CREATE WILMINGTON COMPREHENSIVE PLAN
Growth Factors Report

Executive Summary

Growth Strategies Maps

Policies

Foundations Report

Growth Factors Report

DRAFT
1/30/15

Welcome to the future of Wilmington.

How to Use the Comprehensive Plan

Five Components of the Box Set

1

Growth Factors Report
Maps, graphs, and charts that support the policies and growth strategies. Provided are maps of existing conditions and various factors related to Wilmington's growth.

Electronic readers click here to view or download this document.

2

Foundations Report
A summary of public input collected throughout the process and results from each tool, including the Neighborhood Planning Areas, Connect Wilmington, and Alternative Future Visions.

Electronic readers click here to view or download this document.

3

Development Policies
Comprehensive policies address the themes/issues; policies are based on public input, best practices, the growth factors report, interlocal agency coordination and scenario planning results.

Electronic readers click here to view or download this document.

4

Growth Strategies Maps
These maps illustrate desired areas for future growth, infill, and redevelopment based on public input and planning analysis. They are designed to work in conjunction with the development policies.

Electronic readers click here to view or download this document.

5

Executive Summary
An "at a glance" reference for the entire box set.

Electronic readers click here to view or download this document.

Find Your Way Around

Box Set Cross-Reference:
Name of Reference Provided

This symbol is used to point you to a different box set component.

Document Cross-Reference:
Name of Reference Provided

This symbol is used to point you to a different part of the document you are currently reading.

External Resource:
Name of Resource Provided

This symbol is used to point you to an external resource, such as a plan, report, or study not contained in the box set.

The color of the symbol indicates the type of reference.

This is the location within the document

Cross-Reference Type
Name of Reference

#

The type of reference and its name is provided here.

Wilmington Comprehensive Plan Themes

The *Create Wilmington Comprehensive Plan* is developed around seven key themes for shaping Wilmington's future:

Creating a Place for Everyone

Wilmingtonians want a diverse and inclusive community, full of family-friendly, vibrant, and creative environments. Citizens want a welcoming community that includes arts and culture, activities for youth, families, and seniors, and high-quality housing that is available to everyone.

Topics Covered:

- Affordable housing
- Arts & cultural resources
- Youth activities
- Seniors
- Family amenities
- Accessibility
- Parks and recreation
- Crime and safety
- Cultural diversity
- Job creation
- Education

Getting Around

Diverse modes of transportation are needed for an inclusive, connected community. Regional partnerships can link greenways and other amenities. Options for pedestrian and bicycle amenities, along with other modes of transportation, should be explored as valid alternatives to automobile transit, as well as other options for local and regional mass-transit.

Topics Covered:

- Interconnectivity
- Sidewalks
- Greenways
- Alternative transportation modes
- Mass-transit
- Traffic
- Regional cooperation
- Driver behavior
- Connecting land use and transportation

Regional Collaboration

Wilmington does not and cannot exist in a bubble. Collaboration with other local governments, including New Hanover and surrounding towns and counties, is critical to Wilmington's and the region's success. Cooperative relationships with UNCW and CFCC, as well as the public school system, state ports, and our utility providers will help us all flourish.

Topics Covered:

- Leadership/excellence in government
- Town and gown relationships
- Balancing needs and resources
- Common goals and collaborative policies

Changing Places, Revitalized Spaces

Development of vast open land is no longer an option in Wilmington; our future will include a significant level of infill and redevelopment. Envisioning suitable infill and redevelopment and optimizing existing development will be critical to our community's well-being, not only downtown, but within neighborhoods across the city. Balancing the need for open space and a well-designed built environment will be a key to future development.

Topics Covered:

- Infill
- Redevelopment
- Densification
- Neighborhoods
- Historic Preservation
- Sustainability
- Placemaking

Unique Places, Captivating Spaces

The "built environment" encompasses places and spaces created or modified by people including buildings, parks, land use patterns, and transportation systems. Since the built environment has profound consequences for individual and community well-being, all elements of our built environment should enhance the character of our community, being not only functional, but aesthetically appropriate, enriching the lives of visitors and residents alike.

Topics Covered:

- Aesthetics
- Site design
- Architecture and building design
- Code and tech standards
- Greenspace
- Infill
- Redevelopment
- Connecting land use and transportation
- Placemaking

Nurturing our Community

Environmental sustainability is at the core of where we want to go in the future. Our natural resources are a major factor in attracting residents and visitors to the area; balancing retention of their accessibility and protection of these resources will be a challenge. How we manage our interaction with the natural habitat, from parks, water, and open spaces, to locally-grown agriculture, to protecting water quality to solid waste disposal will be critical to our future success.

Topics Covered:

- Natural resources
- Tourism
- Balancing built and natural environments
- Greenspace/open space
- Parks and recreation
- Access to local food
- Water quality
- Climate change

Opportunity and Prosperity

Fostering opportunities for economic growth and development that enhance the concepts of each of the other themes is critical to our future prosperity. Creating jobs, building a strong workforce, facilitating commerce, and promoting business vitality are necessary to the success of a healthy, well-balanced community.

Topics Covered:

- Economic development
- Jobs
- Technology
- Health care
- Placemaking
- Code and technical standards
- Leadership and excellence in government
- Regional cooperation
- Common goals
- Leveraging resources
- Public-private collaboration

CREATE WILMINGTON COMPREHENSIVE PLAN
Growth Factors Report

The Growth Factors Report is a snapshot of what Wilmington looks like today and tells the story of how the city has become what it is. The report provides an assessment of current demographics and social and economic conditions and also provides a review of physical conditions, including natural and constructed systems and the patterns found in the built environment. The purpose of this report is to provide a factual understanding of current conditions and how Wilmington has changed over time. This report provides the context, or 'starting point,' from which the community moves forward to create a shared vision for the future.

Comprehensive Plan Steering Committee

The steering committee was supported by staff from the City of Wilmington Planning, Development, and Transportation department, with assistance from every department within the city.

The Wilmington City Council appointed a 15-member citizen steering committee to assist in the public input process, provide guidance and leadership, and to represent the voice of the citizens in the overall process.

The members of the steering committee are:

- Robert Rosenberg, Chair
- Howard Capps, Vice-chair
- Carlos Braxton
- Kemp Burdette
- Deb Hays
- Elizabeth Hines
- J. Clark Hipp
- Paul Lawler
- Bonnie Nelson
- Linda Pearce
- Tom Pollard
- Randy Reeves
- Jennifer Rigby
- Frank Smith
- Kevin Smith

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> "What should young people do with their lives today? Many things, obviously. But the most daring thing is to create stable communities in which the terrible disease of loneliness can be cured."
>
> — Kurt Vonnegut

2 Social & Economic Conditions

New Hanover Regional Medical Center
Aerial image of New Hanover Regional Medical Center located on South 17th Street.

CREATE WILMINGTON COMPREHENSIVE PLAN
Growth Factors Report

Demographics

2.1 Population Density

From 1990 to 2010, populations densities continued to increase outside of the Greater Downtown. This increase occurred along major road corridors, near the university, and within the eastern suburban areas. The Greater Downtown area remains densely populated, reflective of its compact development pattern.

People per Square Mile
- > 4000
- 3000 - 4000
- 2000 - 3000
- 1000 - 2000
- < 1000

1990
At a population of about 55,000 people, much of the density in 1990 was located in and around the 1945 corporate limits and in areas near UNCW along College Road.

2000
Population density increasing along major corridors of Market Street, Carolina Beach Road, and College Road.

2010
The two major population centers are in midtown and within the Greater Downtown. The core of downtown is less densely populated than many areas.

Naturally-occurring Retirement Communities

A naturally-occurring retirement community is a community that was not originally built for seniors but is now home to a significant number of older residents. The map shown here indicates areas of town where there are a significant number of residents over age 65 living today.

Parts of Wilmington with a higher proportion of residents over 65 years old and may be considered naturally-occurring retirement communities include a number of areas in and around Greater Downtown, Greenfield Lake, Pine Valley, Inland Greens, and areas off of George Anderson and MacMillan drives.

External Resource:
The Maturing of America: Communities Moving Forward for an Aging Population

People Age 65+ per Square Mile
- > 1000

2.2 Wilmington Neighborhoods

NORTH
9/1/2013
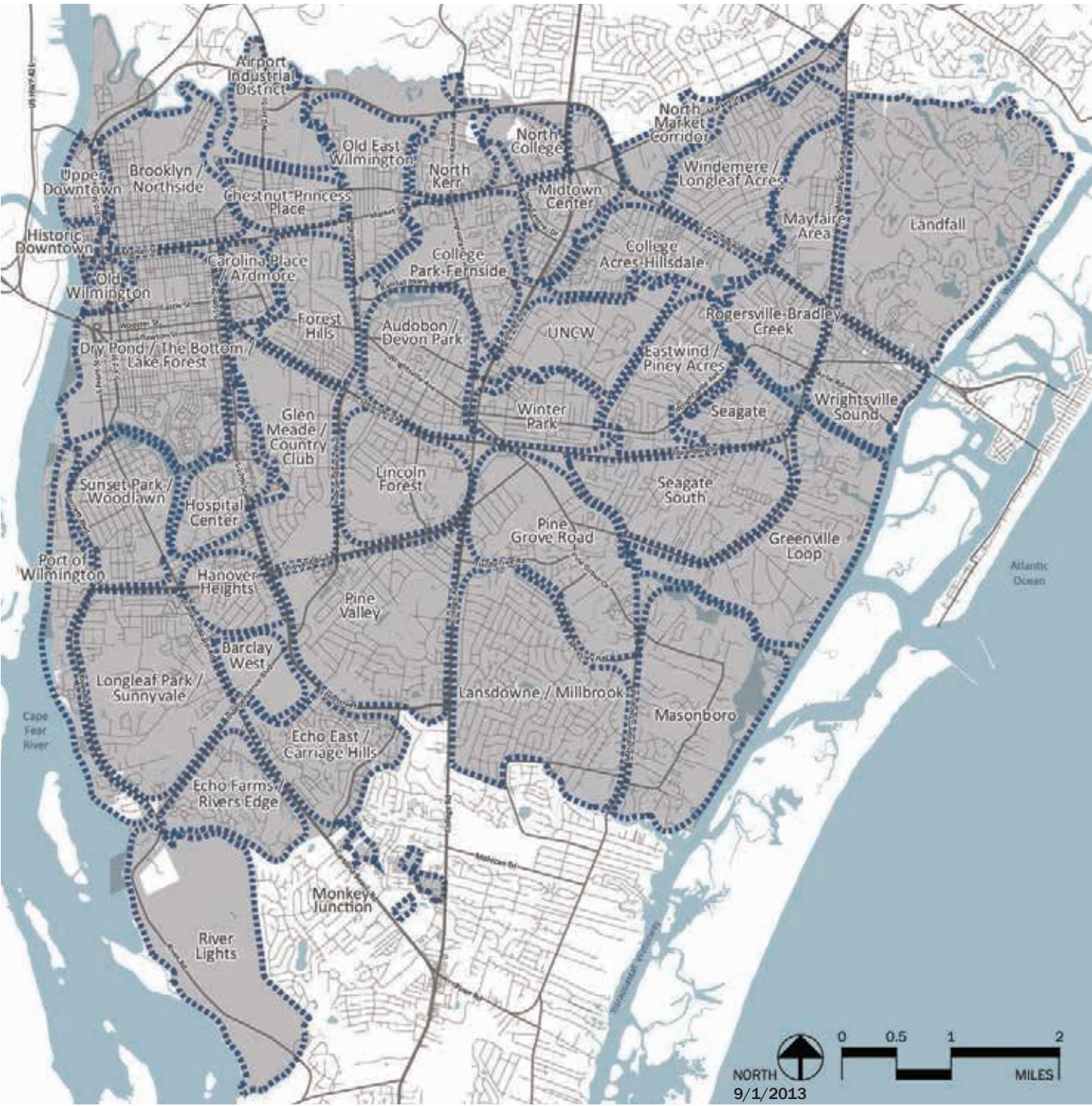
This is a generalized map of the various neighborhood areas that make up our city. Neighborhoods may include a small group of homes in the immediate vicinity of each other or they may include a larger area with similar housing types and common commercial and/or social destinations.

Note: Two satellite annexations located in the Ogden area fall outside of the extent of this map.

Box Set Cross-Reference: *Foundations Report*

Document Cross-Reference: *Community Pattern Areas*

9.0

2.3 Population Characteristics 1990 to 2010

This information looks at a few of the many features that describe Wilmington's population.

Age Composition Trend (1990-2010)
Compared to 1990 and 2000, the city's 45-65 year old age group makes up a larger proportion and the 25-44 year old age group makes up a smaller proportion of the city's overall population.

Source: U.S. Census Bureau
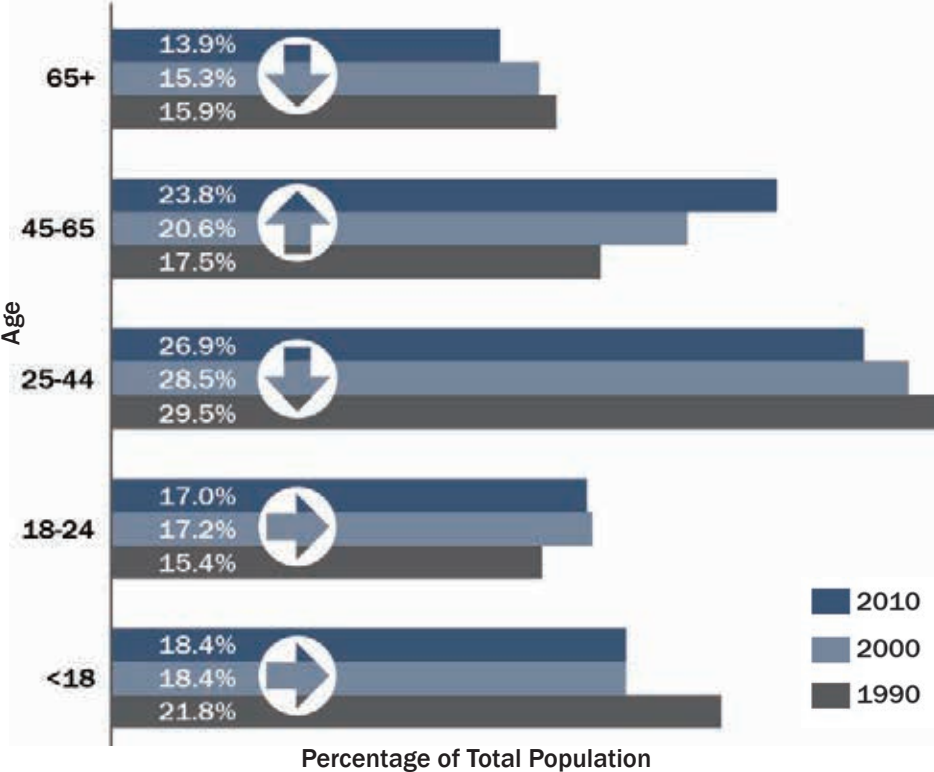
Generational Composition (2010)
As of 2010, the Millennials (born 1980-2000) account for the largest age group within the city (29%), which can be largely attributed to a large student population. The Baby Boomers make up the second largest age group (24%).

Source: U.S. Census Bureau

Racial Composition (2010)
As of 2010, about 71% of the population was white, 20% was African- American and less than 10% were of any other racial composition.

Source: U.S. Census Bureau

Community Health

The overall health of the community is impacted, in part, by how well the city is designed and how well it functions. Health is influenced by the local transportation system, parks and recreational opportunities, acc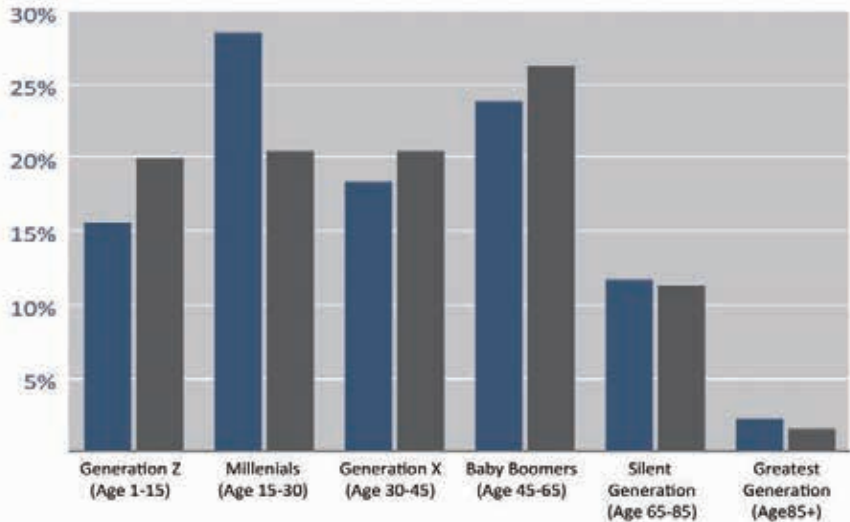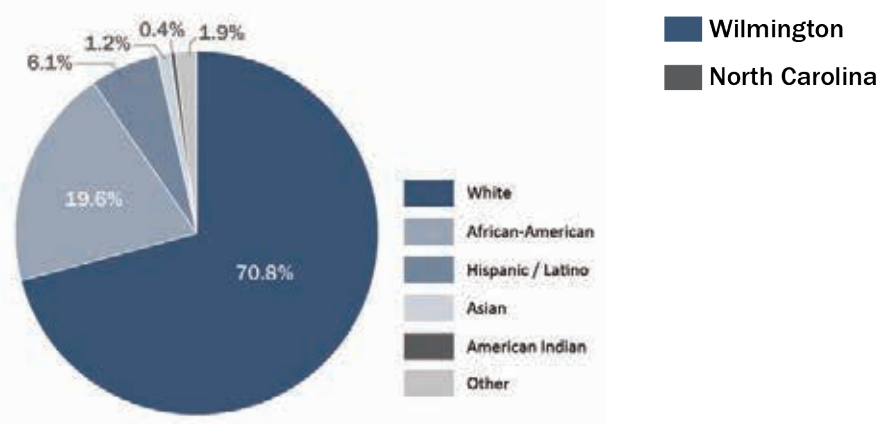ess to healthcare facilities, and access to healthy foods. By measuring community health, existing issues can be identified and policies can be created to influence the way Wilmington grows so as to improve the health of its citizens. There are a number of indicators, both social and physical, that can be used to measure community health.

2.4 Community Health Indicators

Percent of Births with Low Weight by County 2007-2011
Of the 10 most populated North Carolina counties, New Hanover County had the 4th lowest percentage of births with low weight.

Source: NC Health Statistics Pocket Guide 2011

< 8.0 %

8.0 - 9.0 %

> 9.0 %

Percentage of Births

Percent of Births with Low Weight
2007-2011 (average)

Rank	County	Rate
1	Forsyth	10.4
2	Cumberland	10.0
3	Gaston	9.8
4	Guilford	9.6
5	Durham	9.5
6	Mecklenburg	9.4
7	**New Hanover**	**8.6**
8	Buncombe	8.0
9	Wake	7.9
10	Union	7.7

Community Health Assessment 2011

The NC Department of Health and Human Services requires that all local health departments complete a community health assessment every four years. In 2011, the New Hanover County Health Department and community partners evaluated the county's overall health through such an assessment. The assessment provides an analysis of the health status of the community in the context of the local economic, social, and environmental climate.

External Resource:
New Hanover County Community Health Assessment

Top Three Health Concerns
1 Chronic Disease
2 Obesity
3 Drug & Alcohol Abuse

Top Three Causes of Death
1 Heart Disease
2 Cancer
3 Cerebrovascular Disease

Top Three Health Priorities
1 Obesity
2 Violence
3 Access to Care

Mental Health Services
by County
2010

Of the 10 most populated North Carolina County ranked 5th in the percentage of adults who claimed to have had mental health problems during a 30-day period in 2010. At that time,, approximately 9,438 New Hanover County residents received a behavio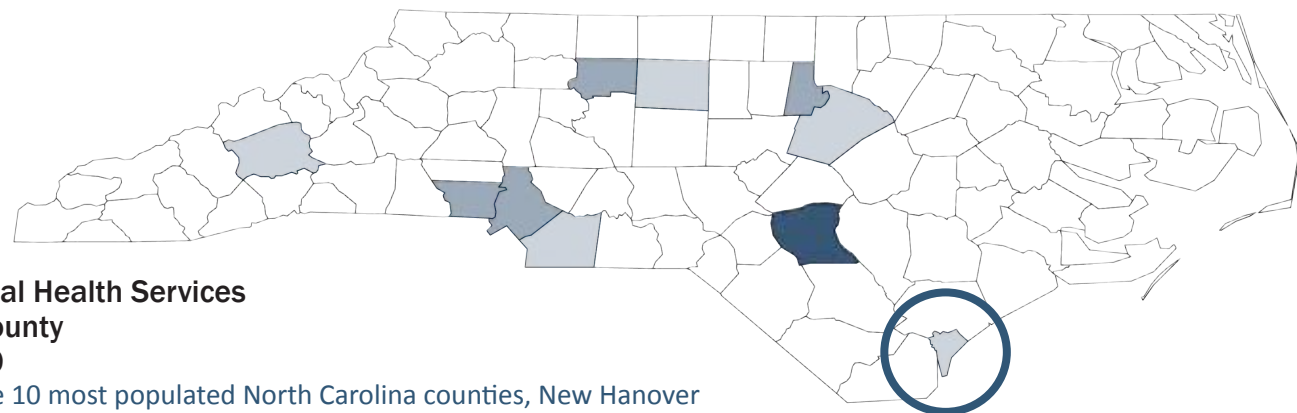ral health service; there were also 6,837 calls received by the New Hanover County Southeastern Center for Mental Health, Developmental Disabilities, and Substance Abuse Services.

Source: NHC Community Health Assessment 2011, BRFSS Mental Health Survey 2010

Adults with Bad Mental Health in Past 30 Days, 2010 (percentage)

	30 - 34%
	34 - 38%
	38 - 40%

Percentage of Adults

Rank	County	Rate
1	Forsyth	39.2
2	Cumberland	37.4
3	Durham	37.1
4	Buncombe	35.2
5	New Hanover	35.1
6	Wake	34.1
7	Gaston	32.9
8	Guilford	32.4
9	Mecklenburg	31.3
10	Union	30.8

Bad Mental Health Days

	3-7 Days	8-29 Days	30 Days
New Hanover County	12.7%	11.2%	3.8%
North Carolina	9.2%	8.1%	5.9%

This chart shows the results of a mental health survey conducted in 2010 where respondents were asked: "How many days during the past 30 days was your mental health not good?"
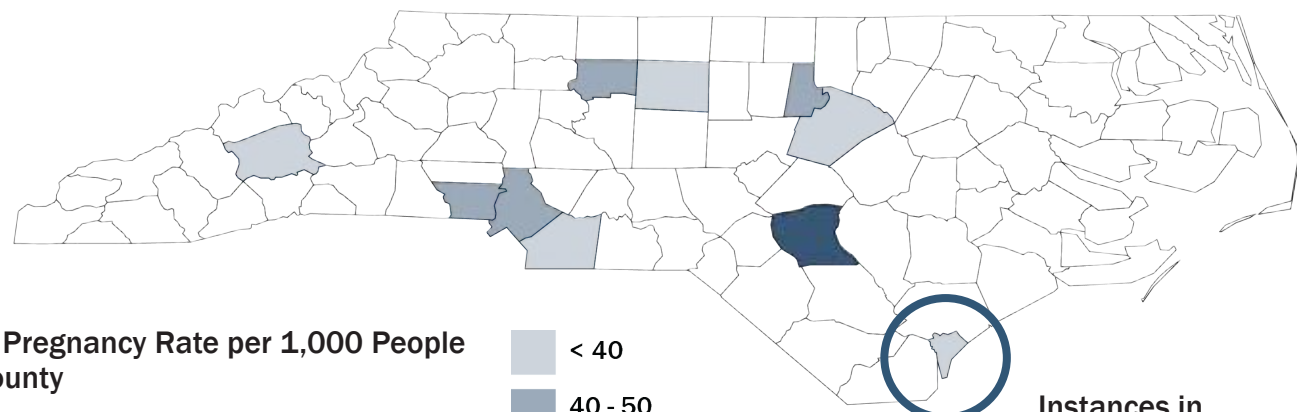Source: BRFSS Mental Health Survey 2010

Teen Pregnancy Rate per 1,000 People
by County
2011

Of the 10 most populated North Carolina counties, New Hanover County had the 3rd lowest teen pregnancy rate in 2011.
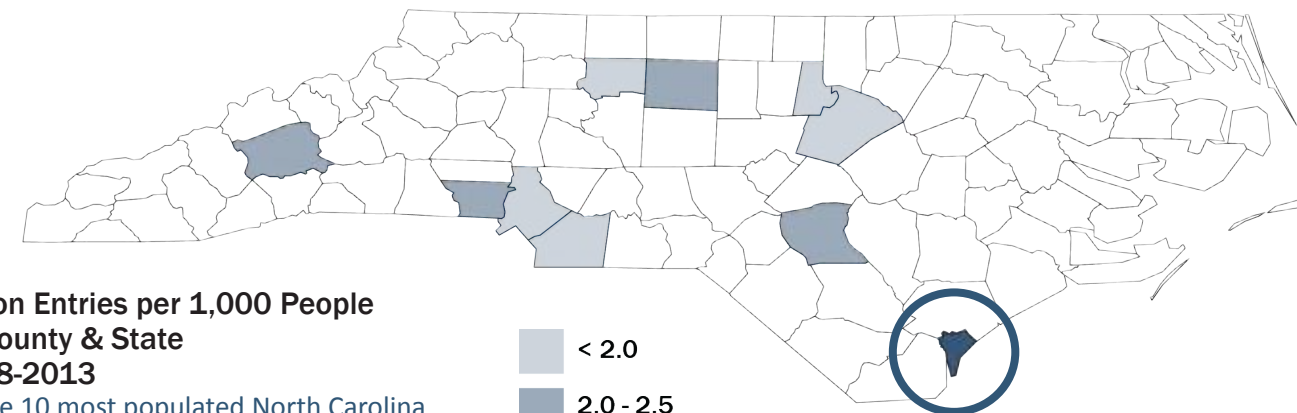
Source: NC Department of Health & Human Services

	< 40
	40 - 50
	> 50

Pregnancies per 1,000 people

Instances in 2011 (per 1,000 People)

Rank	County	Rate
1	Cumberland	61.8
2	Gaston	48.8
3	Durham	46.9
4	Forsyth	43.9
5	Mecklenburg	40.5
6	Buncombe	39.3
7	Guilford	35.6
8	New Hanover	28.5
9	Wake	28.1
10	Union	27.2

Prison Entries per 1,000 People
by County & State
2008-2013

Of the 10 most populated North Carolina counties, New Hanover County ranked 1st (highest) for the number of prison entries per 1,000 persons in 2012. At the same time, both New Hanover County and the State of North Carolina have seen a steady decline in prison entries since 2008.

Source: NC Department of Public Safety Research and Planning

	< 2.0
	2.0 - 2.5
	2.5 - 3.0

Entries per 1,000 People

Prison Entries in 2012 (per 1,000 People)

Rank	County	Rate
1	New Hanover	2.7
2	Gaston	2.5
3	Guilford	2.4
4	Buncombe	2.2
5	Cumberland	2.1
6	Durham	1.9
7	Wake	1.7
8	Forsyth	1.7
9	Mecklenburg	1.4
10	Union	1.2

Prison Entries (Number of People)

	FY 2008-2009	FY 2009-2010	FY 2010-2011	FY 2011-2012	FY 2012-2013
New Hanover County	1,086	844	876	692	572
North Carolina	30,350	28,164	28,975	24,036	21,538
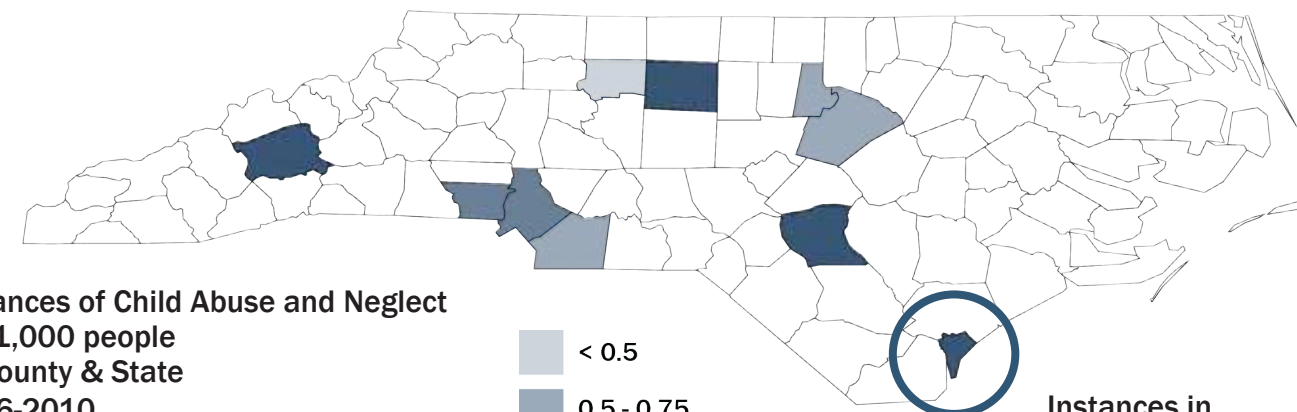
Instances of Child Abuse and Neglect
per 1,000 people
by County & State
2006-2010

Of the 10 most populated North Carolina counties, New Hanover County had the 2nd highest number of child abuse cases per 1,000 persons in 2010. Reported cases of child abuse, however, are down in both New Hanover County and North Carolina in comparison to 2006.

Source: The Annie E. Casey Foundation-Kids Count

	< 0.5
	0.5 - 0.75
	0.75 - 1.0
	1.0 - 1.5

Instances per 1,000 People

Instances in 2010 (per 1,000 People)

Rank	County	Rate
1	Cumberland	2.7
2	New Hanover	2.5
3	Guilford	2.4
4	Buncombe	2.2
5	Mecklenburg	2.1
6	Gaston	1.9
7	Wake	1.7
8	Durham	1.7
9	Union	1.4
10	Forsyth	1.2

Cases of Child Abuse and Neglect (Number of Cases)

	2006	2007	2008	2009	2010
New Hanover County	301	281	239	241	268
North Carolina	20,340	14,966	12,249	11,252	11,300
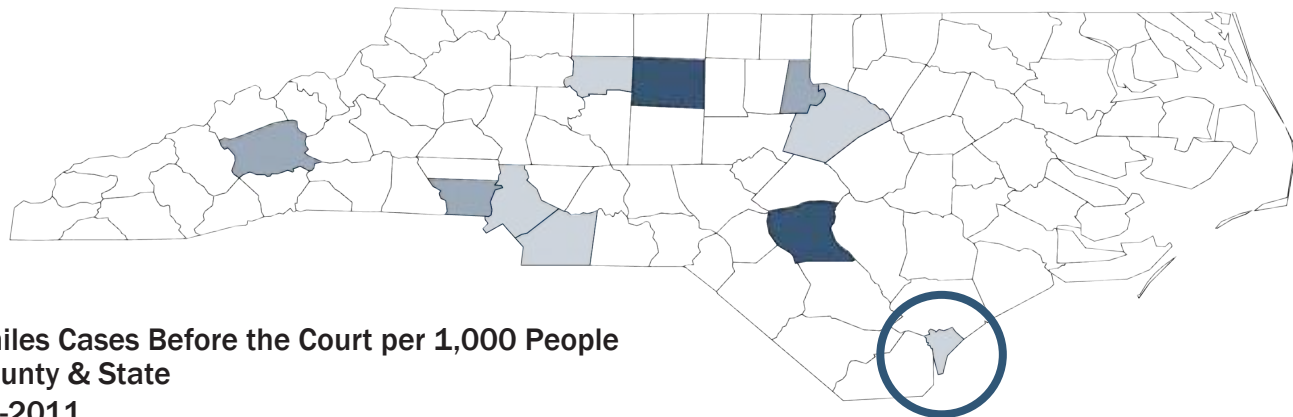
Juveniles Cases Before the Court per 1,000 People
by County & State
2007-2011

Of the 10 most populated North Carolina counties, New Hanover County ranked 6th out of 10 for the number of juvenile cases per 1,000 persons in 2011. New Hanover County saw a 16% decline in juvenile complaints that went before the court between 2007 and 2011; North Carolina saw a decline of 18%. This data does not consider eligible cases that were funneled into the federal court system.

Source: The Annie E. Casey Foundation-Kids Count

| < 1.0 |
| 1.0 - 1.5 |
| 1.5 - 2.0 |

Cases per
1,000 People
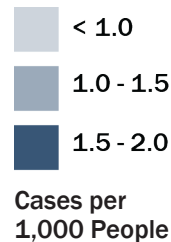
Juvenile Court Cases
2011
(per 1,000 People)

Rank	County	Rate
1	Cumberland	39.2
2	Guilford	37.4
3	Gaston	37.1
4	Buncombe	35.2
5	Durham	35.1
6	**New Hanover**	**34.1**
7	Forsyth	32.9
8	Mecklenburg	32.4
9	Wake	31.3
10	Union	30.8

Juvenile court cases

	2007	2008	2009	2010	2011
New Hanover County	230	223	206	198	198
North Carolina	11,374	11,060	10,262	9,442	9,617

Non-Elderly Death Rate per 1,000 People
by County
2007-2011

Of the 10 most populated North Carolina counties, New Hanover County had the 3rd lowest non-elderly death rate.

Source: NC Health Statistics Pocket Guide 2011

| < 7.0 |
| 7.0 - 8.0 |
| > 8.0 |

Deaths per
1,000 People
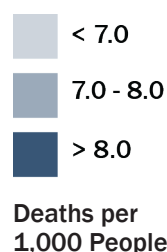
Non-Elderly Deaths
2007-2011 (average)
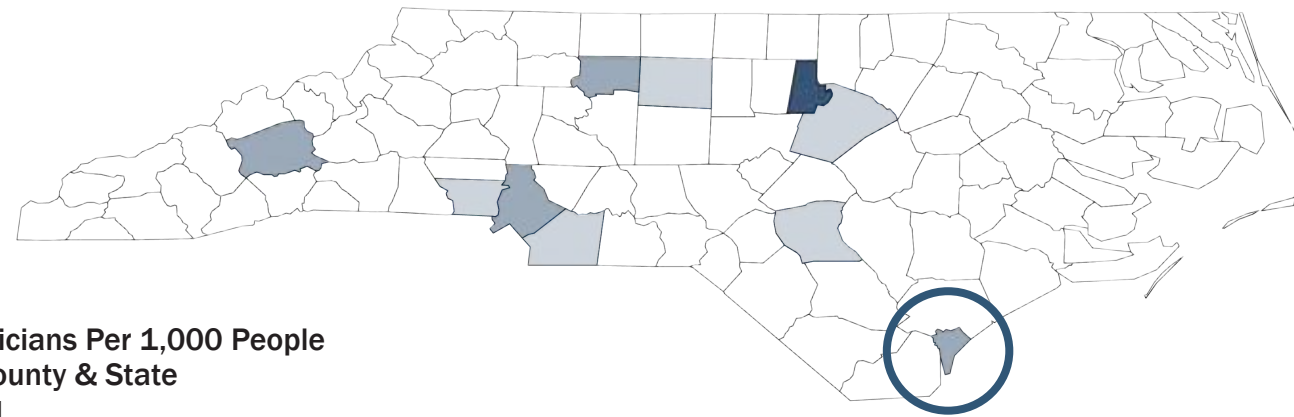(per 1,000 People)

Rank	County	Rate
1	Gaston	9.4
2	Cumberland	8.9
3	Union	7.8
4	Forsyth	7.7
5	Guilford	7.6
6	Durham	7.6
7	Buncombe	7.6
8	**New Hanover**	**7.5**
9	Mecklenburg	7.2
10	Wake	6.5

Physicians Per 1,000 People
by County & State
2011

Of the 10 most populated North Carolina counties, New Hanover County ranked 4th for the number of physicians per 1,000 persons. In 2012, there were 741 physicians in New Hanover County. This equated to approximately 3.5 physicians per 1,000 residents.

Source: NC Medical Board 2012, NC State Data Center

| < 3.0 |
| 3.0 - 6.0 |
| 6.0 - 9.0 |

Physicians per
1,000 People

Physicians
(per 1,000 People)

Rank	County	Rate
1	Durham	8.4
2	Forsyth	5.2
3	Buncombe	4.4
4	**New Hanover**	**3.5**
5	Mecklenburg	3.0
6	Wake	2.6
7	Guilford	2.6
8	Cumberland	2.5
9	Gaston	2.0
10	Union	0.9

Physicians per 1,000 People

	Physician Population	Resident Population	Physicians per 1,000 Persons
New Hanover County	741	209,964	3.5
North Carolina	23,867	9,765,229	2.4

Percent of Families with Single Parent
by County
2007-2011

Of the 10 most populated North Carolina counties, New Hanover County had the 2nd lowest percentage of single-parent families.

Source: US Census Bureau

| < 10 |
| 10 - 12 |
| > 12 |

Percentage of
Families
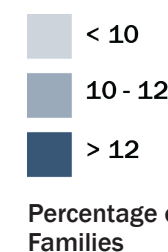
Percent of Families
with Single Parent
2007-2011 (average)

Rank	County	Rate
1	Cumberland	14.5
2	Forsyth	11.0
3	Mecklenburg	11.0
4	Guilford	11.0
5	Durham	10.7
6	Gaston	10.7
7	Wake	9.1
8	**New Hanover**	**8.6**
9	Union	8.6
10	Buncombe	8.5

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Social & Economic
Conditions

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NORTH
7/1/2014

0   0.5   1   2
MILES

● 1/4-mile Buffer

● 1-mile Buffer
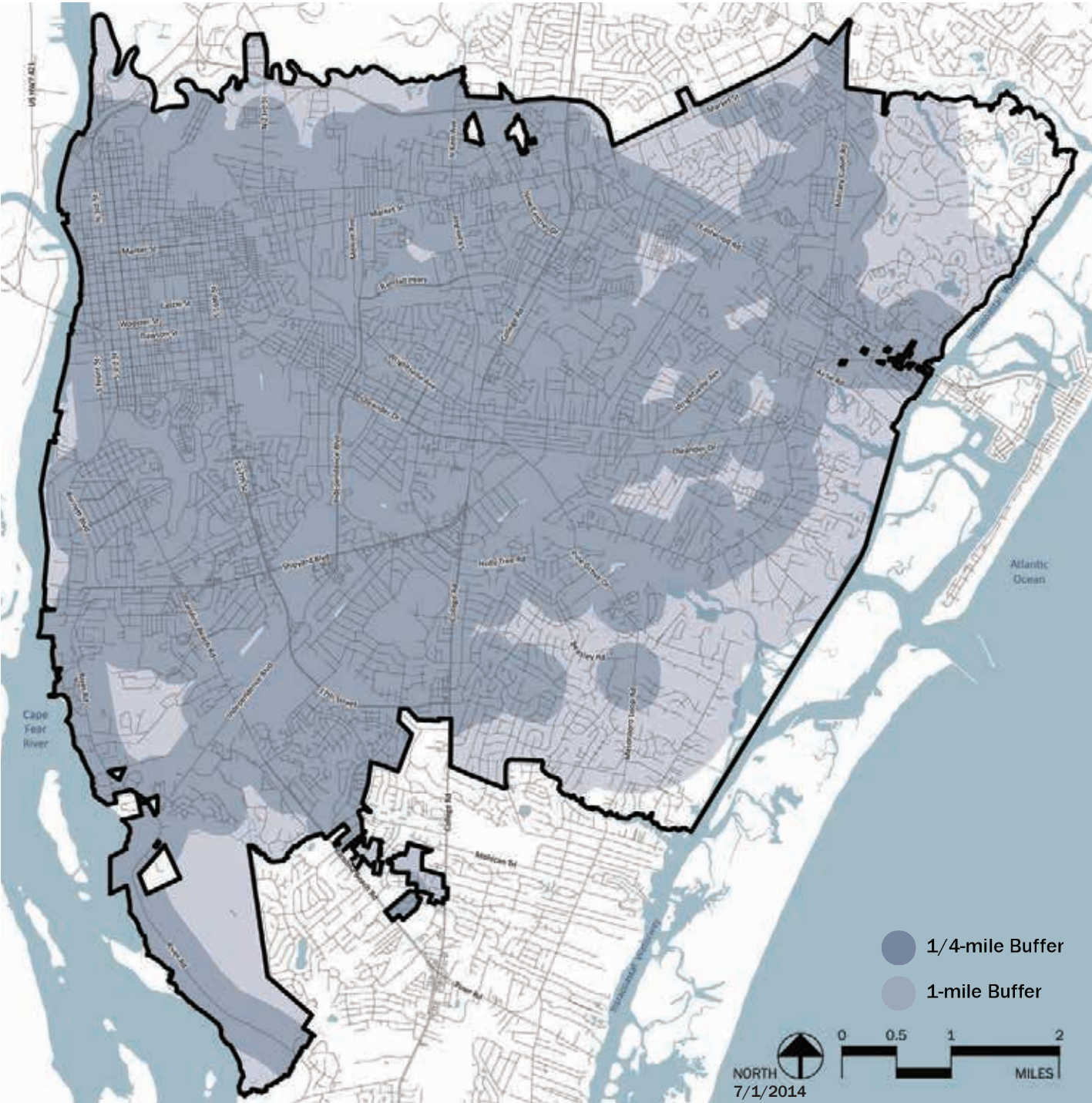
This map depicts the areas of the city that are within ¼-mile of an active transportation facility, which include sidewalks, bike lanes, and multi-use paths/trails. Active transportation options include travel modes that require an individual to expend energy to reach their destination, such as walking or bicycling.

Source: FOCUS Health and Wellness Gap Analysis

Document Cross-Reference:
Transportation

Food & Nutrition

2.6 Healthy Food Options

Healthy Food Options by Store Type
The range of fresh foods needed for a balanced diet is not available in all types of food stores. Many stores provide mostly "junk" foods, which furthers the negative effects of food deserts in urban areas.

Full-service Grocery Stores

Food Choice: Complete
Fresh Foods: Available
Example: Harris Teeter at Long Leaf Mall

Discount Variety Stores

Food Choice: Reduced
Fresh Foods: Very Limited
Example: Family Dollar at Market and 10th streets

Drug & Convenience Stores

Food Choice: Limited
Fresh Foods: None
Example: Walgreens at College Road and Oleander Drive

MyPlate

MyPlate is a nutrition education tool that translates nutritional recommendations into the types and amounts of food to eat each day. The intent of the icon is to prompt consumers to think about building a healthy plate at all meal times. MyPlate illustrates the portions of fruits, vegetables, grains, proteins, and dairy that make up a healthy meal.

Source: US Department of Agriculture

External Resource:
ChooseMyPlate.gov

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12/1/2014

Full-service
Grocery Stores

1/4-mile Buffer

1-mile Buffer

Food Deserts

0   0.5   1   2
                MILES
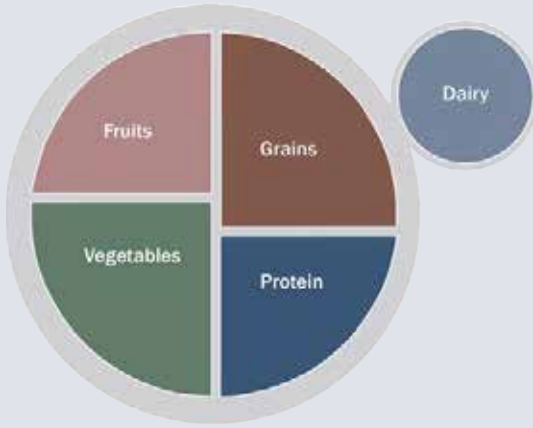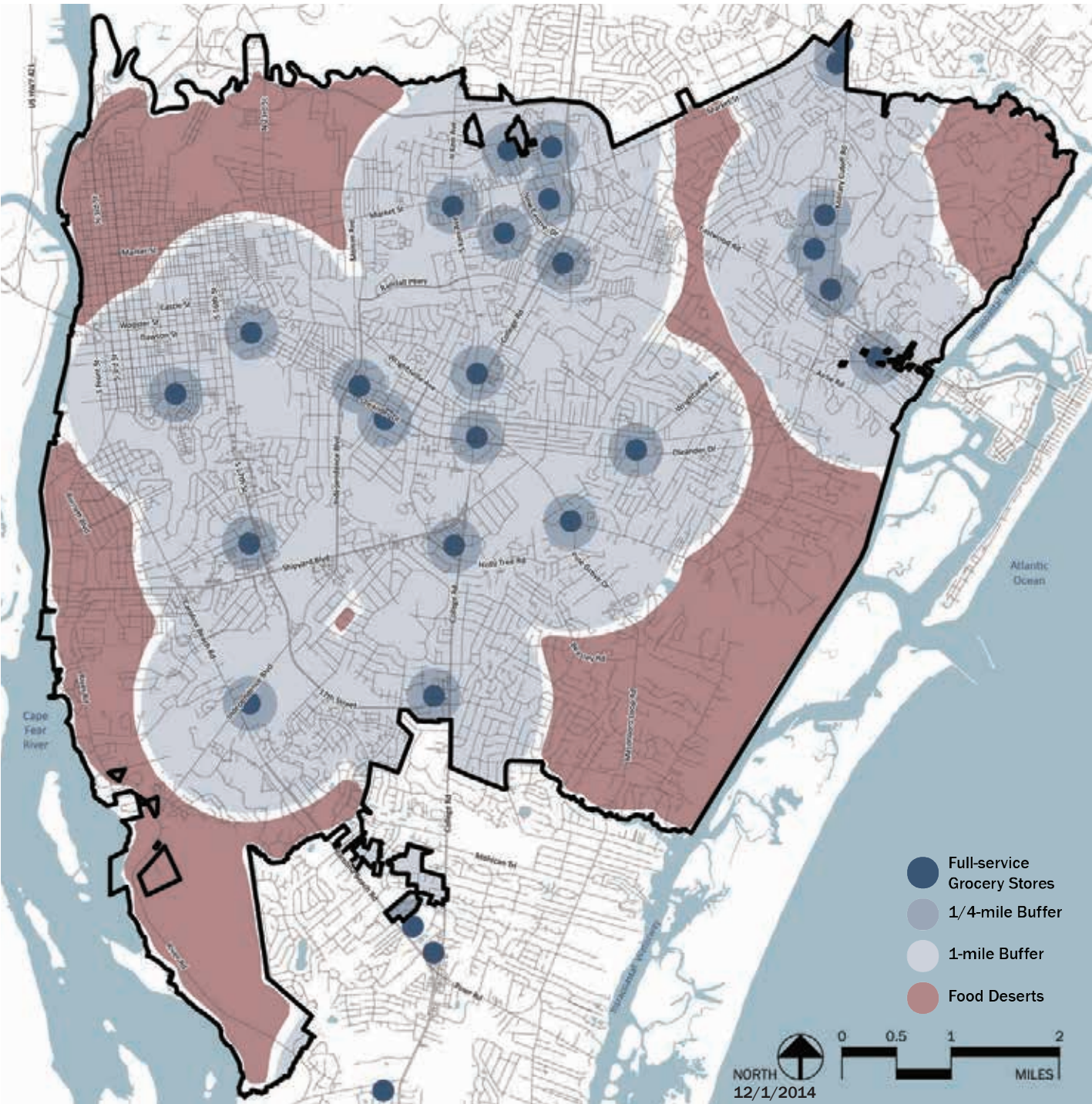
Full-service Grocery Stores

This map depicts existing full-service grocery stores within the city limits. "Full-service" means that the store is open seven days a week, offers fresh produce, and accepts payment from assistance programs. The map includes a ¼-mile buffer around each store, indicating the typical distance a person is willing to walk to shop for groceries.

What is a Food Desert?

A food desert is a geographic area of the city with limited access to fresh, healthy, and affordable food. These areas are not served by full-service grocery stores, requiring greater travel to acquire a full spectrum of healthy foods at competitive prices. Food deserts have a disproportionate impact on areas with lower incomes.

NORTH
12/1/2014

Grocery Stores

Discount Variety Stores

Drug & Convenience Stores

Food Deserts

0   0.5   1   2
                MILES
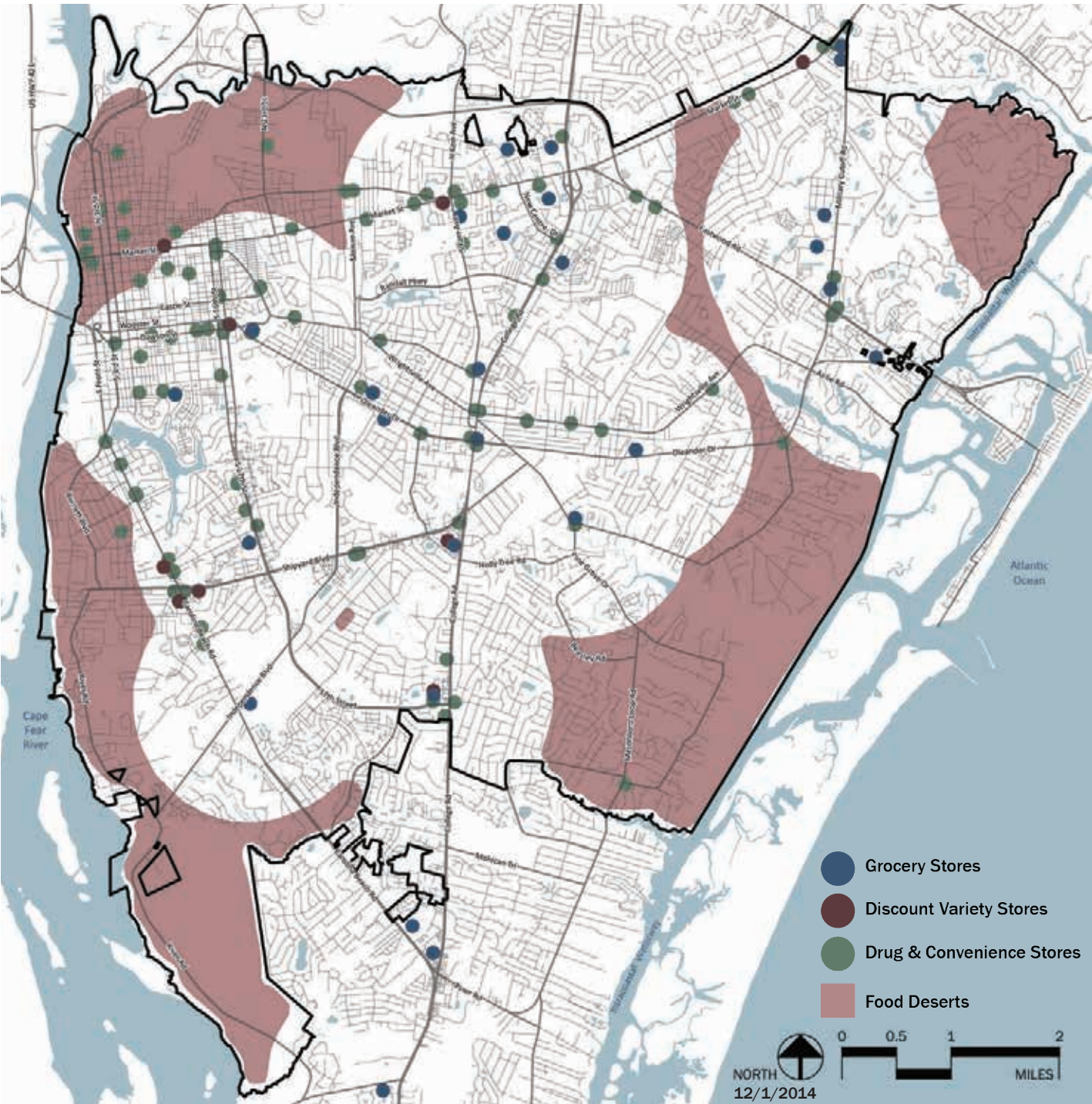
Access to All Store Types

This map depicts all existing food store types within the city limits and existing food deserts, which are areas of the city that are more than one mile away from a full-service grocery store. The types of foods that are available at each type of food store varies from a very limited food choice and few healthy eating options to a complete food choice and access to fresh foods that are essential for a healthy diet.

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Conditions

Schools

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Legend:
- Pre-K
- Elementary
- Middle
- High
- Charter
- College
- School Grounds

0   0.5   1   2
MILES
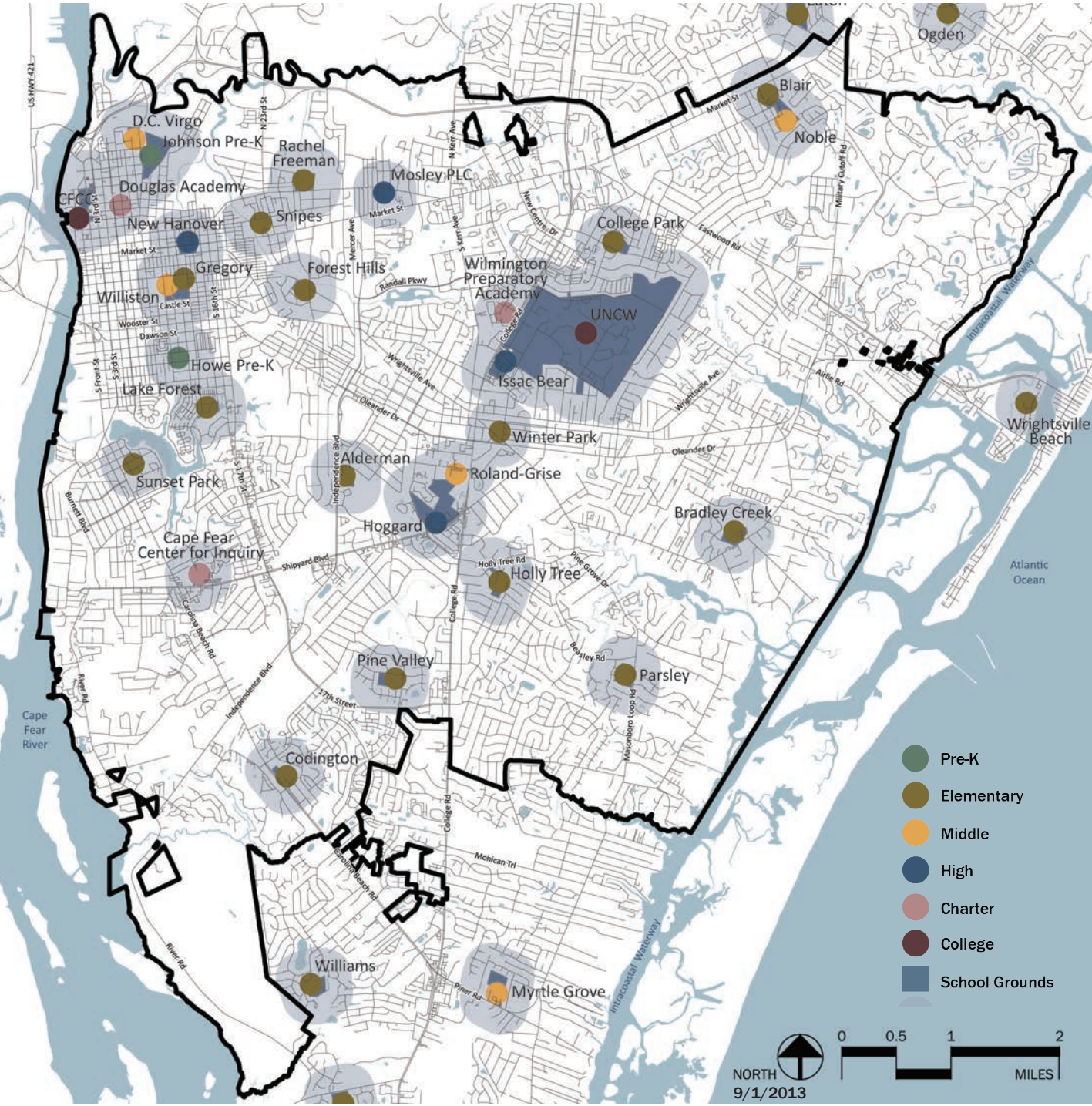
2.8 Schools in the City

There are a total of 29 public schools within the city limits, occupying approximately 1,027 acres of land. There are two Pre-K schools, 14 elementary schools, four middle schools, four high schools, three charter schools, and two colleges/universities. The map above indicates the location of each school and provides a

¼-mile buffer around each facility that indicates the typical distance a person is willing to walk to school. The white areas on the map indicate areas outside of the ¼-mile buffer.

2.9 School Enrollment

Public School Enrollment (PreK-12) by City, County, & State 2010

In 2010, approximately 16,000 students were enrolled in public schools within the city. The primary school student population normally makes up the largest portion of public school enrollment. There are 14 elementary schools, four middle schools, four high schools, and three charter schools located within the city.

Source: U.S. Census Bureau

Percentage of School Enrollment (K-12)

Legend:
- Wilmington
- New Hanover County
- North Carolina

Pre-K: 10.8, 10.9, 8.1
Kindergarten: 6.0, 5.9, 7.1
Grades 1-8: 54.4, 54.7, 56.2
High School: 28.9, 28.5, 28.6
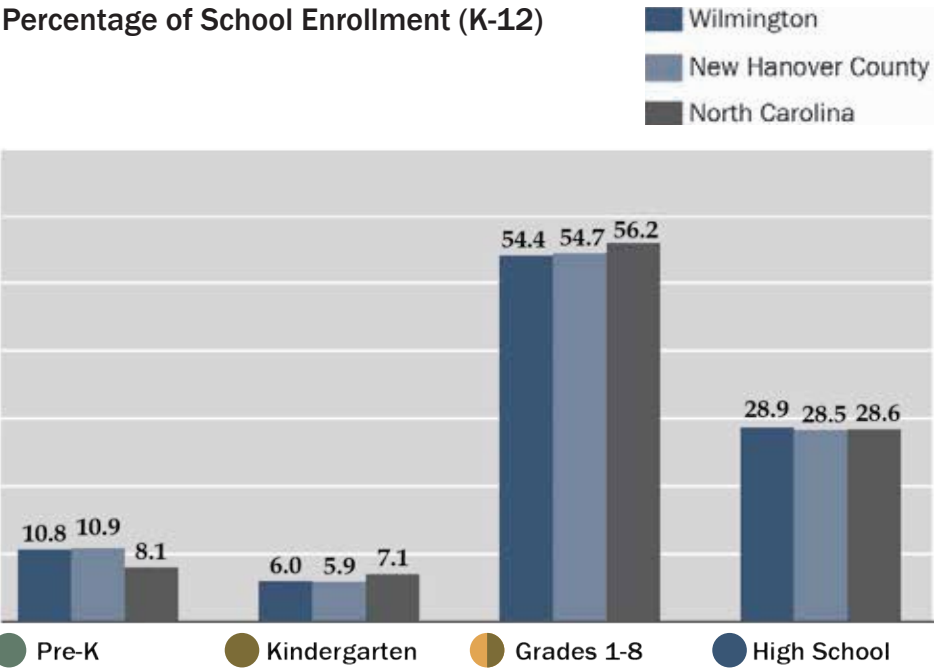
Public School Students (K-12)

	Student Population	Total Population	Percent of Total Population	Students per 1,000 Residents
Wilmington	14,335	106,476	13.5%	135
New Hanover County	28,799	202,667	14.2%	142
North Carolina	1,645,550	9,535,483	17.3%	173

Source: U.S. Census Bureau, 2010

Of the 10 most populated North Carolina cities, Wilmington ranked 9th out of 10 for the number of K-12 students per 1,000 persons. The city's K-12 student population is also lower percentage of the population than that of the county and the overall state.

2.10 Elementary Schools (Pre-K - 5th Grade)

10/23/2014

Schools: **24**

Students: **11,668**

Elementary School Performance & Enrollment 2011-2012

Schools	Reading & Math*	Science*	Total Enrollment
Alderman	59.1%	77.6%	281
Anderson	75.9%	82.9%	652
Bellamy	81.2%	89.7%	642
Blair	74.1%	80.0%	608
Bradley Creek	71.9%	68.3%	425
Carolina Beach	81.6%	73.7%	480
Castle Hayne	60.3%	52.8%	482
Codington**	92.8%	95.0%	532
College Park	70.4%	86.7%	520
Eaton**	91.4%	85.6%	566
Forest Hills	56.2%	73.8%	441
Gregory**	60.3%	76.1%	367
Holly Tree	87.4%	94.0%	495
Murrayville	69.1%	91.0%	639
Ogden	93.0%	93.5%	664
Parsley	95.0%	95.0%	561
Pine Valley	75.2%	89.0%	522
Rachel Free-man	42.4%	61.2%	316
Snipes	32.6%	43.0%	506
Sunset Park	57.7%	95.0%	363
Williams	60.8%	73.0%	433
Winter Park	55.3%	72.2%	381
Wrightsboro	62.8%	76.9%	474
Wrightsville Beach	91.6%	93.9%	318
State Average	67.5	76.6	

Legend:
- Traditional
- Year-round
- Magnet

* Percent of students passing end-of-year tests
** Year-round or magnet school

Source: 2011-2012 NC School Report Cards

There are a total of 24 elementary schools located across New Hanover County, including 21 traditional elementary schools, two year-round schools, and one magnet school. This map depicts the elementary schools and the school districts for the traditional elementary schools (2014). There are approximately 11,668 students enrolled in New Hanover County elementary schools, with 6,318 students attending elementary schools located within the city's corporate limits. Year-end testing for reading, math, and science are used to help determine overall school performance. Within the city limits, Parsley, Codington, and Holly Tree elementary schools had the highest percentage of students passing these year-end tests.
Source: New Hanover County Schools

2.11 Middle Schools (6th - 8th Grades)

10/23/2014

Schools: **8**

Students: **5,761**

Middle School Performance & Enrollment 2011-2012

Schools	Reading & Math*	Science*	Total Enrollment
D.C. Virgo	NA	NA	295
Holly Shelter	67.8%	81.4%	693
Murray	80.8%	85.1%	801
Myrtle Grove	83.3%	87.3%	785
Noble	82.5%	90.0%	718
Roland Grise	81.6%	90.4%	862
Trask	71.9%	82.2%	833
Williston	51.0%	58.4%	784
State Average	67.5%	76.6	

* Percent passing end-of-year tests

Source: 2011-2012 NC School Report Cards

Legend:
- Wilmington
- New Hanover County

There are a total of eight middle schools located across New Hanover County. This map depicts the middle schools and their current school districts (2014). There are approximately 5,761 students enrolled in New Hanover County middle schools, with 2,649 students attending middle schools located within the city's corporate limits. Year-end testing for reading, math, and science are used to help determine overall school performance. Within the city limits, Myrtle Grove, Noble, and Roland Grise middle schools had the highest percentage of students passing these year-end tests.

Source: New Hanover County Schools

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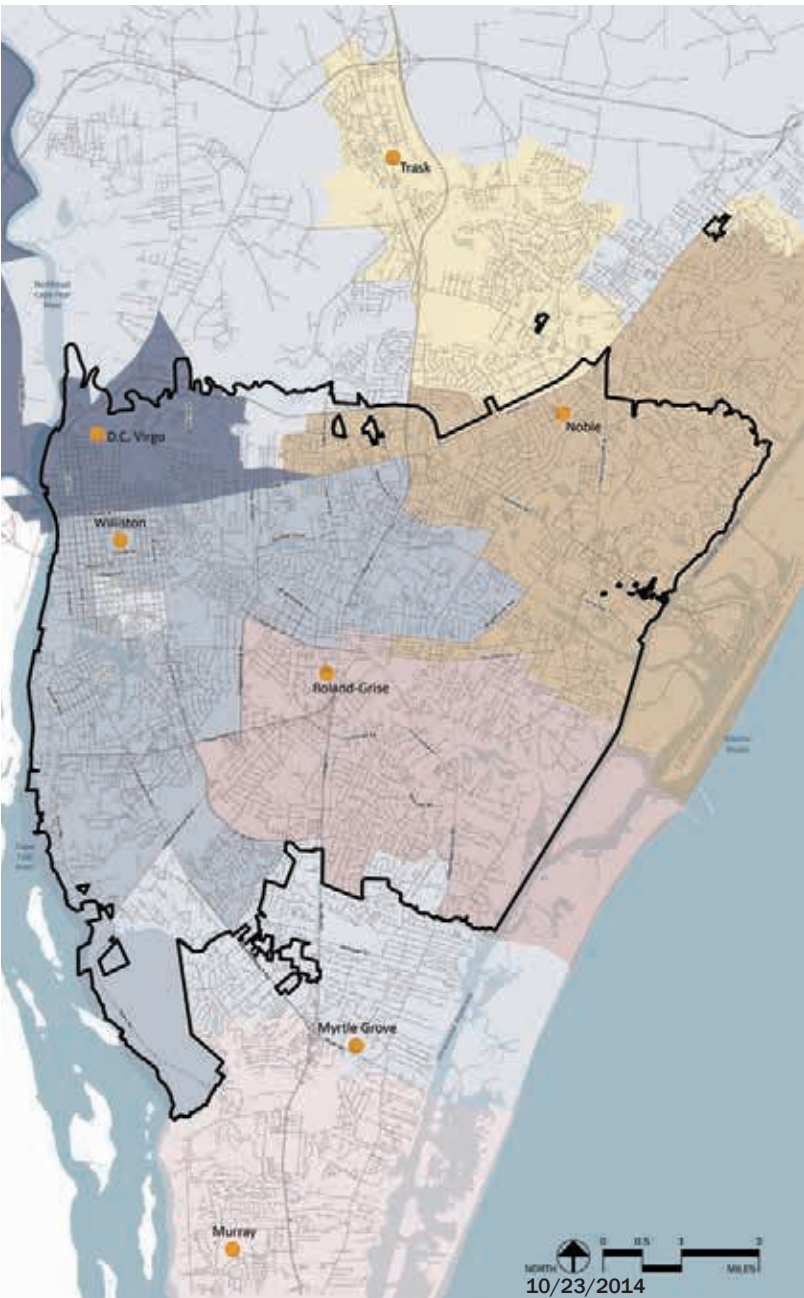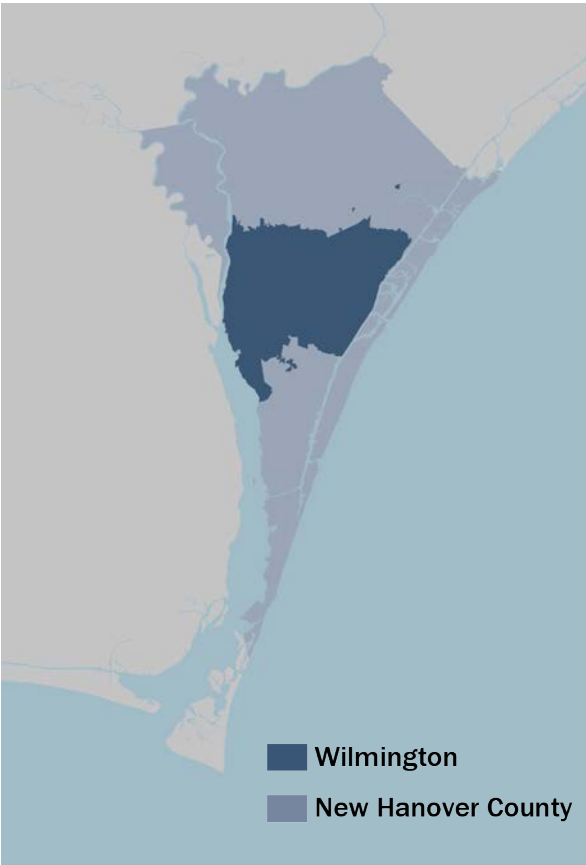
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2.12 High Schools (9th - 12th Grades)

10/23/2014

Legend:
- Traditional
- Alternative
- Ashley School District
- Hoggard School District
- Laney School District
- New Hanover School District

Schools: **6**

Students: **6,991**

High School Performance

Schools	English, Algebra, & Biology*	Average SAT Score
Ashley	81.2%	1009
Hoggard	90.0%	1079
Isaac Bear	95.5%	1151
Mosley	40.5%	NA
Laney	84.5%	998
New Hanover	77.4%	974
State Average	81.4%	997

* Percent passing end-of-year tests

Source: 2011-2012 NC School Report Cards

Graduation Rate & Enrollment

Schools	Graduation Rate	Enrollment
Ashley	78.7%	1,690
Hoggard	84.5%	1,658
Isaac Bear	95.0%	217
Mosley	66.7%	80
Laney	85.2%	1,841
New Hanover	82.6%	1,505
State Average	80.4%	

Source: 2011-2012 NC School Report Cards

There are a total of six high schools located across New Hanover County. This map depicts the high schools, two traditional high schools and two alternative high schools, and their current school districts (2014). There are approximately 6,991 students enrolled in New Hanover County high schools, with 3,460 students attending high schools located within the city's corporate limits. Year-end testing for English, algebra, and biology and average SAT scores are used to help determine overall school performance. Within the city limits, Isaac Bear Early College High School and Hoggard High School had the highest percentage of students passing year-end tests and had the highest average SAT scores.
Source: New Hanover County Schools

2.13 School Performance

Average SAT Scores by County & State, 2010-2012

- New Hanover County
- North Carolina

Legend:
- 1300 - 1400
- 1400 - 1500
- 1500 - 1600

Average SAT Scores

Of the 10 most populated North Carolina counties, New Hanover County ranked 4th highest in average SAT scores in 2012. New Hanover County's average SAT scores were slightly higher than the state average between 2010 and 2012.

Source: NC State Board of Education, Department of Public Instruction

Average SAT Scores, 2012

Rank	County	Score
1	Wake	1565
2	Buncombe	1538
3	Union	1529
4	**New Hanover**	**1501**
5	Forsyth	1479
6	Mecklenburg	1463
7	Gaston	1429
8	Guilford	1424
9	Durham	1399
10	Cumberland	1383

Dropout Rate by County & State 2008-2012

Of the 10 most populated North Carolina counties, New Hanover County had the 3rd lowest dropout rate in 2012. Rates are calculated as the percent of total student enrollment (grades 9-12). Overall, dropout rates dropped from 2008 to 2012 for both the county and state. New Hanover County's dropout rate declined by half from 2008 to 2012.

Source: NC State Board of Education, Department of Public Instruction

Legend:
- 1.0 - 2.0 %
- 2.0 - 2.5 %
- 2.5 - 3.0 %
- 3.0 - 3.5 %

Average Dropout Rate

Dropout Rate chart: New Hanover County 5.4, 4.5, 4.9, 3.8, 2.3; North Carolina 5.0, 4.3, 3.8, 3.4, 3.0 (School Year 2008, 2009, 2010, 2011, 2012)

- New Hanover County
- North Carolina

Dropout Rate in 2012

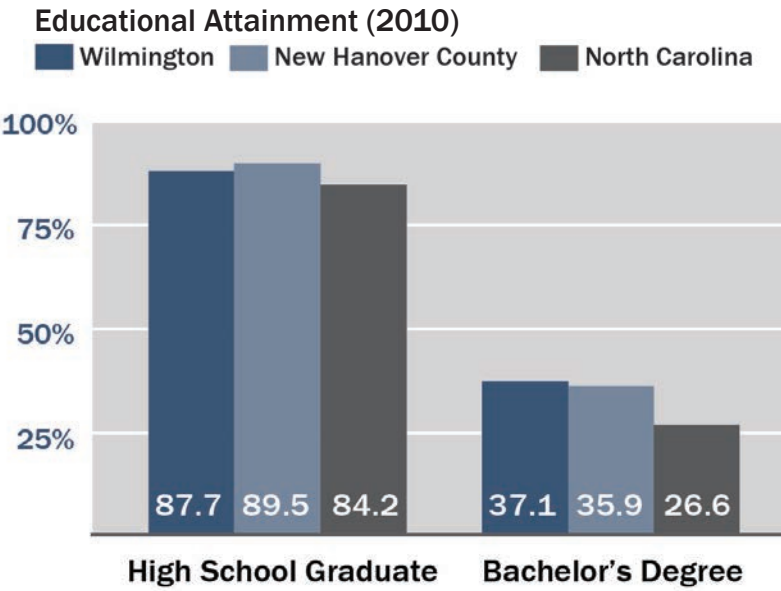| Rank	County	Rate
1	Durham	3.6%
2	Gaston	3.4%
3	Forsyth	3.4%
4	Mecklenburg	3.2%
5	Buncombe	3.1%
6	Wake	2.8%
7	Cumberland	2.6%
8	**New Hanover**	**2.3%**
9	Guilford	2.2%
10	Union	1.7%

2.14 Educational Attainment

Educational Attainment by City, County & State 2007-2011 5-year Estimate

Nearly 90% of New Hanover County's population had a high school diploma; which is greater than that of the overall state population. Over 37% of the city's population has a bachelor's degree, which is also above the state average. Of the 10 most populated North Carolina counties, New Hanover County ranked 2nd highest out of 10 for the number of persons with a high school diploma and the 4th highest out of 10 for the number of persons with a bachelor's degree.
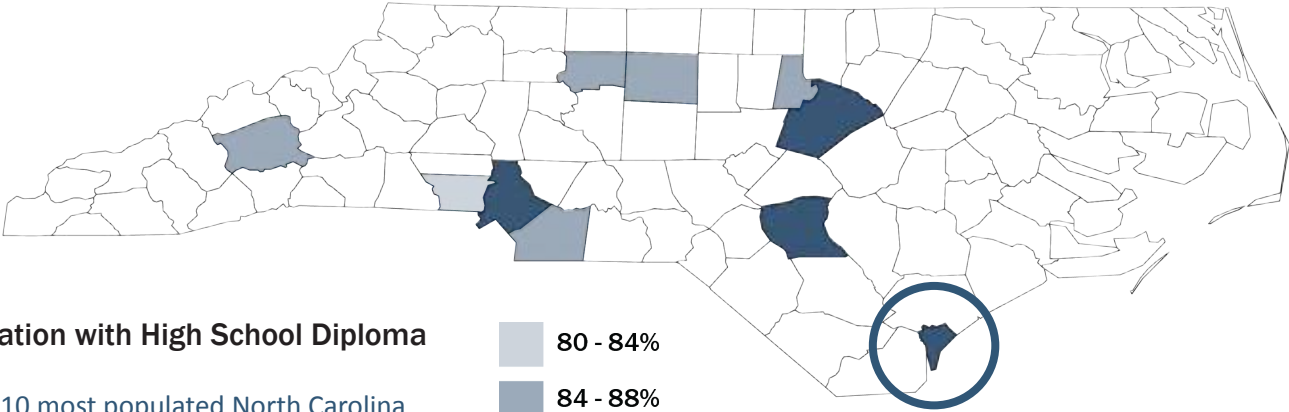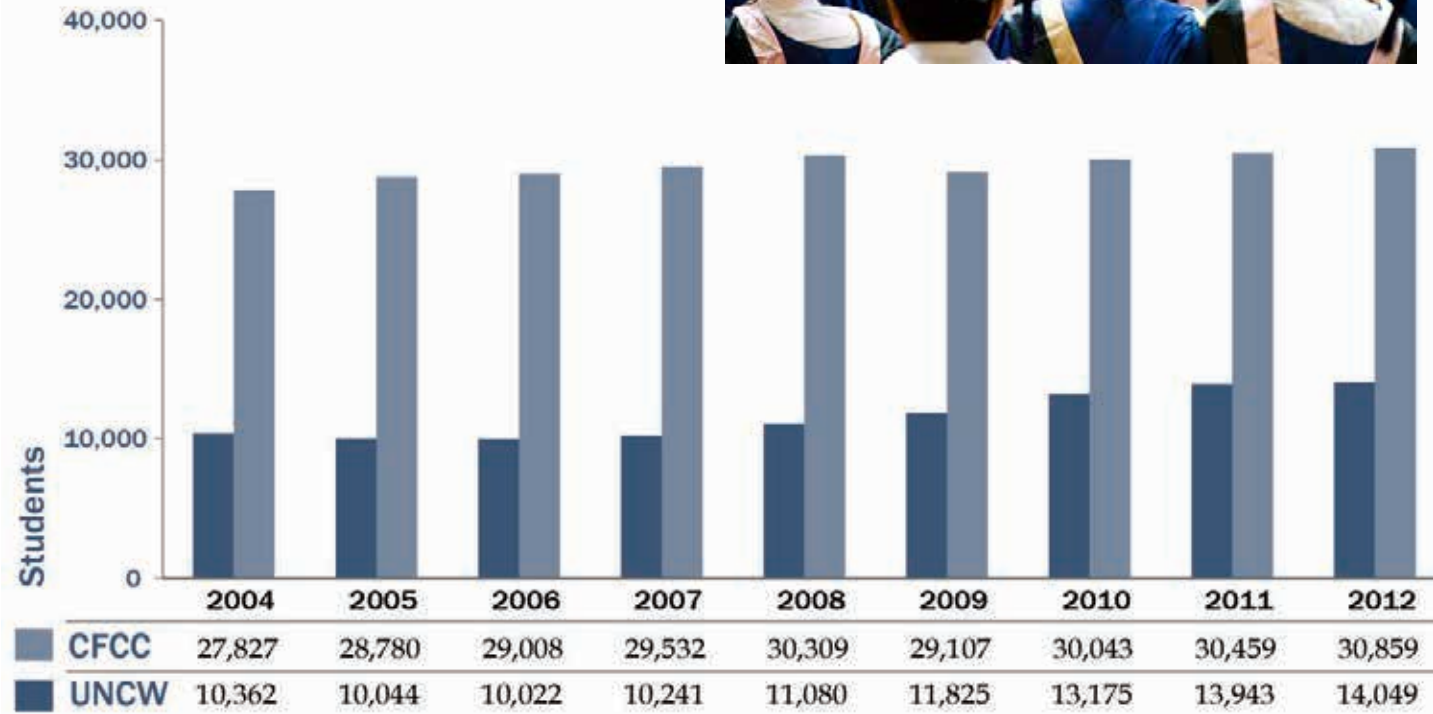
Source: U.S. Census Bureau

Educational Attainment (2010)

Wilmington | New Hanover County | North Carolina

	High School Graduate	Bachelor's Degree
Wilmington	87.7	37.1
New Hanover County	89.5	35.9
North Carolina	84.2	26.6

UNCW & CFCC Enrollment 2004-2012

Both Cape Fear Community College (CFCC) and the University of North Carolina at Wilmington (UNCW) saw a steady increase in student population between 2004 and 2012. The community college saw a slightly higher growth rate than that of UNCW. Student enrollment at UNCW is projected to increase by approximately 7% from 2012 to 2020.

Source: UNCW & CFCC

|	2004	2005	2006	2007	2008	2009	2010	2011	2012
CFCC	27,827	28,780	29,008	29,532	30,309	29,107	30,043	30,459	30,859
UNCW	10,362	10,044	10,022	10,241	11,080	11,825	13,175	13,943	14,049

Population with High School Diploma 2010

Of the 10 most populated North Carolina counties, New Hanover County ranked 2nd highest in the percentage of population with a high school diploma in 2010.

Source: US Census Bureau

80 - 84%
84 - 88%
88 - 92%

Percentage of Population
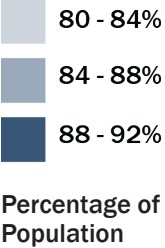
Persons with a High School Diploma
(% of Population, Age 25+)

Rank	County	Rate
1	Wake	92%
2	**New Hanover**	**90%**
3	Cumberland	89%
4	Mecklenburg	89%
5	Buncombe	88%
6	Forsyth	87%
7	Guilford	87%
8	Union	87%
9	Durham	87%
10	Gaston	80%
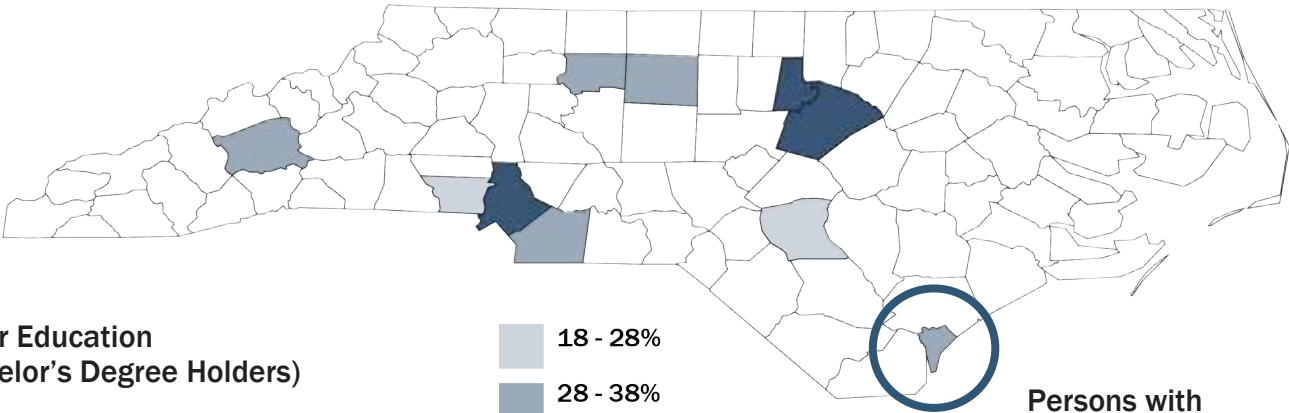
Higher Education (Bachelor's Degree Holders) 2010

Of the 10 most populated North Carolina counties, New Hanover County ranked 4th highest in the percentage of population over 25 with a bachelor's degree in 2010.

Source: US Census Bureau

18 - 28%
28 - 38%
38 - 48%

Percentage of Population
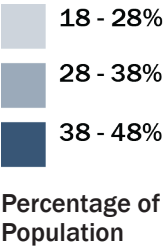
Persons with Bachelor Degrees
(% of Population, Age 25+)

Rank	County	Rate
1	Wake	48%
2	Durham	44%
3	Mecklenburg	40%
4	**New Hanover**	**36%**
5	Guilford	33%
6	Buncombe	32%
7	Forsyth	31%
8	Union	30%
9	Cumberland	22%
10	Gaston	18%

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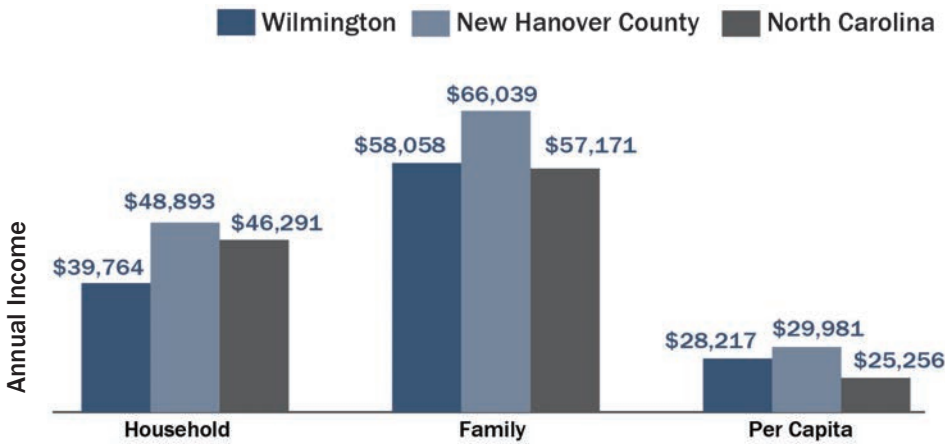
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Economy

2.15 Income

Household, Family, & Per Capita Income by City, County, & State 2010

Of the 10 most populated North Carolina cities, Wilmington ranked 5th out of 10 for average household income, 4th out of 10 for average family income and 4th out of 10 for average per capita income in 2010. The average household (one or more unrelated persons sharing residence) income within the city was less than that of the county and state.
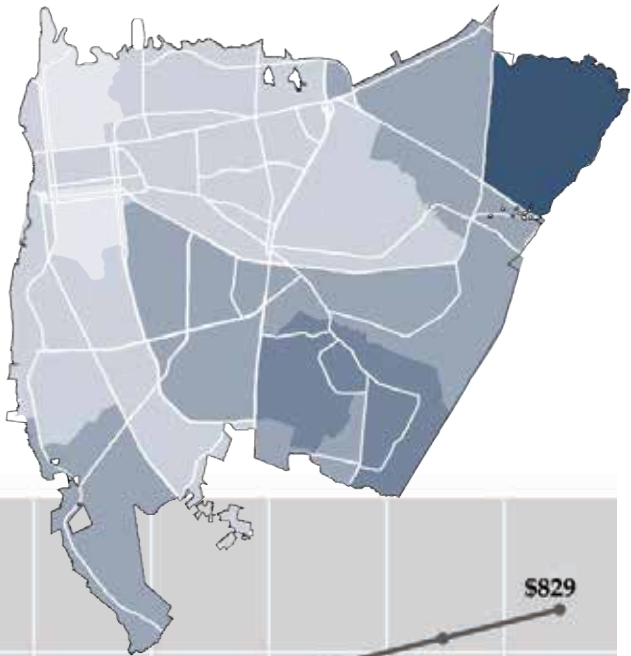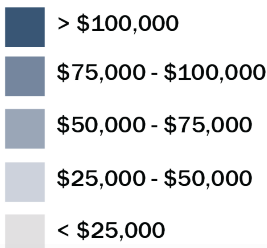
Source: U.S. Census Bureau

Average Weekly Income by County & State 2002-2012

Average weekly incomes within the county and throughout the state increased steadily from 2002 to 2012. The county's average weekly wage leveled off in 2011.

Source: U.S. Bureau of Labor Statistics

Median Income by Census Tracts 2010

This map depicts the median income levels across the city by census tract.

Source: U.S. Census Bureau

- > $100,000
- $75,000 - $100,000
- $50,000 - $75,000
- $25,000 - $50,000
- < $25,000
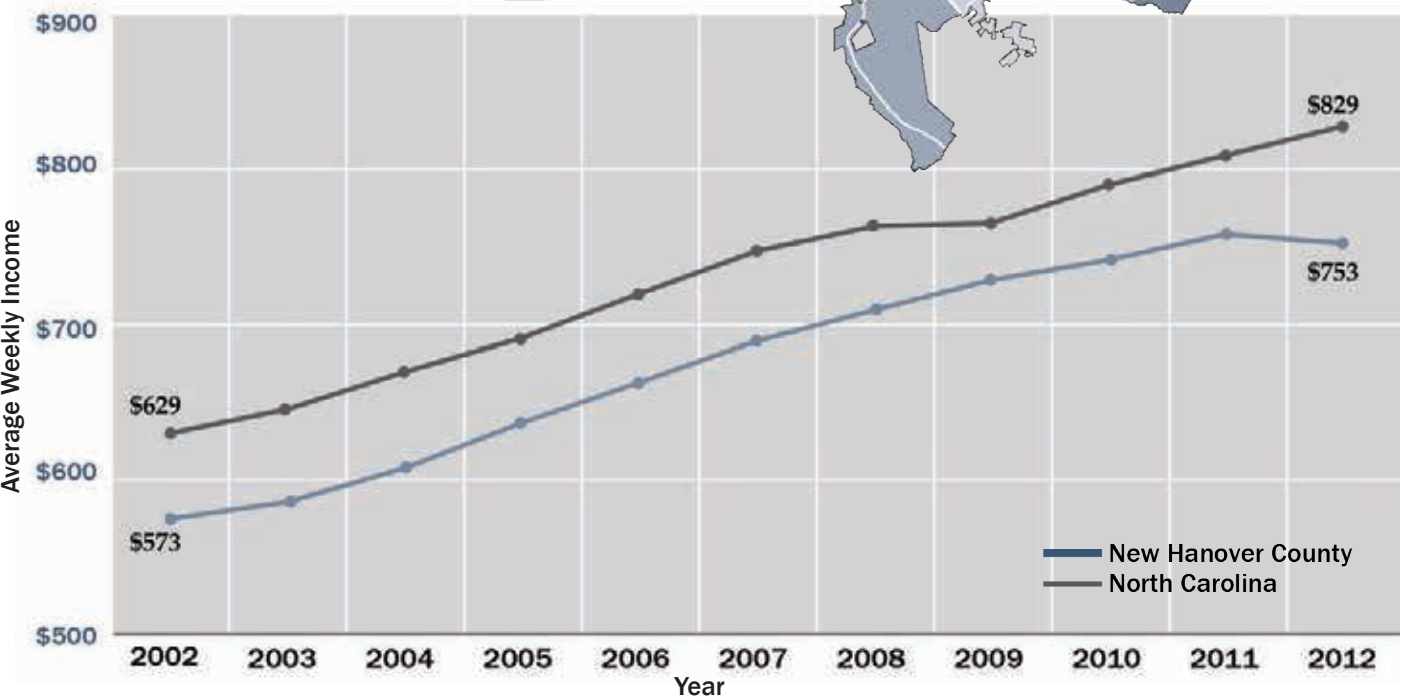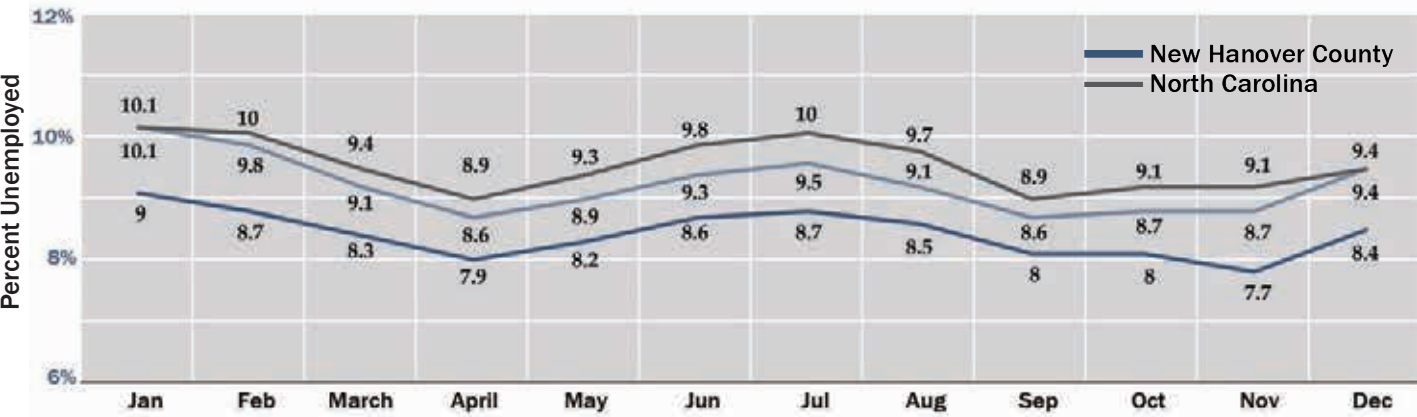
2.16 Employment

Unemployment Rates, 2012 by City, County, & State

Of the 10 most populated North Carolina cities, Wilmington had the 4th highest unemployment rate in 2012. The unemployment rates within the city, county, and state improved slightly in 2012.

Source: NC Employment Security Commission

Employment by Sector by City, County, & State, 2012

Wilmington's largest employment sector is Education Services, Health Care and Social Assistance. The table to the right displays in more detail Wilmington's employment sectors as compared to the county and the state. The table also depicts how each sector has been trending as a percentage of overall employment since the year 2000.

Source: U.S. Census Bureau

Area's Largest Employers (1,000+ Employees) New Hanover County, 2010

New Hanover Regional Medical Center
New Hanover County School System
University of North Carolina
The Shaw Group
New Hanover County
Cellco Partnership
PPD Development
Wal-Mart
Cape Fear Community College
Corning Inc

Source: NC Employment Security Commission

Employment Sectors & Trends*

Employment Sector	Wilmington		New Hanover County		North Carolina	
Agriculture, forestry, fishing and hunting, mining	0.2%	⬌	0.2%	⬇	1.5%	⬌
Construction	7.5%	⬇	8.0%	⬇	7.3%	⬇
Manufacturing	5.1%	⬇	6.7%	⬇	12.8%	⬇
Wholesale trade	2.5%	⬆	3.0%	⬌	2.9%	⬌
Retail trade	12.4%	⬇	12.1%	⬇	11.7%	⬆
Transportation and warehousing, utilities	3.6%	⬌	3.9%	⬌	4.3%	⬇
Information	2.3%	⬇	2.7%	⬌	1.8%	⬇
Finance and insurance, real estate and rental and leasing	5.2%	⬇	5.3%	⬇	6.4%	⬌
Professional, scientific, and management, administrative and waste management services	12.3%	⬆	12.1%	⬆	9.6%	⬆
Education services, health care and social assistance	24.8%	⬆	23.8%	⬆	23.4%	⬆
Arts, entertainment, recreation and accommodation and food services	15.9%	⬆	13.6%	⬆	9.0%	⬆
Other services, except public administration	5.8%	⬆	5.4%	⬌	4.9%	⬆
Public administration	2.4%	⬇	3.3%	⬇	4.4%	⬌

⬆ Trending Up ⬇ Trending Down ⬌ No Significant Change

* Trend based on percentage of overall employment in 2000, 2010, and 2012

Travel & Tourism Employment (Employees)

	New Hanover County	North Carolina
2007	5,670	190,910
2008	5,510	190,470
2009	5,060	183,800
2010	5,040	183,910
2011	5,100	188,400

Source: NC Department of Commerce

Travel & Tourism Local Tax Receipts

	New Hanover County	North Carolina
2007	$16,690,000	$529,030,000
2008	$16,680,000	$542,280,000
2009	$14,970,000	$509,820,000
2010	$15,720,000	$543,740,000
2011	$17,530,000	$560,950,000

Source: NC Department of Commerce

Travel and tourism employment and the amount of local tax receipts were at their lowest near the bottom of the Great Recession (2009).

Airport Passenger Volumes
Wilmington International Airport

|	2009	2010	2011	2 012
Enplanements	405,874	412,264	403,836	400,109
Deplanements	401,252	409,676	401,675	395,803

There was a slight increase in enplanements and deplanements in 2010, however, enplanements and deplanements declined overall between 2009 to 2012. Enplanements are projected to increase by over 20% from 2012 to 2020.

Source: www.flyilm.com

## Daily Non-stop Passenger Destinations
Wilmington International Airport

City	Airport Code	Airline
Atlanta	ATL	Delta
Charlotte	CLT	American/US Airways
New York	LGA	American/US Airways
Philadelphia	PHL	American/US Airways
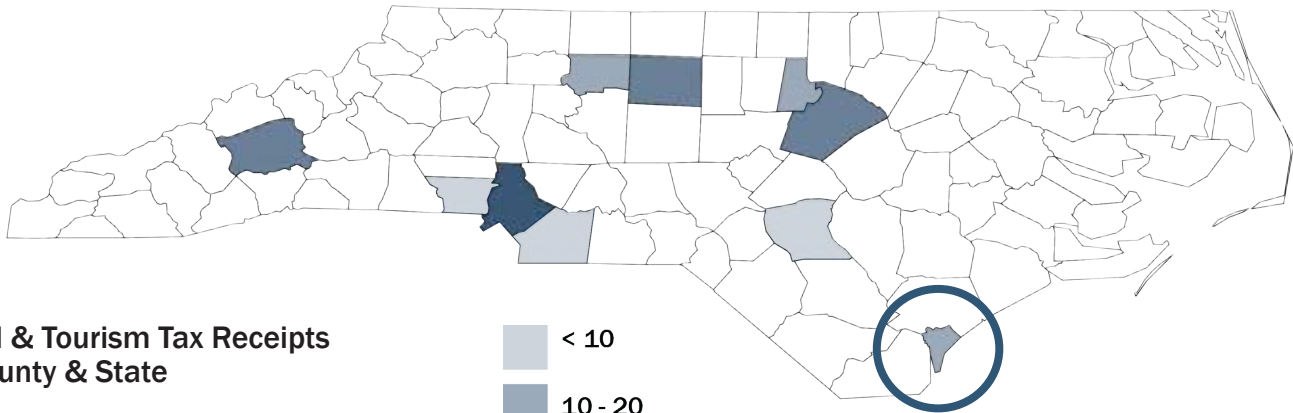
Travel & Tourism Tax Receipts by County & State
2012

Of the 10 most populated North Carolina counties, New Hanover County ranked 6th highest in the amount of tourism tax receipts in 2012. While there has been a decrease in travel and tourism employment since 2007, local tax receipts have remained steady in the county and have slightly improved across the state.
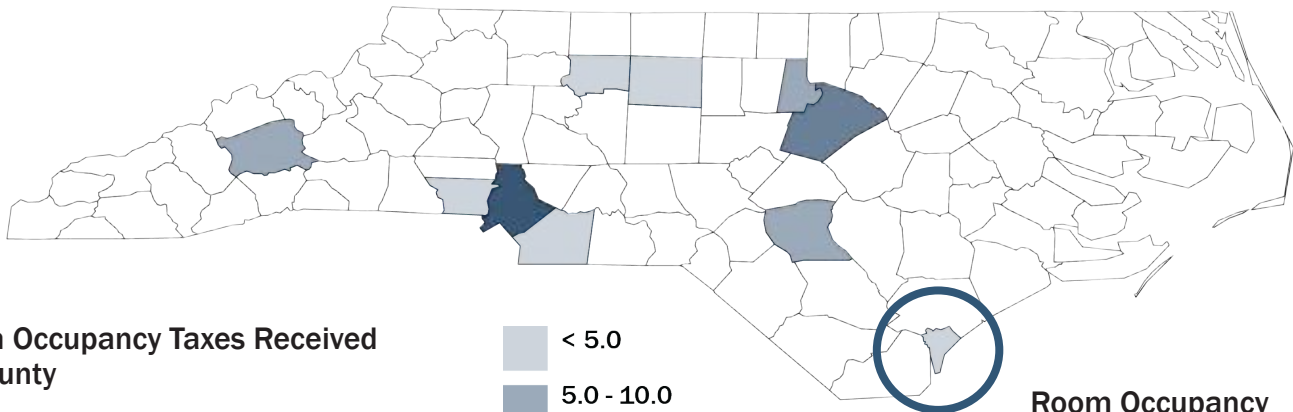
Source: NC Department of Commerce
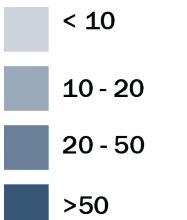
$Millions of Tax Receipts

< 10
10 - 20
20 - 50
>50

### Local Tourism Tax Receipts 2012
($ Millions)

Rank	County	Rate
1	Mecklenburg	$107.3
2	Wake	$47.7
3	Buncombe	$27.4
4	Guilford	$25.9
5	Durham	$19.3
6	**New Hanover**	**$18.4**
7	Forsyth	$12.8
8	Cumberland	$9.5
9	Gaston	$3.5
10	Union	$1.9

Room Occupancy Taxes Received by County
2011

Of the 10 most populated North Carolina counties, New Hanover County had the 3rd lowest amount of room occupancy taxes collected in 2011.

Source: NC Department of Revenue
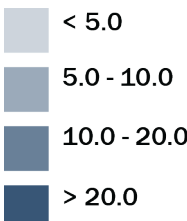
$Millions of Tax Collected

< 5.0
5.0 - 10.0
10.0 - 20.0
> 20.0

Room Occupancy Taxes Received
($ Millions)

Rank	County	Rate
1	Mecklenburg	$28.9
2	Wake	$15.4
3	Durham	$7.8
4	Buncombe	$7.4
5	Cumberland	$5.0
6	Guilford	$4.6
7	Forsyth	$3.9
8	**New Hanover**	**$3.8**
9	Gaston	$1.1
10	Union	$0.0

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Largest Tax Payers (Taxes Levied)
New Hanover County
2010

Duke Energy Progress	$1,251,486
General Electric	$1,154,015
Corning	$971,925
Celanese Corp	$381,956
AT&T (BellSouth)	$323,787
Arteva Specialties	$205,741
Centro Independence LLC (Mall)	$219,279
River Ventures (PPD)	$213,616
Global Nuclear Fuel Americas LLC	$183,812

Source: NC Employment Security Commission

Taxable Sales
County & State
2010-2012
New Hanover County saw an increase in taxable sales of nearly 21% between fiscal years 2009-10 and 2011-12. The State of North Carolina saw an increase in taxable sales of only 9% during this same period of time.

Fiscal Year	New Hanover County	Increase
2009-10	$2.6 Billion	n/a
2010-11	$2.9 Billion	11.5%
2011-12	$3.2 Billion	10.3%

Fiscal Year	North Carolina	Increase
2009-10	$94.6 Billion	n/a
2010-11	$96.8 Billion	2.3%
2011-12	$102.8 Billion	6.2%

Source: NC Department of Revenue

Garner Economic Target Analysis

In August 2013, the New Hanover County Board of Commissioners retained Garner Economics, LLC to conduct an economic development strategy and action plan to help New Hanover County strengthen existing industries and identify emerging industries.

Optimal Targets for New Hanover County
1 Life/Marine Sciences Research & Development
2 High Value Office Operations
3 Precision Manufacturing
4 Aircraft Assembly, Modification, & Maintenance

External Resource:
New Hanover County Garner Report

From its colonial origins, Wilmington emerged as an inland coastal seaport along the Cape Fear River. Maritime industrial operations have played a critical role in the city's economic prosperity and cultural identity ever since. Wilmington's nickname is "The Port City;" there are many local businesses and organizations that use that name.

The City of Wilmington and its port is located approximately midway between New York City and Miami. Owned and operated by the North Carolina State Ports Authority, the Port of Wilmington offers terminal facilities serving container, bulk and breakbulk operations. Wilmington is one of the few South Atlantic ports with readily available berths and storage areas for containers and cargo. Regional and national highway networks provide surface transportation to and from the Port of Wilmington. CSX Transportation provides daily rail service for boxcar, tanker and general cargo services.

Source: NC State Port Authority

Port History and Relocation

The value of deepwater ports was recognized by the state legislature in 1945 with the creation of the North Carolina State Ports Authority. Its job was to create two competitive ports through the sale of revenue bonds and create a better atmosphere for the development of North Carolina industry.

In 1949 the General Assembly approved the issuance of $7.5 million in bonds for construction and improvement of seaports to promote trade throughout the state. Terminals equipped to handle oceangoing vessels were completed at Wilmington and Morehead City in 1952.

In Wilmington, the state sponsored terminal relocated the bulk of maritime industrial activity south of downtown, an area used for shipbuilding during World War II. The site has undergone numerous expansions and upgrades since then.

Source: NC State Port Authority

PORT STATISTICS:

26 miles from the open sea.

9 berths with **6,768** feet of wharf frontage.

65 lift trucks with **52,000**-pound capacities.

2 gantry cranes and **9** container cranes.

1,000,000+ square feet of covered storage; **125+** acres of open storage.
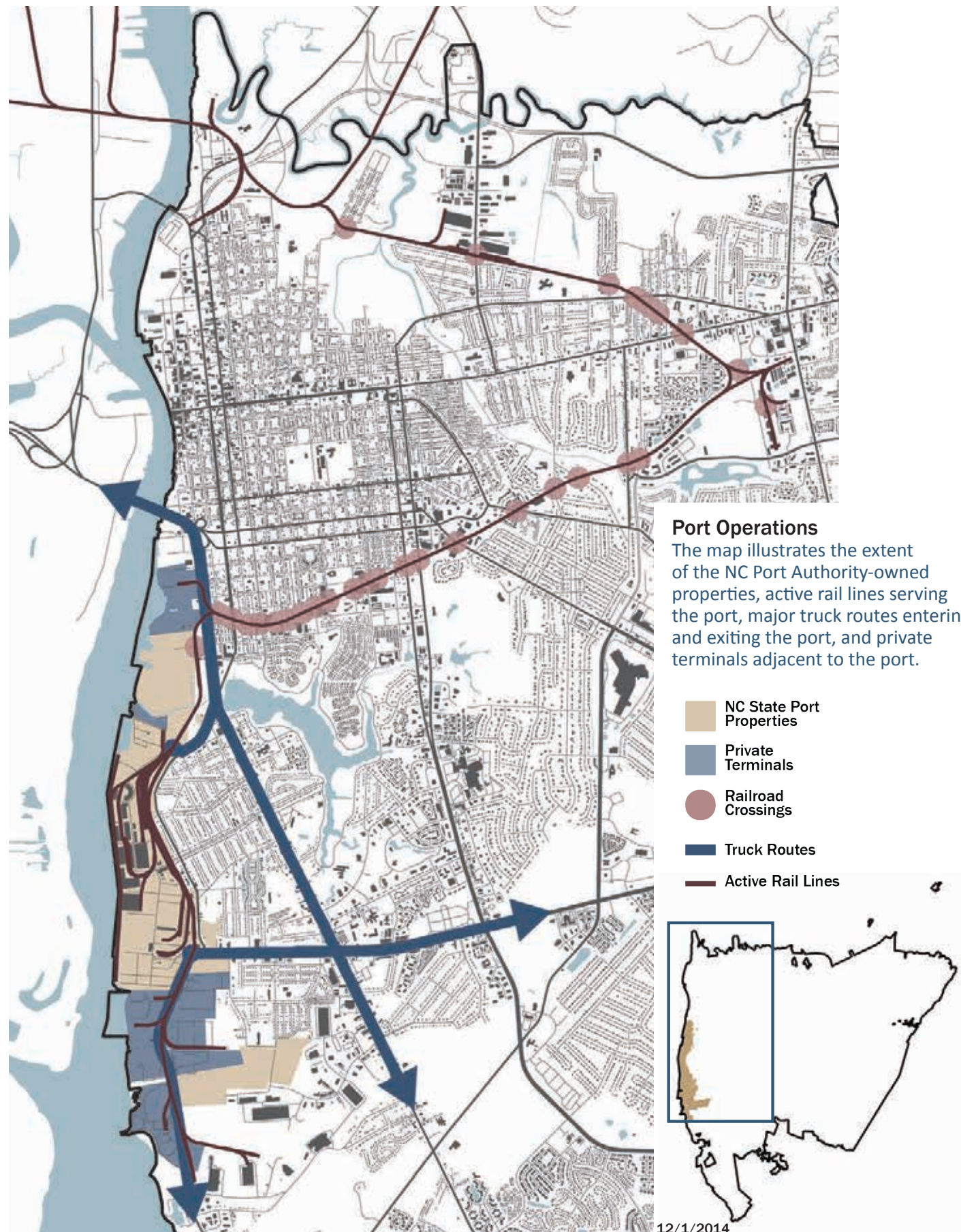
150+ acres of land available for development.

Port Operations

The map illustrates the extent of the NC Port Authority-owned properties, active rail lines serving the port, major truck routes entering and exiting the port, and private terminals adjacent to the port.

- **NC State Port Properties**
- **Private Terminals**
- **Railroad Crossings**
- **Truck Routes**
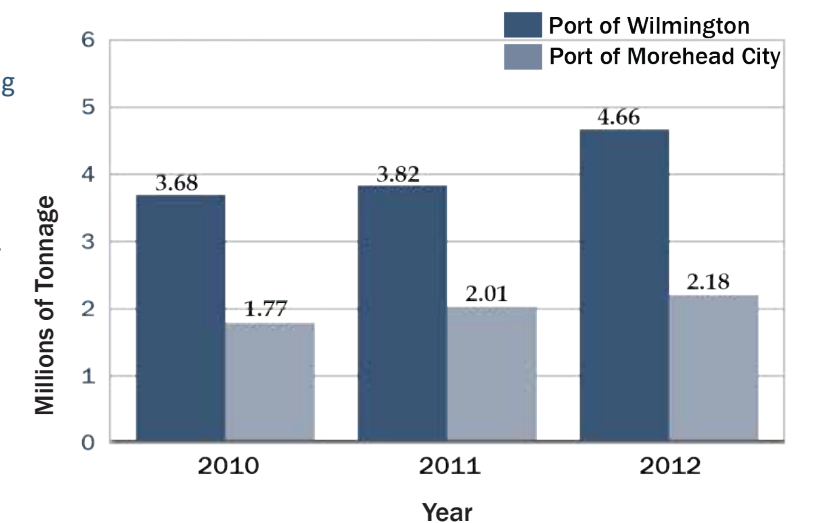- **Active Rail Lines**

12/1/2014

Port Volumes, 2010-2012 (Millions of Tonnage)

Wilmington is home to one of two sea ports serving North Carolina. Wilmington's 2012 tonnage total was more than double that of the port located in Morehead City. It is projected that the amount of bulk tonnage will increase by approximately 15% and breakbulk tonnage will increase by over 100%. from 2012 to 2020

Source: NC State Port Authority

Port of Wilmington / Port of Morehead City

Year	2010	2011	2012
Port of Wilmington	3.68	3.82	4.66
Port of Morehead City	1.77	2.01	2.18

Primary Trading Partners, 2013-2014 (Millions of Tonnage)

This graphic shows the volume of imported and exported goods by national trading partner through the Port of Wilmington.

Source: NC State Port Authority

Exports / Imports

Country	Imports	Exports
Brazil	1,153,429	
China	355,334	503,208
South Korea	137,289	267,157
Belgium	182,340	176,716
Turkey		323,703
Argentina	260,977	
Saudi Arabia	215,902	
Trinidad	209,795	
Canada	146,361	
Great Britain		140,669
The Netherlands	78,169	37,556
Italy		98,412
Taiwan		82,770
Romania	79,064	
Honduras		45,254
Guatemala		20,964

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