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Introduction

The Pineville Comprehensive Plan will become a tool to help manage growth and keep the Town of Pineville vital and competitive. The Comprehensive Plan is designed to respond to information as it's identified during the planning process, whether as part of the review of previous or ongoing initiatives, new analysis, or community input collected along the way. The Community Characteristics Report is an initial step in the process. It synthesizes information that's relevant to growth and development, including trends and projections. It also sets the stage for an integrated approach that considers a variety of issues in tandem and empowers participants to consider the relationship between land use, transportation, the environment, natural and community resources, and economic vitality. The Pineville Comprehensive Plan will maintain a focus on a core purpose—to ensure an informed decision, rooted in community values, is used to select a preferred growth strategy. This growth strategy, in turn, provides clear direction for land use initiatives.

Planning Process

The overarching goal of the Pineville Comprehensive Plan is to create a plan to forecast, direct, and manage growth in a way that helps the Town continue to grow into a vibrant, innovative, and inclusive community. The planning process for the Comprehensive Plan will be guided by a Core Team of Town staff and local representatives. In general, the Pineville Comprehensive Plan process rests on four pillars:

- Use goal setting and visioning exercises to understand baseline community desires.
- Leverage the work of earlier and ongoing plans.
- Create a holistic understanding of community dynamics.
- Offer realistic and measurable strategies for the plan's major topic areas.

The initial phase of the Pineville Comprehensive Plan includes the review of community characteristics presented in this document combined with engagement efforts to determine guiding statements that support the overarching goal.

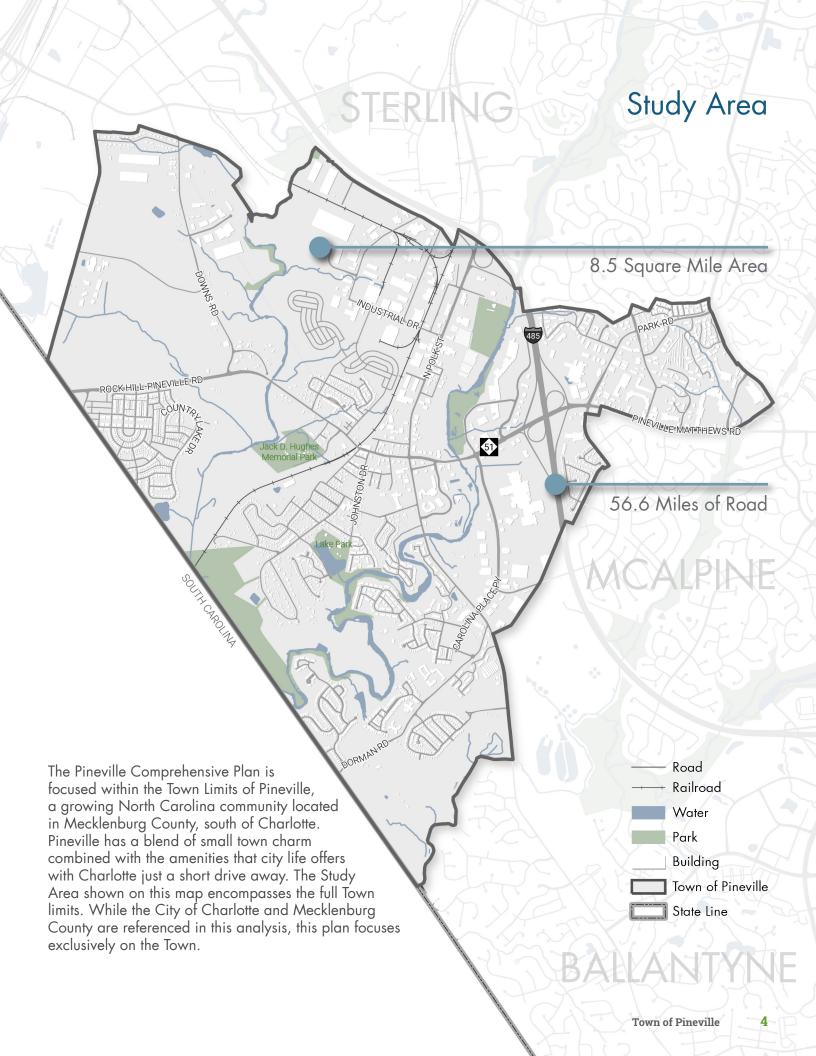


Previous Plans and Processes

The Pineville Comprehensive Plan is not an isolated effort. It builds on the work of the 2020 Pineville PARC Plan and the 2021 Pineville Mobility Plan to create a cohesive strategy for future growth in Pineville. The Community Characteristics Report uses these and other local and regional plans to form a picture of the existing and planned conditions in the area.







Plan and Policy Review

It is vital to understand land use policy and related recommendations that already exist and to leverage work that has already been conducted by planning professionals in Pineville and the greater region. This section outlines various planning efforts that contain recommendations relevant to the development of the Pineville Comprehensive Plan. All recommendations listed are summarized from their respective documents.

Pineville Mobility Plan (2021)

Overview

With an increasing population and a desire for accessible and connected multimodal transportation options, there is a demand for a more walkable and bikeable community. With those priorities in mind, the Town of Pineville developed the Pineville Mobility Plan to ensure success for future generations by creating more active transportation options for residents, businesses, and visitors.

The Pineville Mobility Plan serves as a guide for future decision making and planning efforts related to multimodal transportation in Pineville. The Town should reference the recommendations and prioritization in this document to create a more connected community that provides more transportation options for all users.

Relevant Recommendations

- Expand the pedestrian network and build the bicycle network along major connectors to allow multimodal transportation options for Pineville residents
- Upgrade select intersections to improve safety and accommodate multimodal forms of transportation:
- Upgrade select bus stops to increase the accessibility, comfort, and safety of transit:
 - NC 51 and Cranford Drive
 - NC 51 and Dover Street/Railroad
 - NC 51 and Leitner Drive/Carolina Place Parkway
 - NC 51 and Park Road
 - Johnston Road & McMullen Creek Parkway
 - Park Road & Willow Ridge Road
 - Park Road at Sam's Club
 - Polk Street at 400
 - Hwy 51 & Marfield Lane
- Implement programmatic efforts to improve conditions for walking and bicycling:
 - Multimodal policy
 - Design guidelines
 - Promotion and awareness
 - Local events
 - Transit access
 - Monitoring ans assessment

- NC 51 and Park Cedar Drive
- NC 51 and McMullen Creek Parkway
- Lowry Street and Marine Drive
- Lancaster Highway and Carolina Place Parkway



Pineville PARC Plan (2020)

Overview

Pineville developed the PARC Plan in 2020 to plan the future of the Parks and Recreation department. PARC stands for Parks, Art, Recreation, and Culture. This plan aims to help Pineville better serve its citizens through parks, open space, and recreation opportunities. As Pineville grows and expands during this planning period, the PARC Plan will help guide the Parks and Recreation Department in its quest to promote healthy lifestyles and provide recreation space to the citizens of Pineville. This plan studies Pineville today and anticipates future needs.

Relevant Recommendations

- Provide more sports facilities, including baseball, tennis, and basketball courts
- Provide two miles of trails, including accessible connections to the proposed Little Sugar Creek Greenway extension
- Expand Belle Johnston Community center to provide more space for staff and activities
- Expand Jack D. Hughes Park and Lake Park and build the proposed Goodsell Park

The Pineville Mobility and PARC Plans will set the foundations for the Transportation and Mobility and Parks and Open Space framework plans, respectively.

Mecklenburg County Comprehensive Park and Recreation Master Plan Update (2015)

Overview

Mecklenburg County Park and Recreation (MCPR) created the Comprehensive Park and Recreation Master Plan Update to get ahead of development and address the expressed needs of residents. This document is a means to guide the provision of parks and recreation and to advance the overall mission and vision of Mecklenburg County Park and Recreation. The goal of this plan is to guide the delivery of excellent parks, trails, public facilities, activities, programs, and services that will contribute to community prosperity and improve the quality of life for both residents and visitors of Mecklenburg County.

Relevant Recommendations

- Sugar Creek Greenway
- Little Sugar Creek Greenway
- McAlpine Creek Greenway
- McMullen Creek Greenway

Greenway Master Plan Map CADILLAC GOLF DRIVING RANGE CREENWAY CREENWAY CREENWAY CREENWAY CREENWAY CREENWAY CREENWAY CREENWAY CREENWAY CREENWAY

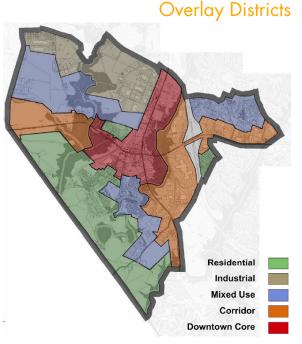
Pineville Zoning Ordinance (2019)

Overview

The Pineville Zoning Ordinance is a regulatory document that guides land use and development decisions in the Town. The zoning regulations are in place to make growth and development more predictable; to help offset concerns related to the stress on streets, infrastructure, and community services and facilities; and to promote health and general welfare throughout Pineville. The zoning regulations also provide standards for off-street parking, signs, exterior lighting, community appearance, screening and landscaping, and additional standards for permitted uses.

Relevant Recommendations

- Downtown Overlay District The design of all projects within the this overlay district should be the most attractive, long lasting, sustainable, and pedestrian friendly environment as possible
- Corridor Overlay District Development in this district will take the form of live/work units and condominiums that allow commercial units to best utilize the traffic along the front of these thoroughfares
- Neighborhood Mixed-Use Overlay District Retail and service uses should be developed around local neighborhood centers and higher traffic locations
- Residential Overlay District Uses in this district should be primarily single-family detached residences arranged around a neighborhood center and usable common open spaces
- Industrial Overlay District Uses in this district should be primarily light industrial uses such as, warehousing, light manufacturing/processing/distribution, and industrial offices



Pineville Subdivision Ordinance (2018)

Overview

Pineville's Subdivision Ordinance has been developed to achieve equal, impartial treatment for all, and to provide clear-cut procedures for the preparation, submission, and review or approval of subdivision plans.

Relevant Recommendations

- Conformity Subdivisions should be planned to protect and enhance the stability, environment, health, safety and character of the neighboring area and street connectivity encouraged
- Access to adjoining unsubdivided property The proposed street system should be designed to provide
 desirable access to unsubdivided properties adjoining the subdivision and interconnection to similar uses
- Access to parks, schools, greenways, etc. Streets should be designed or walkways dedicated for convenient access to parks, greenways, playgrounds, schools and other public facilities
- Discourage through-traffic Streets should be planned to discourage through traffic unless a street is designated as a thoroughfare or a collector street

2045 CRTPO Metropolitan Transportation Plan (2018)

Overview

The Charlotte Regional Transportation Planning Organization (CRTPO) 2045 Metropolitan Transportation Plan (MTP) defines the policies, programs, and projects to be implemented over the next 20-plus years to enhance connectivity, improve safety, support land use plans, and provide mobility choices in the CRTPO planning area. It also addresses planning factors related to transportation, identifies measures to track system performance, and details realistic socioeconomic and financial projections that impact the region's future. The MTP contains recommendations for streets and roads, greenways, bicycles, and pedestrian facilities, and transit routes and fixed rail transportation.

Relevant Recommendations

- Little Sugar Creek Greenway Extend greenway along Little Sugar Creek to Pineville
- Pineville-Matthews Road Improve Pineville-Matthews Road from Park Road to Carmel Road by implementing access management solutions and bicycle and pedestrian facilities
- Park Road Widen Park Road from Johnston Road to Pineville-Matthews Road from two to four lanes with a median, bike lanes, and sidewalks
- CONNECT Our Future Recommended Transit Network Identify projects that expand the transit network in Pineville

CRTPO Comprehensive Transportation Plan (2020)

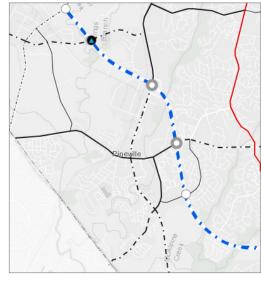
Overview

The Comprehensive Transportation Plan (CTP) is CRTPO's multimodal strategy to improve the transportation system to meet future mobility demands. The CTP represents the long-term vision for how the transportation network should advance to serve residents and employers. The CTP includes four transportation modes: highways and streets; public transportation and rail; bicycle; and pedestrian.

Relevant Recommendations

- Improve I-485 from I-77 to Rea Road
- Improve Nations Ford Road from the South Carolina State Line to Westinghouse Boulevard
- Improve Westinghouse Boulevard from Nations Ford Road to South Boulevard
- Improve Dorman Road from South Carolina State Line to Carolina Place Parkway
- Improve Pineville Road/Polk Street/Lancaster Highway from I-485 to Johnston Drive
- Improve Pineville-Matthews Road from I-485 to McAlpine Creek
- Improve the I-485/Pineville-Matthews Rd and I-485/South Blvd interchanges

CTP Recommendations Map



Demographics

Demographic, economic, and commuting trends help us understand current conditions in Pineville and how future growth might affect or be affected by these data points. Unless stated otherwise, the data in this section is from 2020 and is taken from ESRI Business Analyst, which uses US Census data. Some of the data points in this section are compared with Mecklenburg County and North Carolina as a whole. At the time the data was collected and analyzed (Spring 2021), 2020 data represents the newest available.

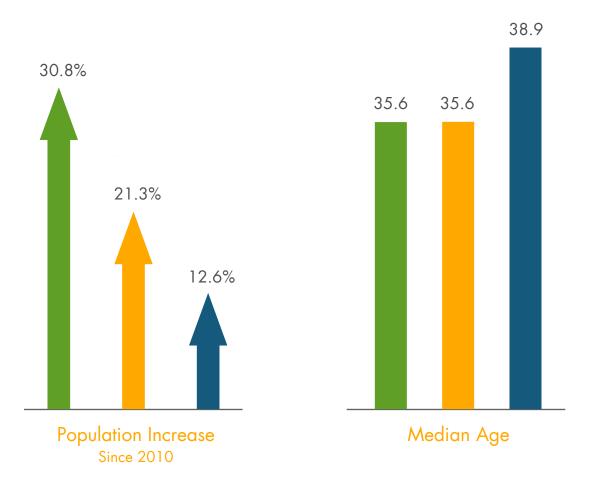
At a Glance

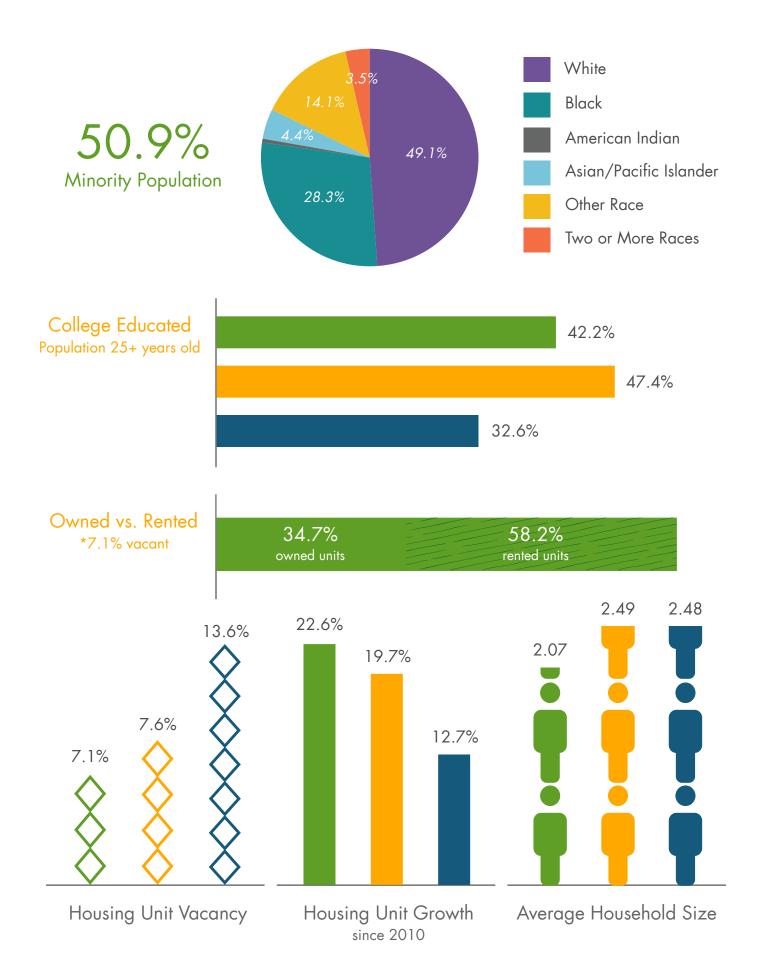
The population of Pineville in 2020 was 9,798. A deeper dive shows how the population compares to Mecklenburg County and the state of North Carolina. The graphs are color-coded based on these three geographies:

Pineville

Mecklenburg County

North Carolina





Existing Conditions

This section takes a closer look at the existing conditions within the Study Area to understand the needs of Pineville as they relate to growth. This analysis will provide the foundation for identifying challenges and opportunities for change that are critical to establishing recommendations for future growth.

Framework Plans

The Pineville Comprehensive Plan will feature seven framework plans that respond to the preferred growth strategy. To create the foundation for those plans, the existing conditions for each topic are shown in this section. The seven framework plans are listed on the adjacent page with a brief description. Subsequent pages of this section highlight the existing conditions for each of the seven topics.





Land Use

This framework plan will refine the preferred growth strategy to create an updated future land use map. The map and associated narrative will communicate a well-organized and market-supportive allocation of land uses with supportive policies to achieve the desired land use vision.



Economic Development

This framework plan will revisit the market analysis from the Community Characteristics phase to help communicate to show future economic development opportunities that promote a healthy mix of a wide variety of commercial, industrial, and service-oriented businesses.



Housing

The housing framework will tie the housing characteristics from this report to the future land use map with considerations for programs and policies that align with housing diversity and supply to meet the needs of existing and future residents.



Transportation and Mobility

The transportation and mobility framework will summarize the outcomes of the Pineville Mobility Plan and consider the Mobility Plan's recommendations against the preferred growth strategy and future land use map.



Cultural and Historic Resources

This framework will bridge the gap between previous plans and the future land use map to address how the future land use decision can preserve and promote Pineville's cultural and historic resources.



Parks and Open Space

This framework plan will summarize the outcomes of PARC Plan while describing how the future land use map protects and leverages Pineville's natural resources.

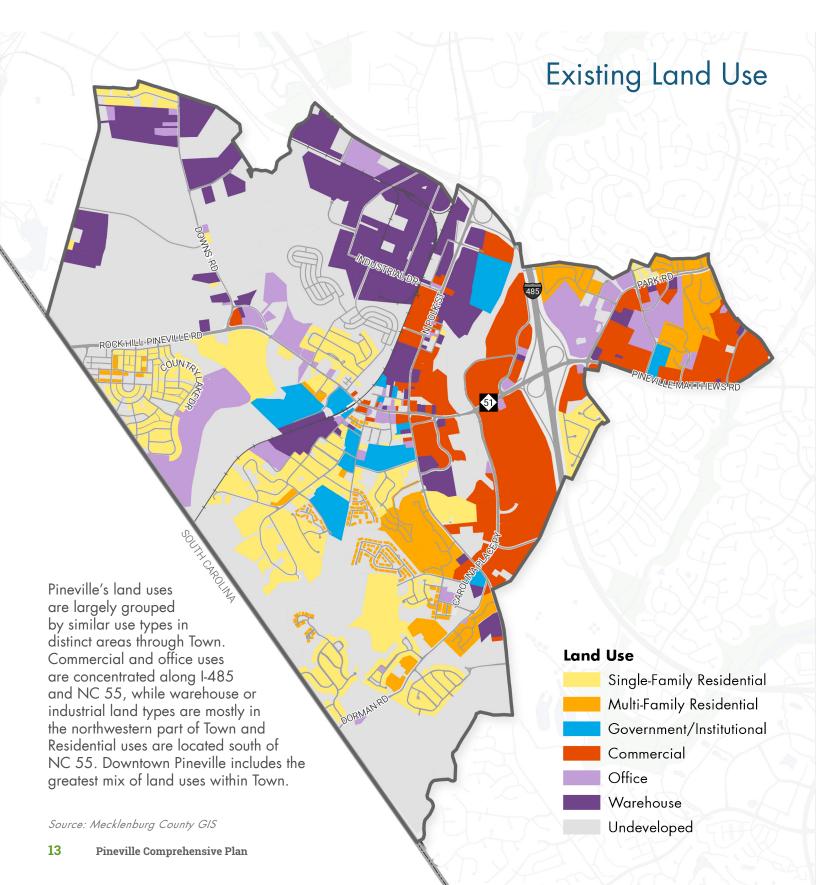


Community Facilities

The future land use map will address the future land use map's connection to community infrastructure and community services. As a precursor to future service plans, this framework will lay the groundwork for orderly and fiscally sound growth in the coming decades.

Land Use

Land use provides a picture of how an area is being utilized and further reveals how these different uses complement each other. The existing land use map below is a starting point to the Comprehensive Plan development as the process identifies gaps and trends that can be addressed through land use and supportive policies and programs.



Land Use Screening

A land use screening identifies locations that are most susceptible to change. The land use screening documents development status, maps environmental features, and identifies areas with the greatest potential to change. The initial areas of opportunity are places where new growth is likely, but it should be emphasized that the land use screening in general and development status in particular are just the first steps in determining growth opportunities. This information needs to be coupled with the other factors and areas examined further in this document.

Environmental Screening

A high-level screening identifies environmental constraints that could affect development potential. These constraints focus on hydrology, including bodies of water, wetlands, and flood zones. These constrained areas are overlaid on the development status to further clarify areas of potential change.

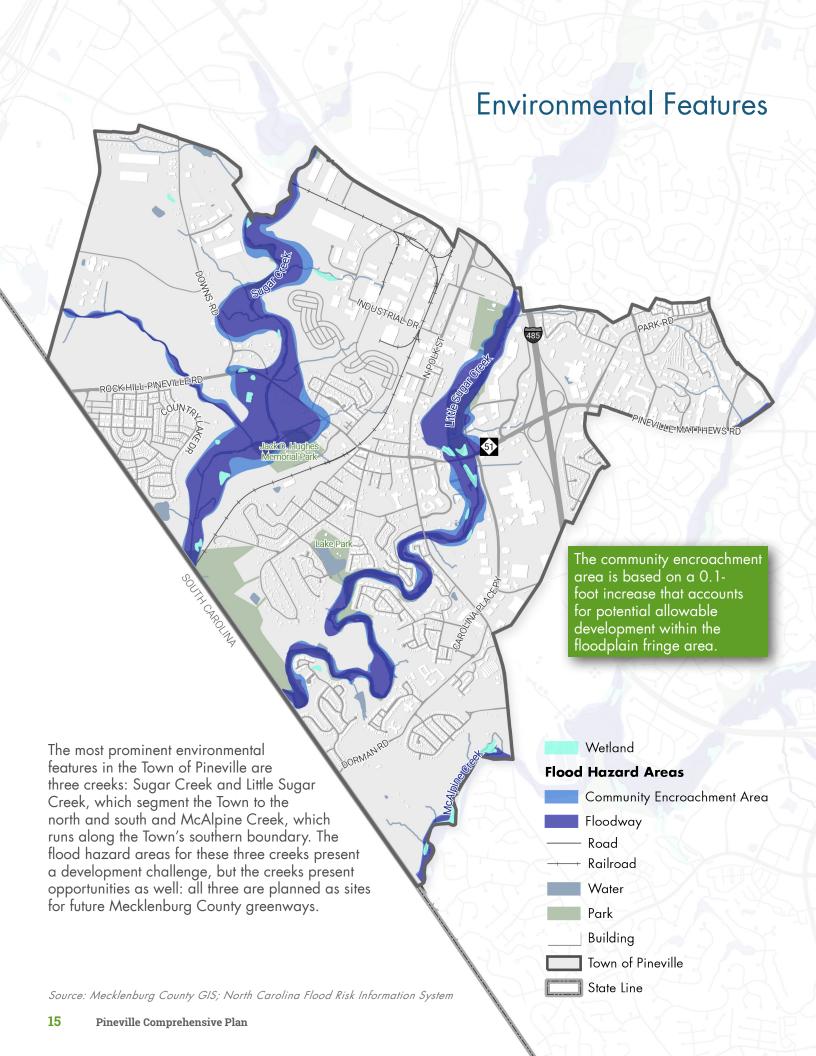
Development Status

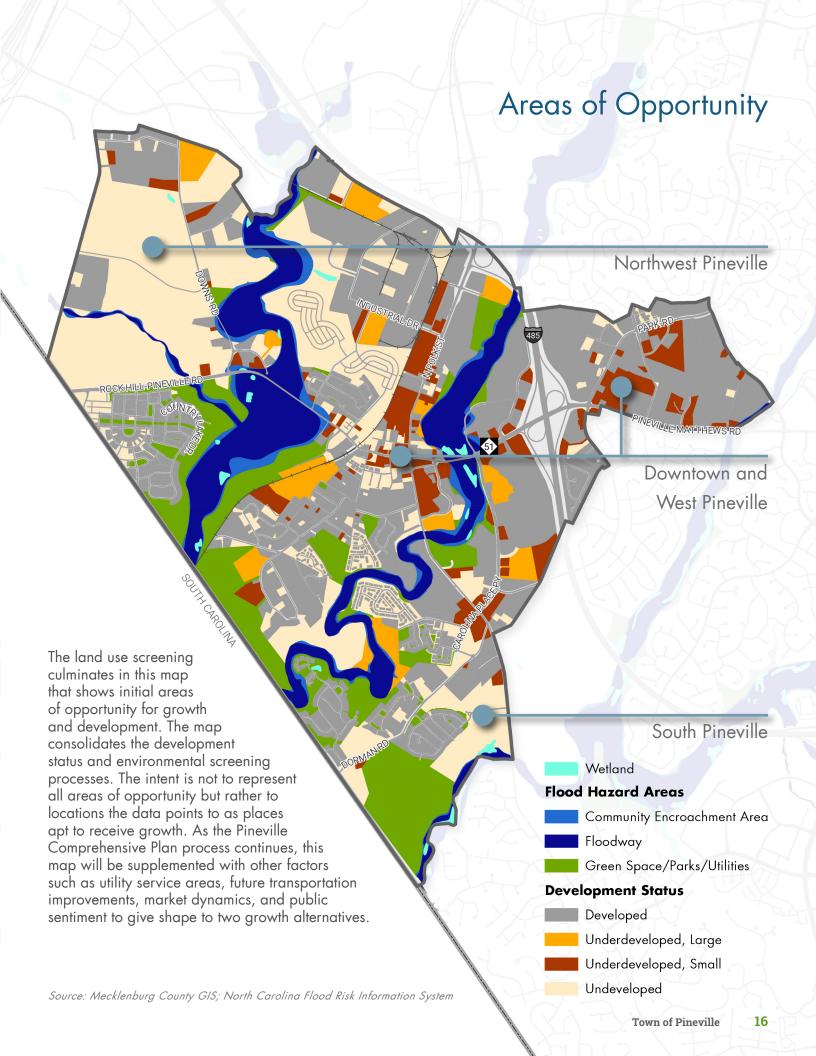
Development status uses a quantitative process to determine places in the study area that could accept new development. Each parcel is assigned a development status based on assessed values of the buildings, land, and improvement opportunities, and on the size of the parcels. The table below provides more detail on the categories and shows the breakdown of study area by category (acreage and percent of study area).

Development status informs the land use planning process by identifying parcels theoretically able to receive new growth. Concentrations of parcels designated as Undeveloped or Underdeveloped typically have the high propensity for change. Conversely, areas mostly designated as Developed and Conserved Open Space have more limited opportunities for change or face more obstacles to facilitate that change.

Name	Description	Area (acres)	Percent
Developed	Building value is greater than land value	3,003	55%
Undeveloped	Parcels with a building value of \$0	1,154	21%
Underdeveloped, Large Parcel	Parcels larger than 10 acres where building value is less than land value but greater than \$0	203	4%
Underdeveloped, Small Parcel	Parcels smaller than 10 acres where building value is less than land value	267	5%
Conserved Open Space	Parks, open space, conservation and utility buffers, and other areas not available for development	826	15%
Total		5,453	100%

It's important to note that growth can and will occur in locations identified as Developed. As market conditions change, mobility trends shifts, and neighborhoods and places evolve, redevelopment will occur. The development status represents a snapshot in time based on current tax parcel data.



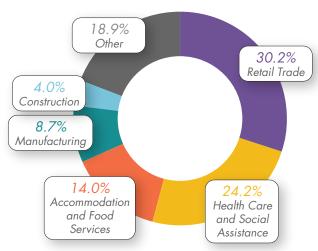


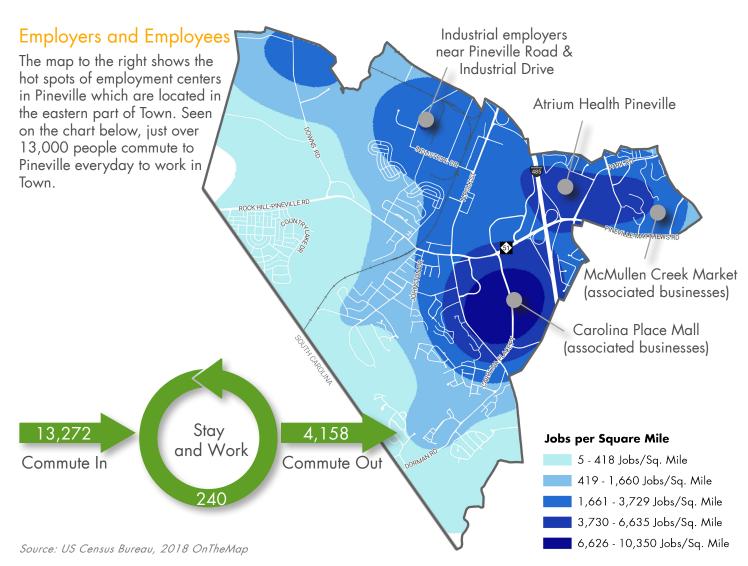
Economic Development

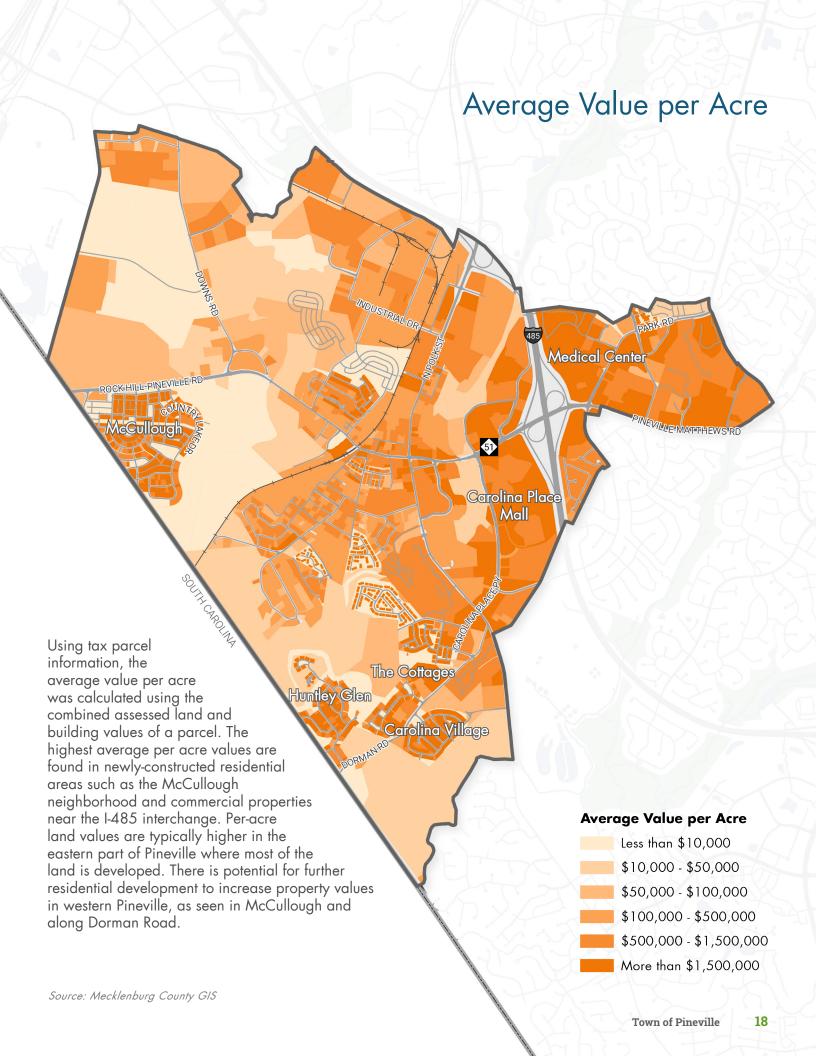
The Pineville economy is growing into a more significant player in the County and the Region. An assessment of current economic conditions will lay the base for establishing a central vision for what the future of economic development looks like in Pineville. This vision will need to be supported and encouraged with the recommendations and future land use map from the Pineville Comprehensive Plan. The data below highlights more of the economic and employment trends in the Town.

Employment

Based on US Census data, employment in Pineville has no single dominant industry, but is distributed between Retail Trade; Health Care and Social Assistance; and Accommodation and Food Services. These industries are largely buoyed by the Carolina Place Mall, Atrium Health Pineville, and other large-scale businesses along the Town's main roads. Manufacturing and Construction round out the top five represented industries. A breakdown of industry percentages in Pineville are shown to the right.







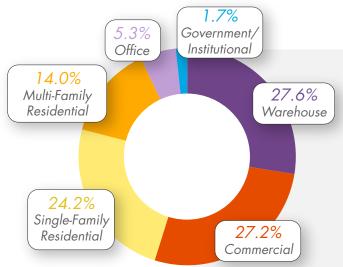
Housing

Characteristics of households and housing unit trends help to show the type of residential growth that Pineville is experiencing. This can lead to policy and future land use decisions that support the existing characteristics and growth or decisions that encourage different conditions to better align with the community visions. The following pages highlight key statistics and characteristics for existing housing in Pineville. The data comes from the US Census Bureau, 2019 American Community Survey 5-year estimates, and the 2020 Esri Business Analyst. Additionally, information from tax parcel data is also presented to illustrate recent residential sale trends, housing affordability, and a breakdown of Pineville's square footage by land use.

Product Type



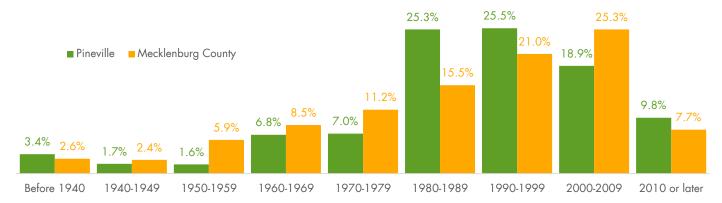
Square Footage by Land Use

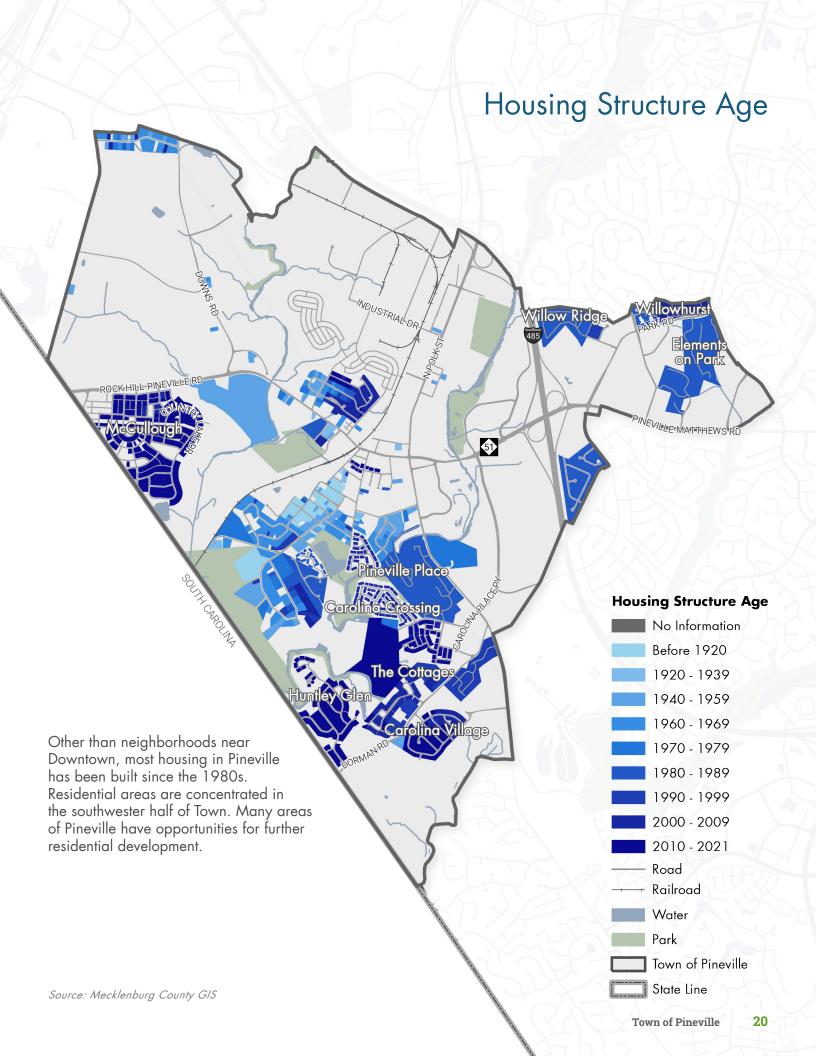


The pie chart to the left breaks down Pineville's land use by the square-footage of the buildings that serve the use. Pineville's land is fairly evenly distributed between warehouse, commercial, and single-family residential uses which comprise about three-quarters of the Town's building's. The final quarter is made up of multi-family residential, office, and government/institutional uses. Although the housing product type graph above shows that 60% of housing units in Pineville are multi-family, the square footage of these only take up about 14% of land use which speaks to the efficiency in size and footprint of multi-family housing when compared to single-family homes.

Housing Age

Housing stock in Pineville is of similar age to the housing stock in Mecklenburg County. In both the Town and the County, just under 50% of housing units were constructed before 1990. The median age for housing in Pineville and in Mecklenburg County is 29 years.

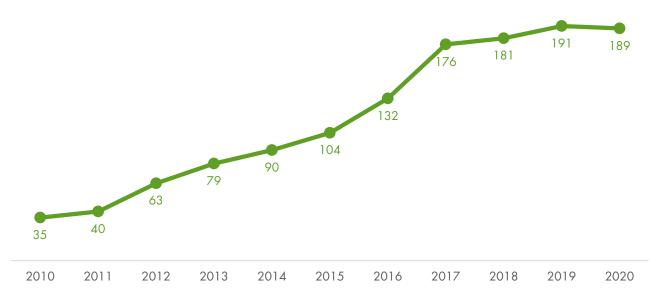




Housing Sales

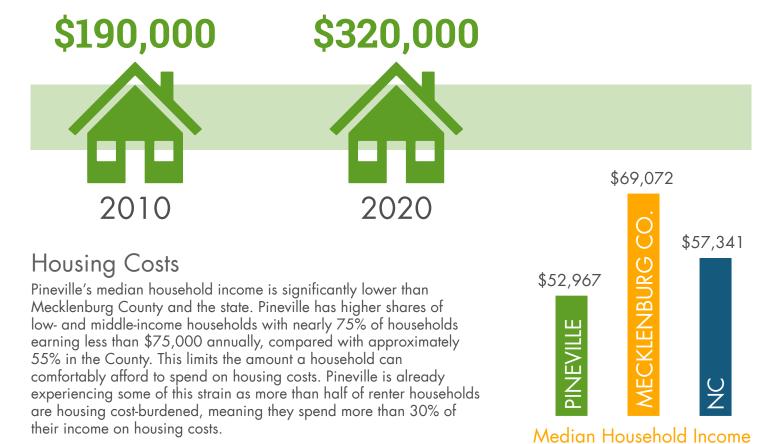
As Pineville's population has expanded over the past decade, the number of single-family housing sales per year has also grown from 35 in 2010 to nearly 200 in both 2019 and 2020. While there has been some stabilization in recent years, this dramatic increase indicates the area's growing attractiveness.

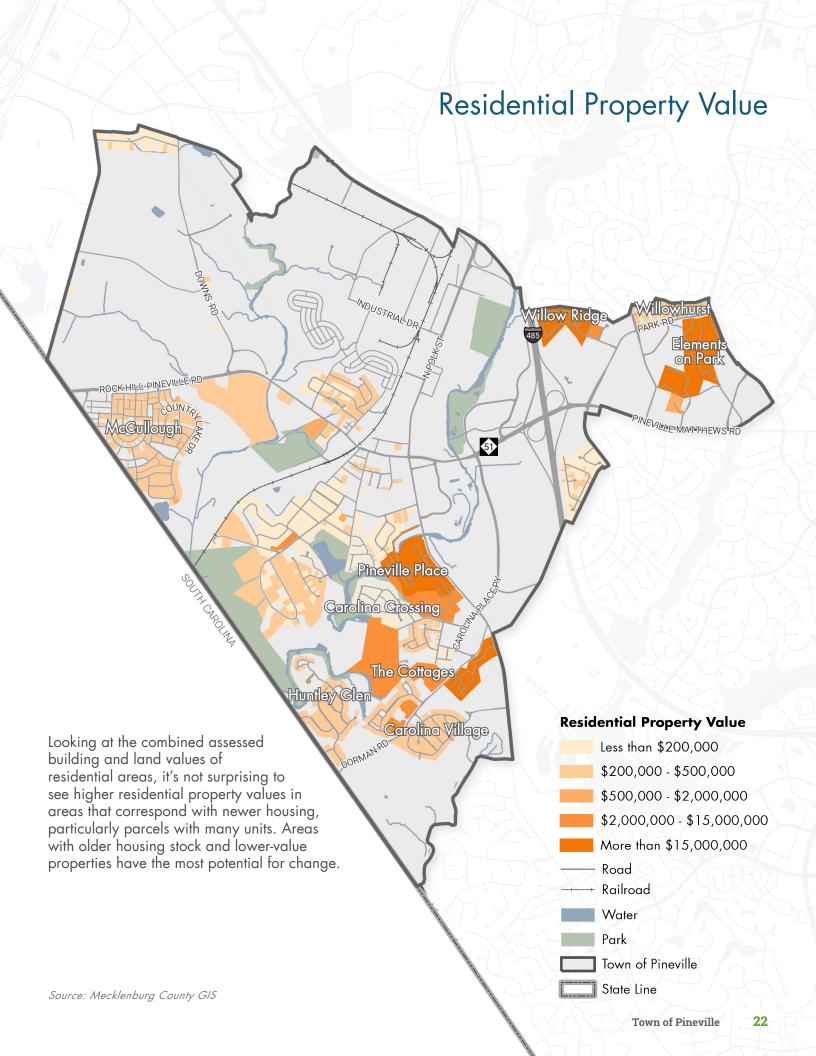
Single-Family Closings



Single-Family Median Sales Prices

During this period, the median sales price also steadily increased at an overall rate of 68.4%, from \$190,000 in 2010 to a peak of \$320,000 in 2020. This could present a challenge for Pineville as communities across the region and country are grappling with housing affordability.





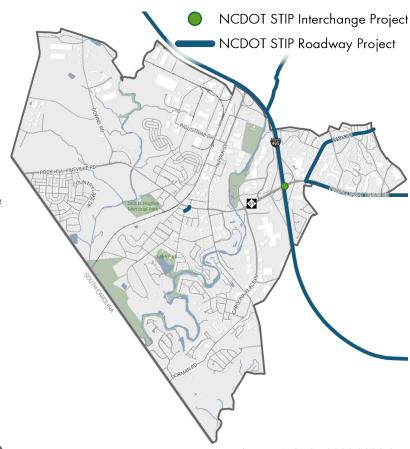
Transportation and Mobility

How people move through their environment is a key factor for the success of any town. It is important to remember that transportation and mobility include not just road and vehicular travel, but biking, walking, public transit, and any other method that one might use to move from one place to another. Transportation facilities

need to fit the context they serve. This is why it is important to ensure that transportation and land use decisions are made together to foster a more successful community.

State Roadway Projects

The 2020-2029 State Transportation Improvement Program identifies funded projects during the specified time period. In Pineville, the current STIP includes three roadway projects, one bicycle/pedestrian project, and one interchange project. STIP projects along I-485 and South Boulevard outside the Town limits may have an effect on Pineville residents. The map to the right shows the roadway and intersection/interchange projects near Pineville.

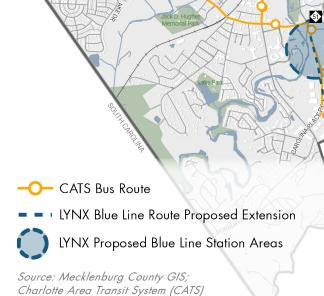


Source: NCDOT 2020-2029 STIP

Transit

Pineville is serviced by Charlotte
Area Transit System (CATS) bus
routes that run along NC 51,
North Polk Street, Carolina Place Parkway,
and Park Road.

CATS also provides a light rail service. The LYNX Blue Line currently ends just north of Pineville but is proposed to be extended through Pineville to Ballantyne in the coming decades. The map shown to the left displays the potential future Blue Line extension alignment and station areas which are proposed along I-485, north of the I-485/NC 51 Interchange, and near the Carolina Place Mall. The Blue Line extension is in the preliminary phases of planning and these locations are subject to change but it's important to note the areas to plan for any possible transit-oriented-development opportunities.



Bicycle Facilities

Pineville does not currently have bicycle facilities aside from a bike lane along the Town Line on Park Road. The map at right shows the bicycle facilities proposed in the Pineville Mobility Plan, adopted by Town Council in February 2021, and greenways proposed by Mecklenburg County. The future bicycle system in Pineville will allow bicyclists a safe method of travel and encourage active transportation.

will vel and

Existing Greenway

Proposed Bike Facility

Proposed Greenway

Pedestrian Facilities

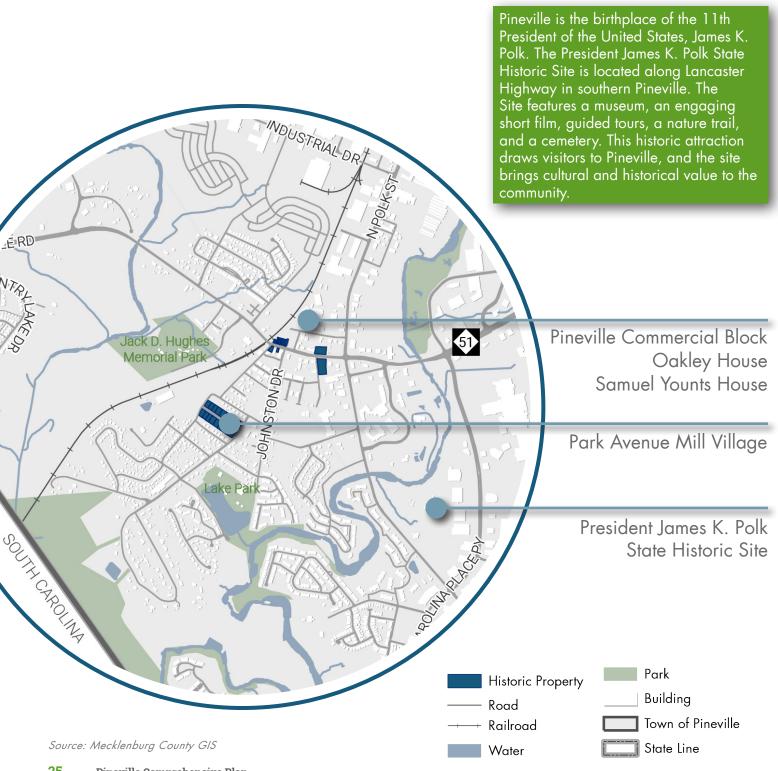
Pineville Mobility Plan

Source: Mecklenburg County GIS;

This figure displays the sidewalks that exist in Pineville and the additional sidewalks proposed in the Pineville Mobility Plan. Sidewalks are currently most prominent in residential areas and along NC 51. In the future, all major roads in Pineville will have connected sidewalks or multiuse paths. In combination with crossings, sidewalks connect community members to their home, work, and recreation and shopping areas. The planned Mecklenburg County greenways will aid in pedestrian connectivity as well.

Cultural and Historic Resources

Pineville is a dynamic community with an array of community resources that contribute to the culture of community in the Town. The Pineville Comprehensive Plan should support this vision by identifying existing community resources, preserving them, and encouraging more of them through policy and the future land use map. Cultural resources can include community facilities but this framework plan just focuses on historic properties in Town. This figure below displays the properties in Pineville that are locally registered as historic, as documented by the Charlotte Mecklenburg Planning Department. These properties are located Downtown and in Old Town, including some Main Street businesses and along Park Avenue. Historic properties bring character to the Town and connect the community to its roots as a mill town.







Parks and Open Space

In May 2020, the Pineville Town Council adopted the Pineville PARC (Parks, Art, Recreation, and Culture) Plan. The plan details the existing conditions of Pineville's park system, assesses how it meets current and future needs, and serves as a guiding document for the future of the system. The PARC Plan should be closely considered when creating a preferred growth strategy for the Pineville Comprehensive Plan.

Pineville provides two high-quality, well-loved parks today. It is clear from the community feedback and the National Recreation and Park Association (NRPA) recommendations that Pineville needs to expand its park offerings to provide for its population into the future. This involves expanding existing parks and reserving space for new parks. No neighborhood parks are located in Pineville, and several locations are needed to meet standards and provide park coverage to peripheral neighborhoods. The existing and proposed parks and park service areas are detailed below and shown on the map on the next page. This information is taken from the PARC Plan.

Community Parks

Pineville already provides a lot of community park space in Jack D. Hughes and Lake Park. Although plenty of acreage is provided, the amenities at Jack D. Hughes and Lake Park are in high demand, particularly the athletic fields at Jack D. Hughes.

1 Jack D. Hughes Phase III

Location: Main Street

Size: 71.8 acres

The parcel south of Jack D. Hughes Park is owned by Pineville and can be used to expand the park. A Jack D. Hughes expansion is a perfect location for new multi-use fields that are desired by the community.

2 Lake Park Expansion

Location: Lake Drive

Size: 71.8 acres

The parcel south of Jack D. Hughes Park is owned by Pineville and can be used to expand the park. A Jack D. Hughes expansion is a perfect location for new multi-use fields that are desired by the community.

3 Marsh Park

Location: Leitner Drive

Size: 25.7 acres

Mecklenburg County plans to build Marsh Park as part of the Little Sugar Creek Greenway extension. This county park will be located off Main Street and provide a great natural amenity.

Neighborhood Parks

Pineville does not provide any neighborhood parks today, making these parks the priority for new park acreage. NRPA standards suggest Pineville needs 22.9 acres of neighborhood parks by 2030, which would mean 2-3 locations ideally on the outskirts of Pineville.

4 Goodsell Park

Location: Goodsell Court

Size: 1.6 acres (2 parcels)

A park in eastern Pineville provides coverage to neighborhoods that are currently disconnected from the system.

West Park

A park in the west of Pineville is not necessary today as there are no large population centers there. However, as Pineville grows, it is important to plan for the future. Pineville should monitor planned development in this area and purchase park land to be developed in the future as an investment in this growing area.

Mini Parks

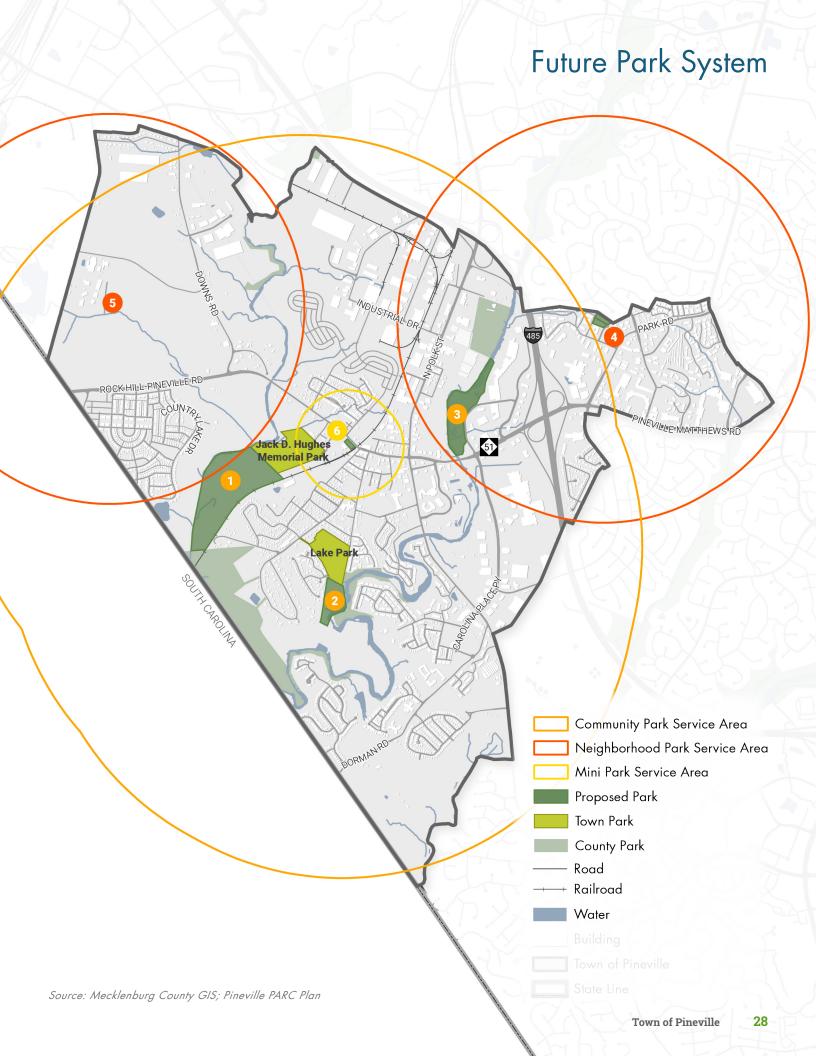
Pineville does not provide any mini parks today. The area in front of the police department can become a mini park in the future as part of the library and town hall construction.

6 Library Plaza

Address: 427 Main Street

Size: 1.2 acres

The large lawn area in front of the police department functions as community space and can be programmed in the future to become a mini park.



Community Facilities

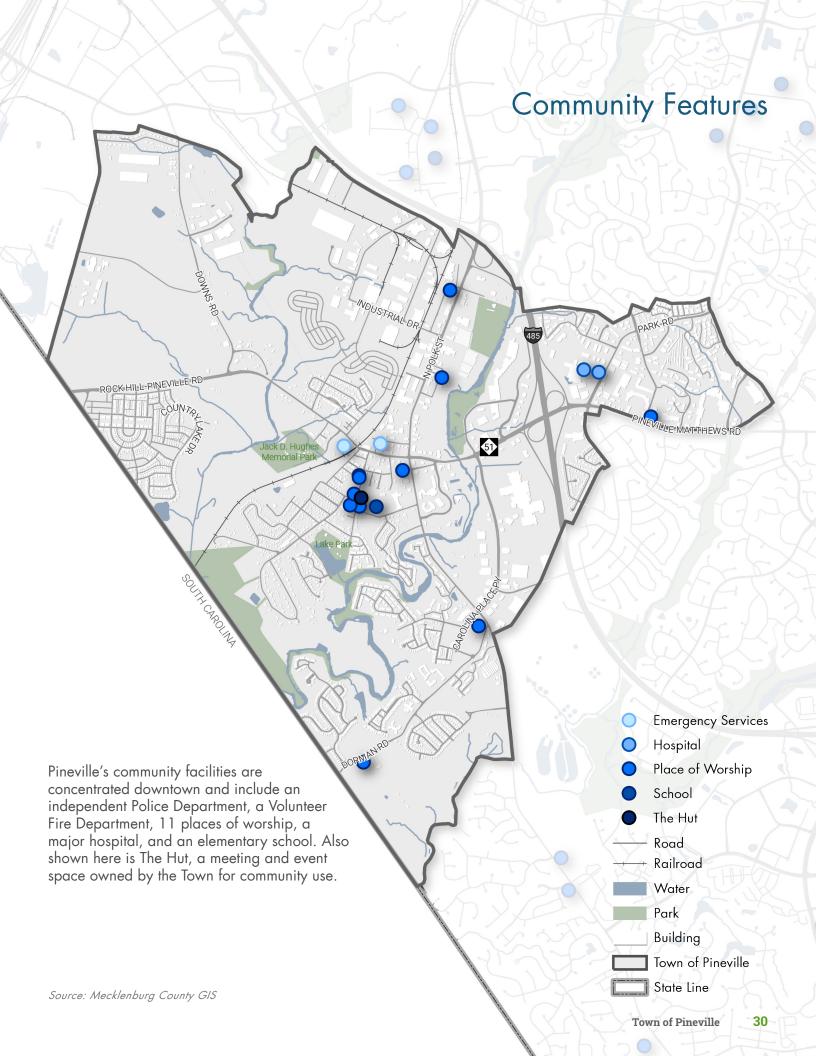
Infrastructure

Community infrastructure is vital to the daily life of residents. Public utilities, communications facilities, and large infrastructure elements like bridges need to be maintained and assessed diligently. The growth of the Town directly relates to the future infrastructure needs of Pineville.

Community Resources

Similar to infrastructure, community services are used on a daily basis by Town residents and are crucial for the success of the community. These public services like police, fire, and emergency services provide protection and safety for residents. Strong and well maintained community services can be an attraction for future residents as growth in Pineville continues. Education facilities, such as schools, are a major component of the community services system. A great school network can attract young families and new commercial growth.





SWOT Analysis

This section provides a conclusion to the Community Characteristics Report by identifying Pineville's Strengths, Weaknesses, Opportunities, and Threats (SWOT) in the market as the Town considers growth opportunities. Performing a SWOT analysis is a useful exercise for identifying notable internal (Strengths and Weaknesses) and external (Opportunities and Threats) factors that pertain to a particular area. This analysis will be used to help inform the comprehensive planning process by recognizing Pineville's existing assets to leverage and identifying key areas for improvement.

Strengths

- Accessible location along I-485 and near I-77
- Proactive planning efforts better position the community to accommodate growth and attract desirable investment
- Pineville's population has grown at a faster rate than Mecklenburg County and the Charlotte MSA since 2010
- The number of single-family housing closings has increased over the last decade, signaling growing attractiveness and development momentum
- Pineville offers a more affordable housing inventory than the County and MSA; nearly 70% of home values are below \$250,000 in Pineville, while less than 60% are in both the County and MSA
- Market-rate apartment communities within Pineville have extremely low vacancy rates, averaging 1.9%, which signals a tight rental market
- The average monthly rental rate for professionally-managed apartment communities within Pineville is lower than the larger Charlotte apartment market
- Regional destination for home furnishings retailers & the Carolina Place Mall
- When compared with the Charlotte market, vacancy rates for retail, office and industrial uses over the past five years have been lower in the Submarket containing most of Pineville's city limits

Weaknesses

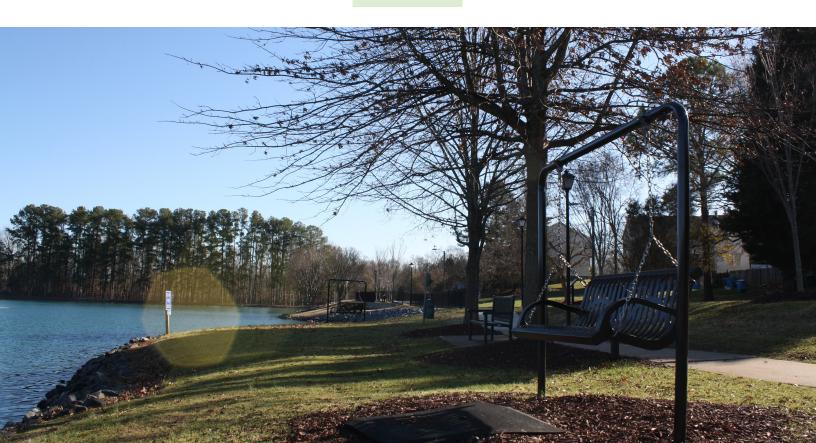
- Employment growth in recent years has grown at a slow rate, averaging 1% per year
- Overspecialized economy due to high shares of total employment in Retail Trade and Health Care and Social Assistance
- Retail Trade, the largest industry by employment, typically offers low wages
- Low median household incomes, affecting local spending potential and housing budgets
- Approximately 98% of people employed in Pineville commute into the town, indicating a spatial mismatch between housing options and job opportunities
- More than half of renter households are housing cost-burdened, spending more than 30% of their income on rent
- Despite making up approximately 60% of housing units, minimal new multi-family construction over the past decade has resulted in a limited offering of modern apartment units
- Approximately 25% of the multifamily units in Pineville are in structures containing 2 to 9 units, the other 75% are in communities with at least 10 units, indicating a lack of diverse housing options
- Increasing for-sale residential property values could price-out existing residents
- Extremely limited inventory of recently built office and industrial space

Opportunities

- Extension of LYNX Blue Line to Pineville/Ballantyne
- Future demand for multifamily residential, particularly in suburban and rural markets, could be influenced by a reversal in the desire for urban living by people seeking more space as a result of the COVID-19 pandemic
- Light industrial development, particularly warehouse and distribution space near major transportation corridors, has been bolstered by the COVID-19 pandemic, largely driven by the increase in online shopping as brick and mortar retailers closed
- The Town should continue to utilize funding opportunities such as the Community Development Block Grant (CDBG) program funding leveraged in the past

Threats

- Increased competition from neighboring Ballantyne, which recently approved a rezoning request to develop thousands of new residential units and commercial square footage
- The decline of indoor shopping malls has resulted in the need for creative investment and redevelopment strategies to pivot from traditional formats to experiential retail destinations and incorporating non-traditional uses
- The volatile nature of the retail industry due to increases in online shopping and changing consumer preferences, which has been accelerated by the COVID-19 pandemic
- Companies may see an incentive to offer the option for their employees to work from home moving forward, resulting in a longer-term reduction in the amount of office space that a company needs and limited opportunity for new office development







Kimley » Horn