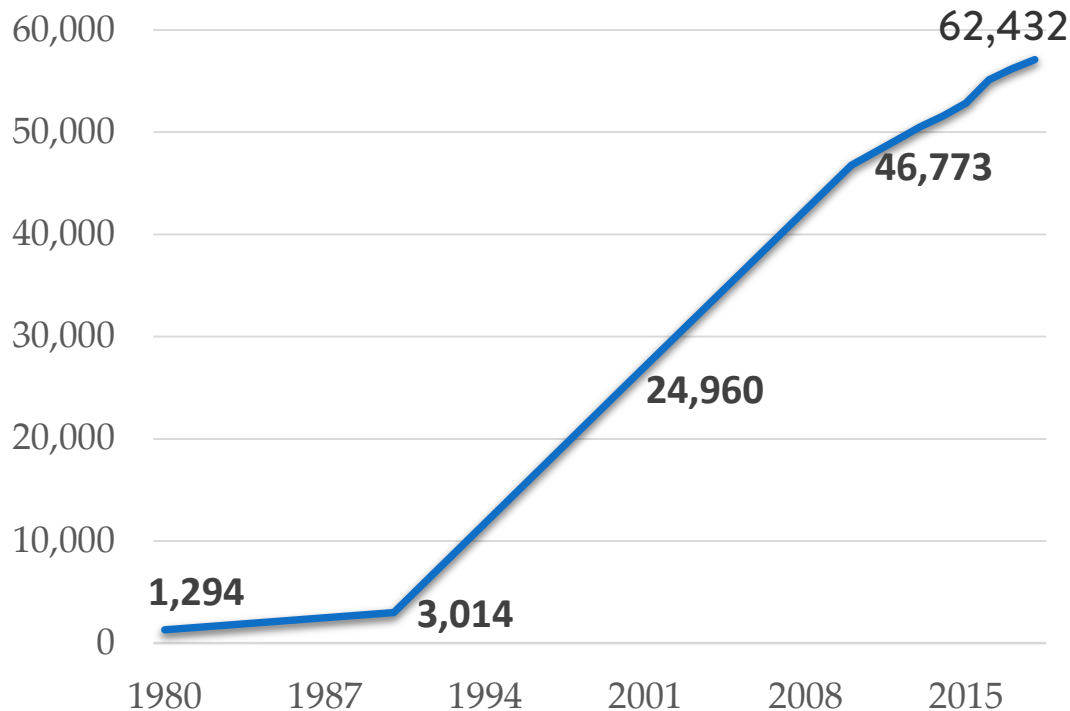


67.9%  
Owner-  
Occupied  
Housing

# Population



## Huntersville Population



Mecklenburg County forecasted to grow by **600,000** between 2015 and 2045

Projections indicate that Huntersville population could **grow significantly** based on demand for housing

Source: 2017 ACS, Decennial Census

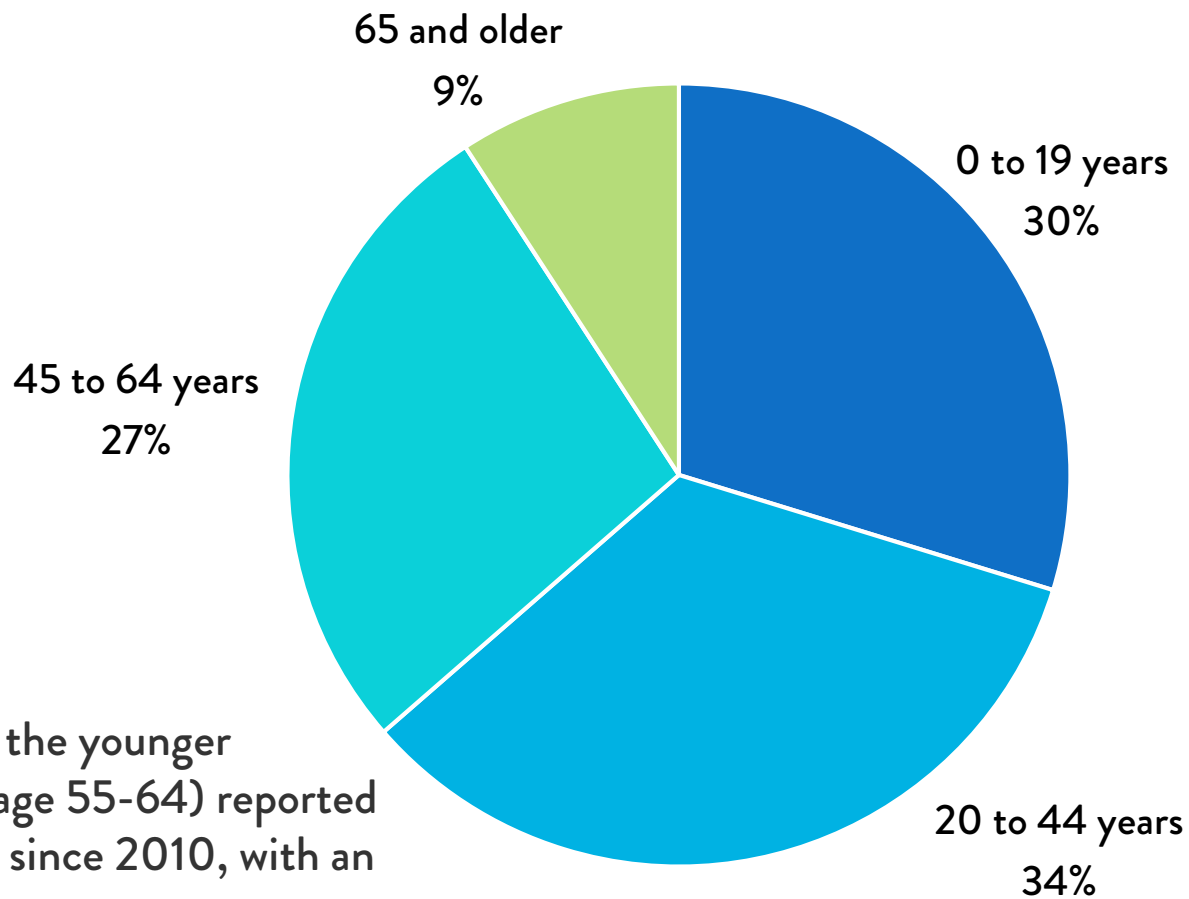
# Aging

## Change in Age Group, 2010-2017

0-19	+10.7%
20-44	+.83%
45-64	+27.5%
65+	+53.6%

The age cohort representing the younger segment of Baby Boomers (age 55-64) reported the largest absolute increase since 2010, with an addition of 2,528 residents.

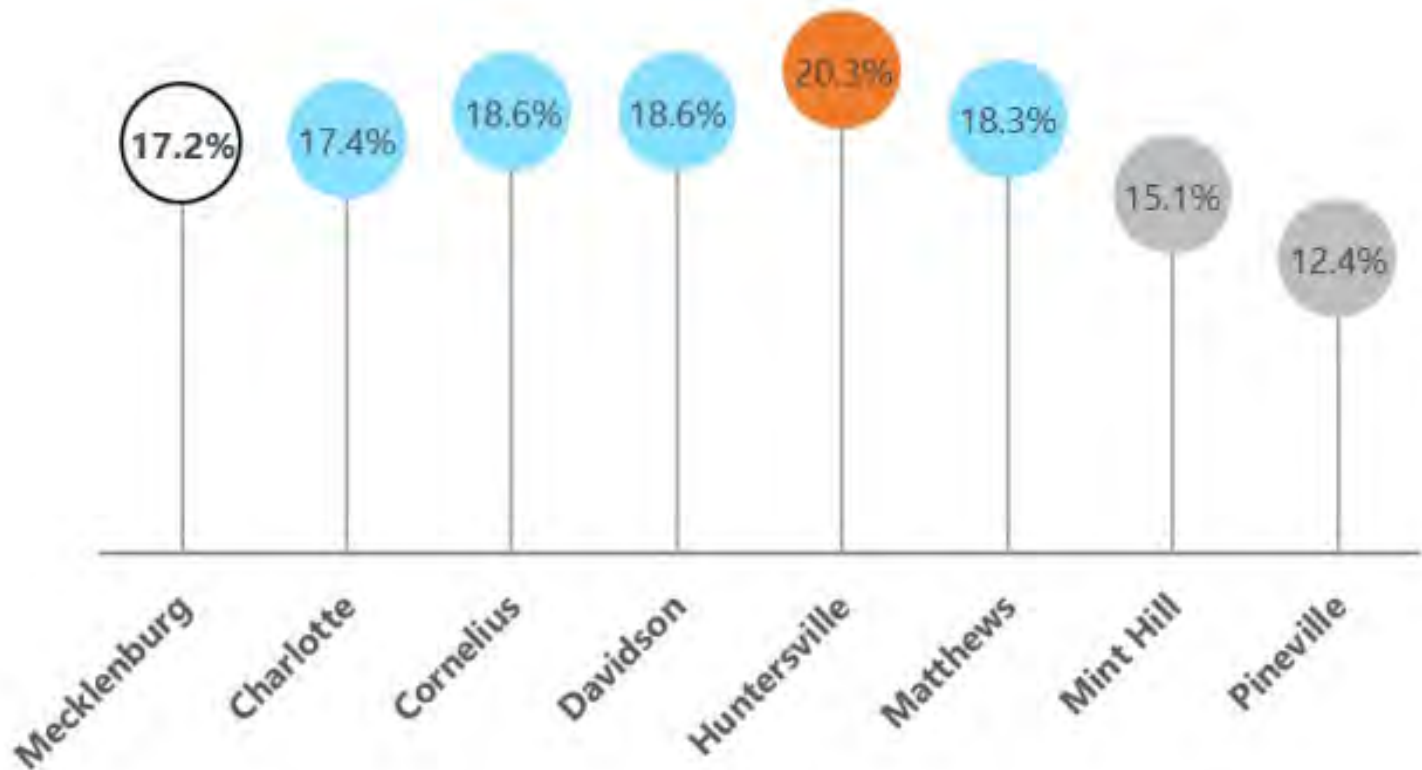
## 2017 Population by Age



# Schools

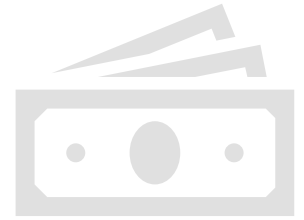


School-Aged Youth by Jurisdiction,  
2017



Huntersville has the highest proportion of school-aged youth and the highest projected increase in the school-aged population. Over 8,000 new students projected in 2035, which is the highest projected increase in Mecklenburg County.

# Income



## Median Household Income\*



Source: 2017 ACS

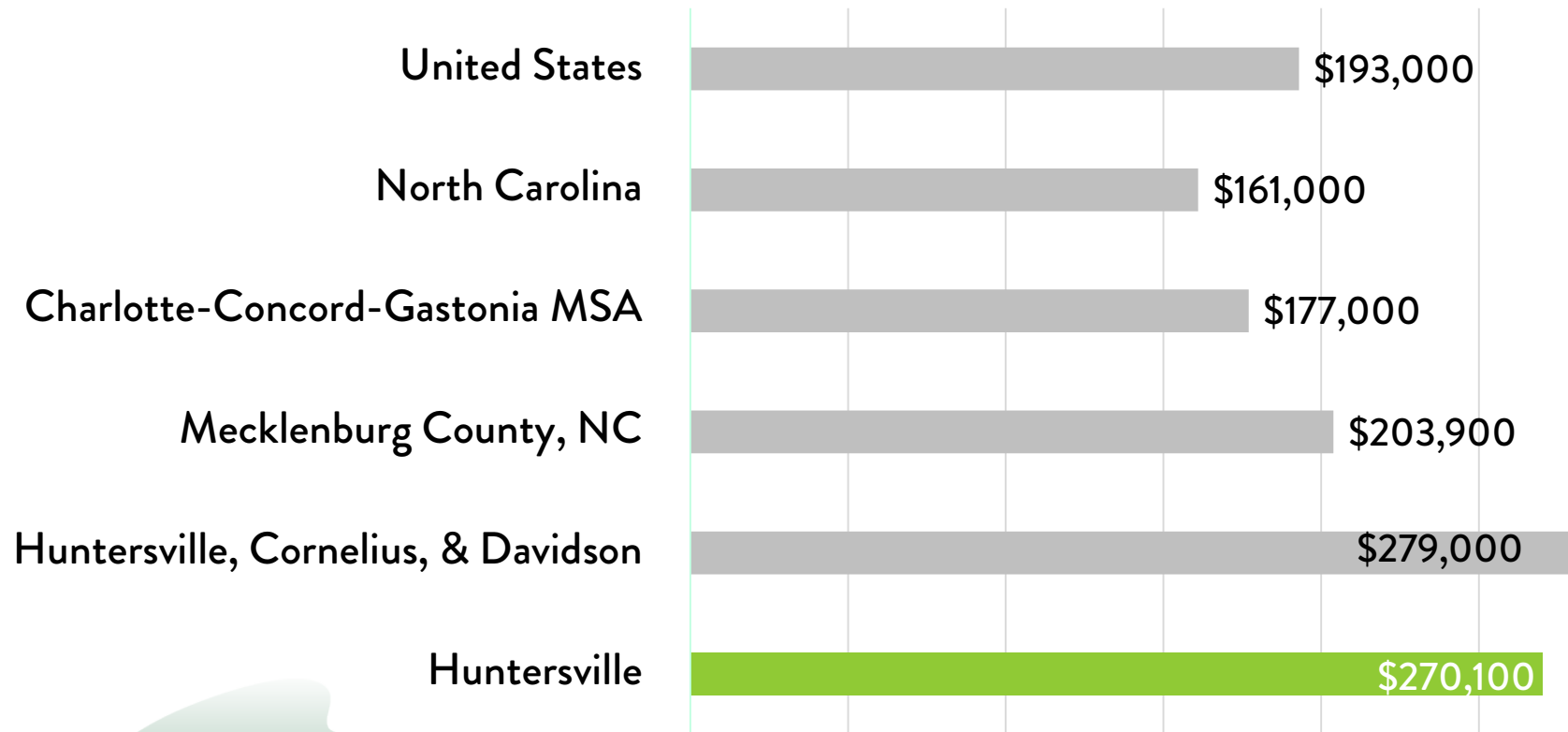
### Median Household Income in Huntersville \*

	2000	2010	2017
	\$71,932	\$96,109	\$93,731

\* Statistics for Town Limits

# Home Value

## Median Home Value



# Housing



Median home value in  
municipality

2010: \$243,000 → 11% increase

2017: \$270,100

Huntersville Housing  
Units (including ETJ)

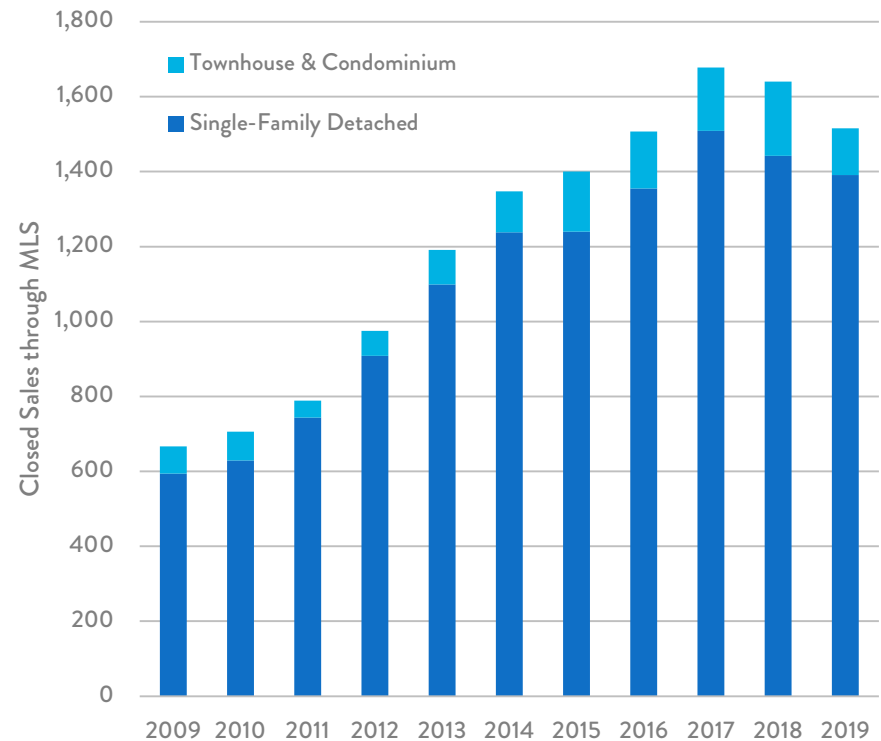
2010: 18,283 → 23% increase

2017: 22,568

# Residential Profile (For-Sale)

- 78% of the 24,000 total units in are single-family detached
- 1,500 for-sale residential closings in 2019
- Closings in the Sphere of Influence have increased steadily since 2009, peaking at 1,678 units in 2017

For-Sale Residential Closing Trends,  
Sphere of Influence, 2009-2019



Source: Canopy MLS, Inc.; Kimley-Horn

# Rental Multi-Family Residential

## Comparable Communities



- 1 Holly Crest**  
16408 Holly Crest Ln
- Built 2015
  - 402 units
  - 4.5% vacancy rate
  - Avg. rent: \$1.38/sq.ft.
  - Surface parking



- 2 Silver Collection at the Park**  
12821 Little Penny Dr
- Built 2016
  - 332 units
  - 1.8% vacancy rate
  - Avg. rent: \$1.44/sq.ft.
  - Surface parking



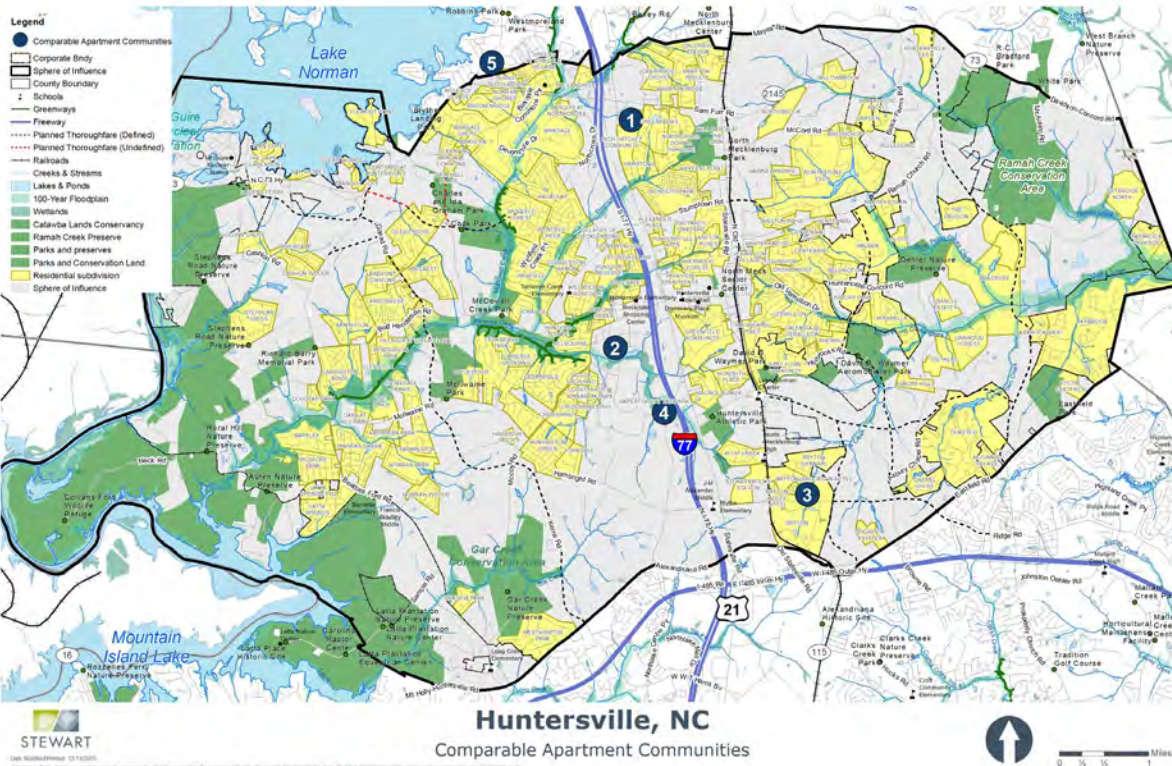
- 3 Brookson Resident Flats**  
13428 Bryton Gap Blvd
- Built 2016
  - 296 units
  - 7.8% vacancy rate
  - Avg. rent: \$1.26/sq.ft.
  - Surface parking



- 4 Silver Collection at Waterford**  
11920 Joleen Ct
- Built 2014
  - 226 units
  - 5.8% vacancy rate
  - Avg. rent: \$1.35/sq.ft.
  - Surface parking

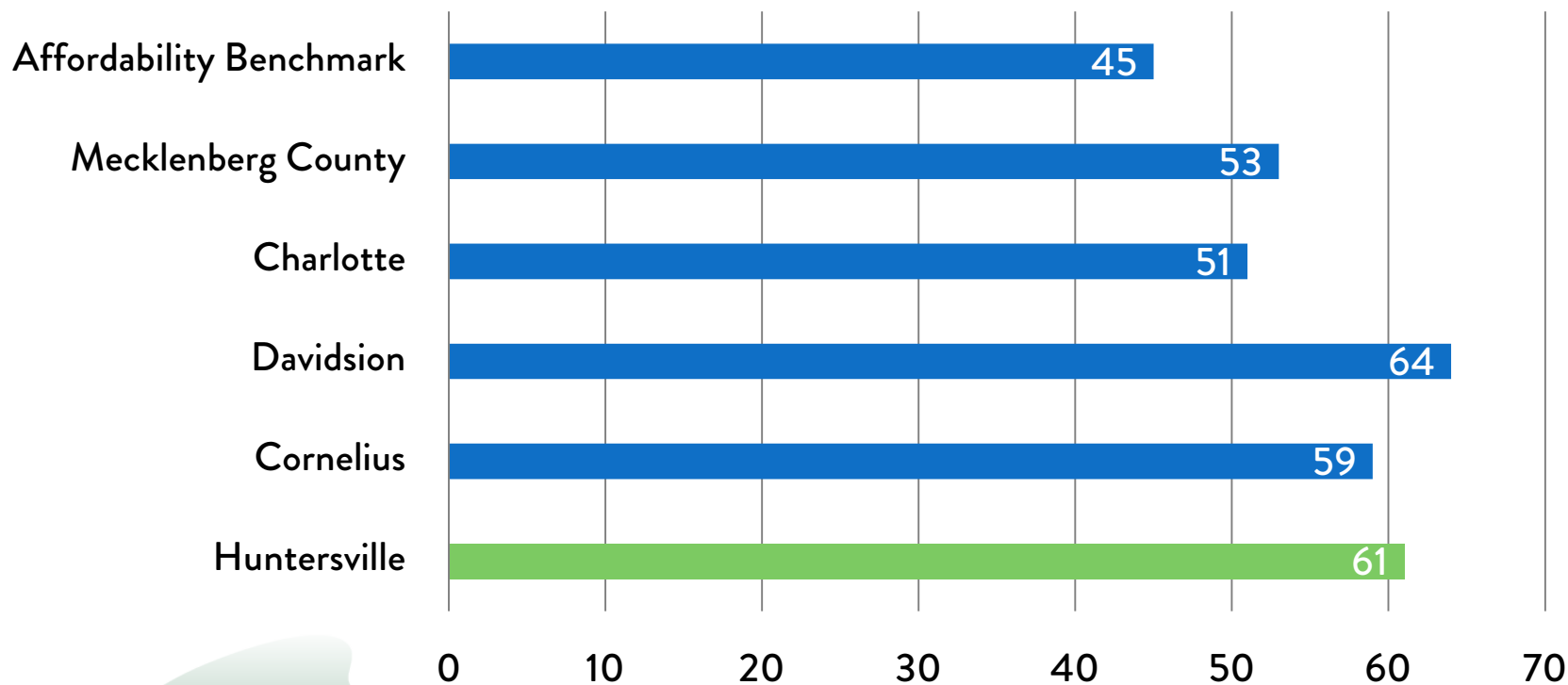


- 5 Reserve at the Kenton Place**  
17110 Kenton Dr
- Built 2014
  - 210 units
  - 6.7% vacancy rate
  - Avg. rent: \$1.14/sq.ft.
  - Surface parking



# Affordability

## Housing + Transportation Shares (% of HH Income)



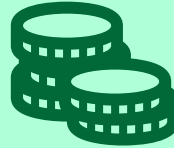
# Economics

*At a glance...*

## Sphere of Influence



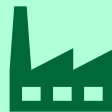
26,197  
2019 Jobs



\$100,808  
Median HH  
Income



65.5%  
Secondary  
Degree



17.0%  
Largest Sector:  
Retail Trade



50.6%  
Households  
Earning +\$100k

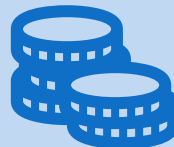


77.6%  
White Collar  
Occupation

## Charlotte MSA



1,088,850  
2019 Jobs



\$62,323  
Median HH  
Income



45.1%  
Secondary  
Degree



14.6%  
Largest Sector:  
Health Care



38.8%  
Households  
Earning +\$100k

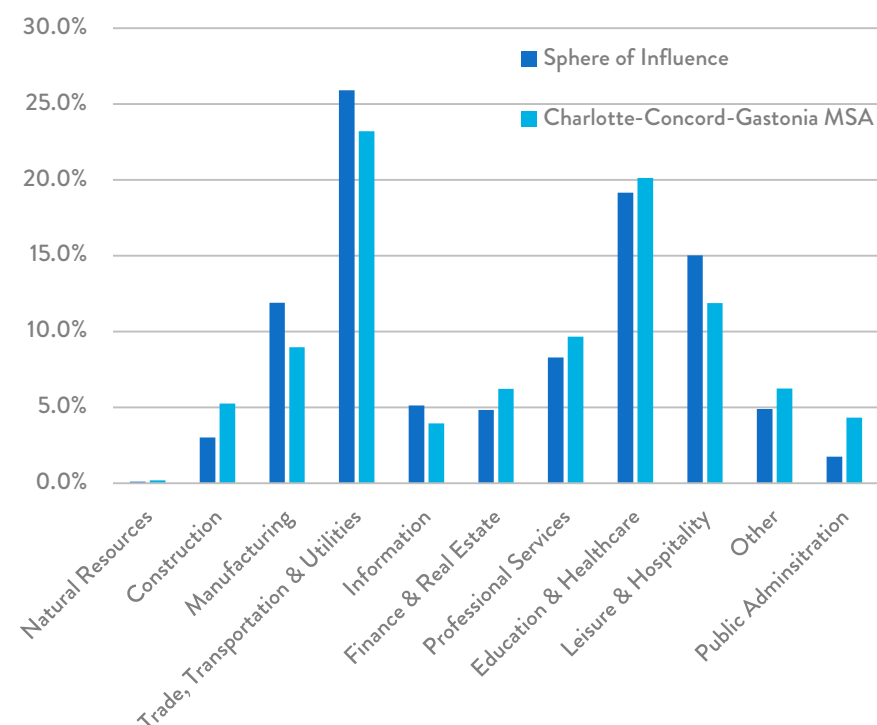


62.0%  
White Collar  
Occupation

# Jobs by Industry

- Nearly 26,200 jobs in the Sphere of Influence made up approximately 2.4% of the Charlotte MSA total in 2019
- The job base in the Sphere of Influence has grown significantly in the last five years
- Increase of nearly 45% between 2012 and 2017
- Trade, Transportation & Utilities, largely driven by retail positions, represented the largest share of jobs

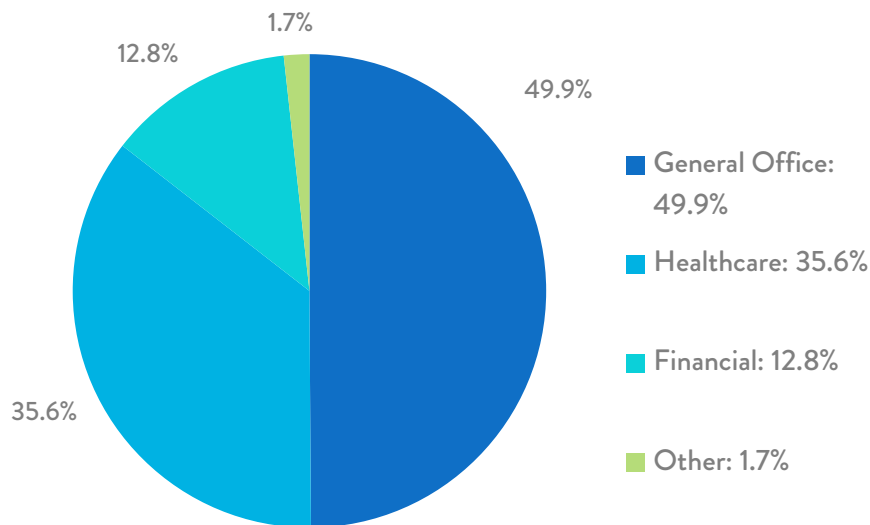
Comparison of Jobs by Industry Sector, 2019



Source: ESRI BAO; Kimley-Horn

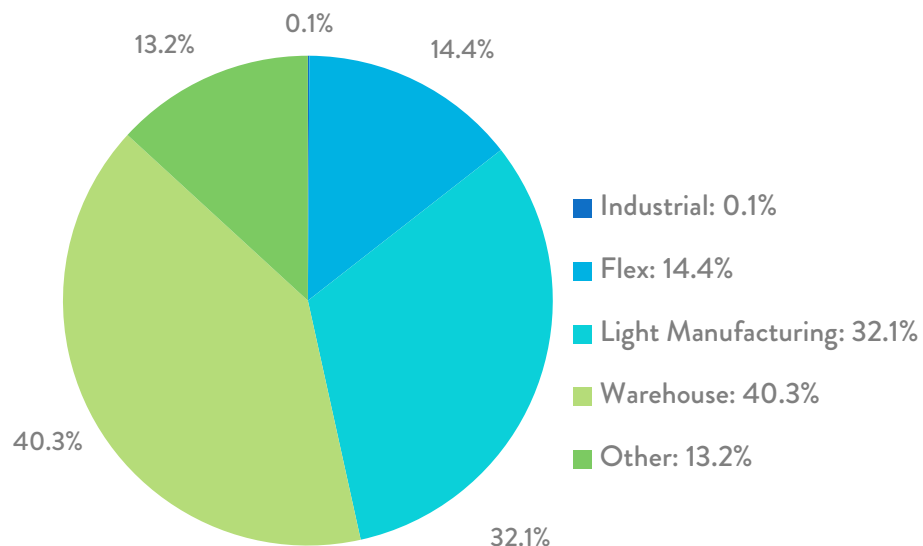
# Office Profile

## Office Square Feet by Use Type, Sphere of Influence, 2019



Source: Mecklenburg County; Kimley-Horn

## Industrial Square Feet by Use Type, Sphere of Influence, 2019



Source: Mecklenburg County; Kimley-Horn

# Economic Development Strengths and Weaknesses

## STRENGTHS

- Highly-skilled labor force
- Shovel-ready sites
- Existing base of employers
- Regional connectivity
- Easy access to CLT via I-485
- Proximity to Lake Norman

## WEAKNESSES

- Imbalanced tax base
- Traffic congestion
- Major corridors create barriers
- Housing access and affordability
- Lack of access to Lake Norman
- Attracting young talent

## OPPORTUNITIES

- Transportation improvements can mitigate congestion
- Future BRT/transit opportunities
- Strong regional economy (low leakage)

## THREATS

- Regional competitiveness
- Out-commuting of skilled labor
- Build-out of competitive areas
- Maintaining downtown capture

# Public Survey Preview

- Demographics and Resident Info
- Values and Priorities
- Where should we grow? Preserve?
- Land Use & Housing
- Downtown
- Environment/Water Quality
- Transportation
- Economic Development

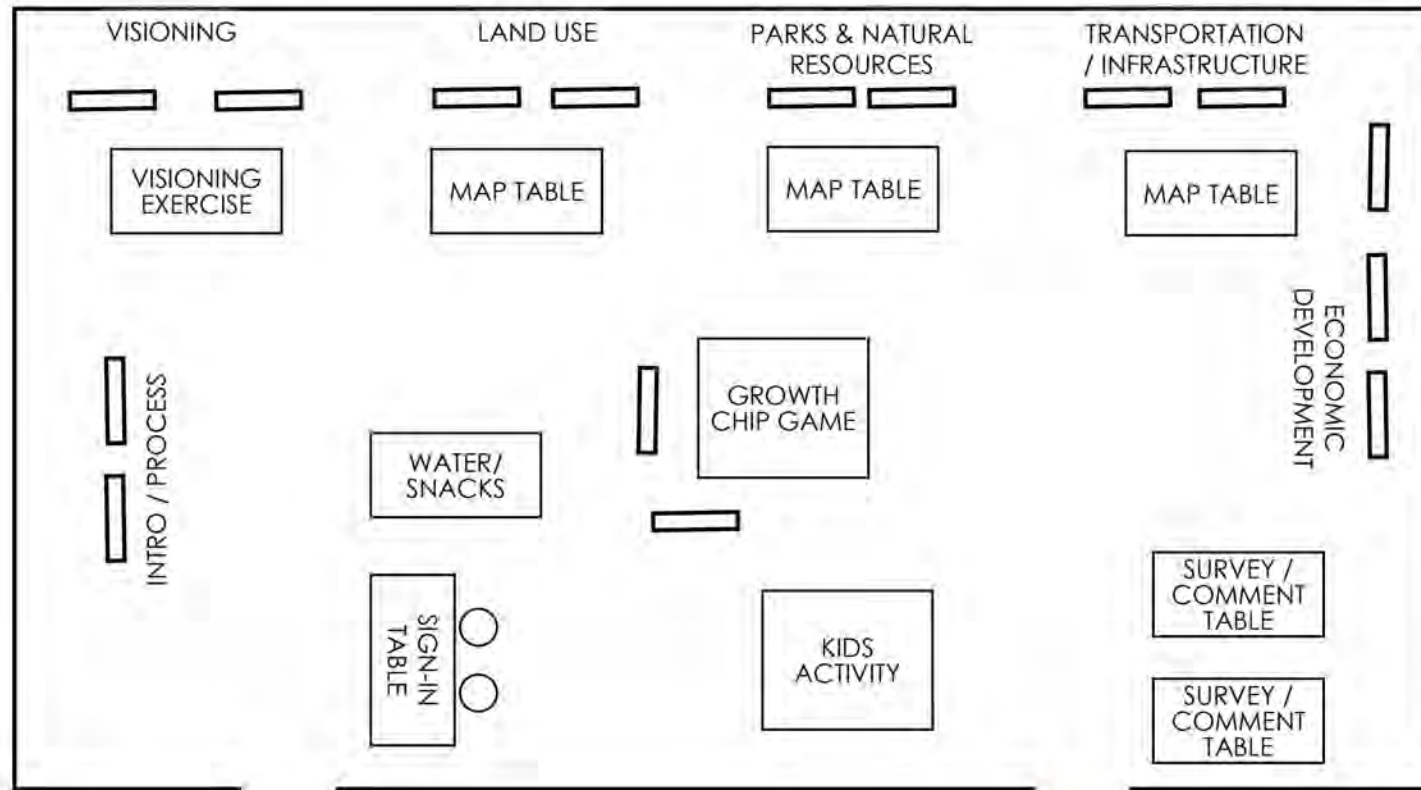


# Draft Meeting Schedule

MEETING LOCATIONS		Monday Feb. 24	Tuesday Feb. 25	Wednesday Feb. 26
<b>Day:</b> <b>Location</b> Tours departing from ...  For more info visit <a href="http://www.Huntersville2040.com">www.Huntersville2040.com</a>	TIME			
	8 AM			Potential Event
	10 AM		Potential Downtown Walking Tour	Open Studio
	11 AM			
	NOON			
	1 PM	Open Studio		Closed Studio
	2 PM			
	3 PM		Open Studio	Potential SC Meeting
	4 PM	Visioning Session Public Meeting		
	5 PM			
	6 PM			
	7PM		Planning Board Project Update 6:30 PM	Public Review Meeting
	8 PM			



# Potential PM #1 Setup



ENTRANCE

EXIT

# Potential PM #1 Setup



# Outreach

- Social Media
    - Website posts (facebook, twitter, nextdoor)
    - Advertise via Town's social media outlets
  - Staff/Consultant Efforts
    - Mailing list email blast
    - Flyers and post card (or modified bus. card) handouts
    - Speaker's Bureau
  - Steering Committee Role
    - Tell your friends and neighbors
    - Hand out flyers and/or business cards
    - Potential subcommittee?
  - Plan Ambassadors
    - 28 Volunteers – How to use them?
- 

# Discussion

