

Waxhaw, North Carolina



**POISED FOR ATTRACTIVE
MIXED-USE DEVELOPMENT**



DEMOGRAPHICALLY FAVORABLE, ECONOMICALLY READY, CIVICALLY ENGAGED

WAXHAW

Since 1889

A MESSAGE FROM THE TOWN MANAGER



Waxhaw is ripe for business development. On average over 350 new housing units are added annually. With a business base of just 3% of our tax revenues, an available employment base is waiting for your company to locate here. With over \$301 Million in retail sales in retail sales currently leaving the community annually, there is a demand for retail development and infill projects in our historic downtown.

Today there are many positive signs that Waxhaw is on the verge of exciting economic times. Waxhaw has invested time and dollars into planning the future of our community. Our Downtown Vision Plan, Highway 16 Corridor Plan, Parks and Recreation Master Plan, and our Comprehensive Plan are all major initiatives underway to grow our community, help existing businesses, and attract new investment. Our Main Street Program is here to assist your business site selection.

In Waxhaw, we are proud of our past and even more passionate about our future. We pride ourselves on a well-run local government with high standards for public safety, planning and development, and a wide array of public services our citizens enjoy. We realize the future of development depends on forging strong relationships with business leaders and developers and cooperation at the staff level. We look forward to discussing business opportunities with you here in Waxhaw.

Our Vision

Waxhaw is a friendly, vibrant and prosperous town where history and creativity build an enduring safe, and healthy community for people of all ages to live, learn, work, play, or grow a business.

Our Mission

The unique character of Waxhaw is preserved and enhanced through responsibly serving residents, visitors and the business community with integrity and innovation.

Warren Wood,
Waxhaw Town Manager



The Waxhaw Business Association (WBA) is a resource for your business as you grow and thrive in Waxhaw. The WBA is designed to allow you, as a business owner, to share your expertise with others in our community. We believe that people do business with those they know, like and trust. Through the WBA, opportunities are available to build rapport with other Waxhaw business owners. We are over 150 members strong and include owners from every business sector. We're here to assist in your decision to do business in Waxhaw.

Kim Karpovich, President,
Waxhaw Business Association



Businesses in Waxhaw operate in a uniquely supportive civic environment. The Main Street Program is an economic development tool designed to improve and increase economic activity in the downtown business district. We assist businesses with location decisions, building rehabilitation, access to incentive programs, promotions, problem solving, and more. The partnership of Town staff, volunteers, and downtown business owners creates an environment within which your business will thrive.

Curt White, Manager
Waxhaw Main Street Program

Demographically Favorable

“The Waxhaw area is currently in a cycle of tremendous population growth adding on average 350 new housing units each year.”

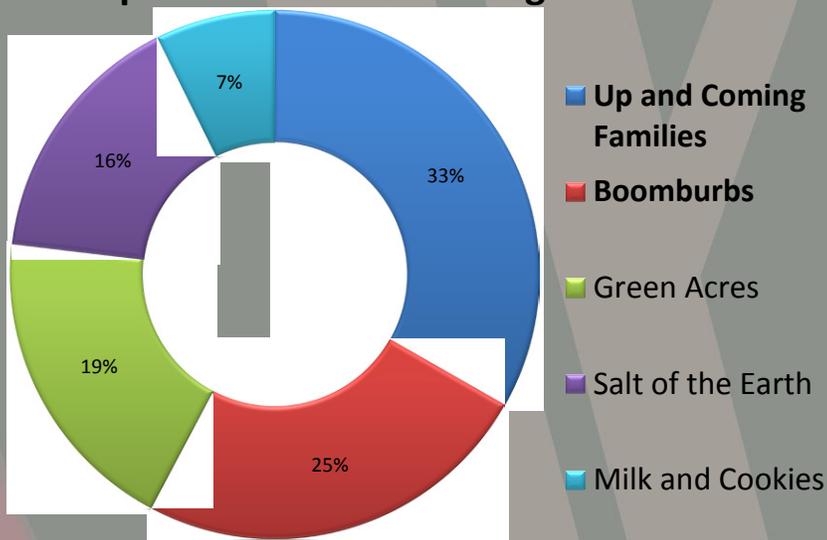
DEMOGRAPHICS

	2012	2017
Median Household Income	\$63,781	\$70,177
Population	32,331	37,396
Households	10,761	12,330
Families	8,812	10,085
Median Age	38.8	39.0
Per Capita Income	20,562	30,098

*Source ESRI forecasts for 2012 and 2017. Waxhaw, NC 5 mile radius from downtown

* ESRI- Environmental Systems Research Institute provides GIS mapping and geographic information for land-use planning

Top Consumer Market Segments



Up and Coming Families are the second highest household growth market with a median age of 32.6 years. The current median household income is \$63,781. Over 66% have attended college. Many are beginning or expanding their families, so baby equipment, children’s clothing and toys are essential purchases. These are minivan and SUV drivers. Many are first time homeowners so basic household furniture, and lawn care products are important. Family restaurants, fast food or takeout are frequented eating establishments.

Boomburbs are well educated affluent families with median household income of \$104,395. Boomburbs is the top segment for buying household furnishings, toys and games, sports and exercise equipment, men’s business and casual clothes, big-screen TVs, cars, technology and electronics.

* 5 mile radius of Downtown

* Source: ESRI Tapestry Segmentation 2015. For more information on Tapestry Segments visit www.waxhaw.com/MainStreet

“The future of Waxhaw is Up and Coming Families and Boomburbs who comprise 58% of the current population.”

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Economically Ready

“Waxhaw is ripe for development. Over \$301 million in retail sales is leaving the community. There is more demand than supply.”

RETAIL LEAKAGE



* 5 mile radius of Downtown
 * Source: ESRI 2015

Waxhaw is currently experiencing more demand than existing retail supply.

Current retail leakage - dollars going out of the community - is over \$301 million. The leakage for retail trade alone is over \$255 million and leakage for food and drink almost \$46 million.

Waxhaw - 5.0 mile radius of downtown Capturing 20% of the leakage could infuse Waxhaw with an additional \$60,281,497+ million in sales					
NAICS	Business Type	Leakage	20% Capture	Sales/ SF	Sq. Ft.
Code #	Source: ESRI/IBIS			\$125	DOWNTOWN POTENTIAL
4511	Sporting Goods/Hobby/Musical Instruments	\$5,950,601	\$1,190,120	\$125	9521
4512	Book, Periodical & Music Stores	\$2,919,887	\$583,977	\$125	4672
4422	Home Furnishings Stores	\$4,431,918	\$886,384	\$125	7091
443	Electronics/ Appliances	\$13,524,310	\$2,704,862	\$125	21639
4442	Lawn & Garden Equip. & Supplies	\$1,401,894	\$280,379	\$125	2243
445	Food & beverage Stores (of this \$44,701,279 is in groceries)	\$46,217,219	\$9,243,444	\$125	73948
4481	Clothing Stores	\$21,211,078	\$4,242,216	\$125	33938
4482	Shoe Stores	\$3,528,398	\$705,680	\$125	5645
4483	Jewelry/Luggage/Leather	\$4,583,705	\$916,741	\$125	7334
452	General Merchandise Stores	\$34,980,803	\$6,996,161	\$125	55969
4531	Florists	\$513,878	\$102,776	\$125	822
4532	Office Supplies/Stationary/Gifts	\$3,398,542	\$679,708	\$125	5438
4533	Used Merchandise	\$1,030,763	\$206,153	\$125	1649
4539	Other Misc. Store retailers	\$5,105,215	\$1,021,043	\$125	8168
7221	Full Service Restaurants	\$18,779,569	\$3,755,914	\$125	30047
7222	Limited-Service Eating Places	\$22,359,519	\$4,471,904	\$125	35775
7223	Special Food Services	\$1,149,039	\$229,808	\$125	1838
7224	Drinking Places/ Alcohol	\$3,616,256	\$723,251	\$125	5786

The table indicates retail potential by business type in downtown Waxhaw with sales at \$125 per square foot, which is based on the current sales data potential from the current downtown businesses. If only 20% of the \$301 million in leakage were captured, Waxhaw could see over \$60 million in local sales, generating a need for over 300,000 square feet of retail space.

“We are glad we chose Waxhaw to be the location for our business. We have had continuous substantial sales growth.”

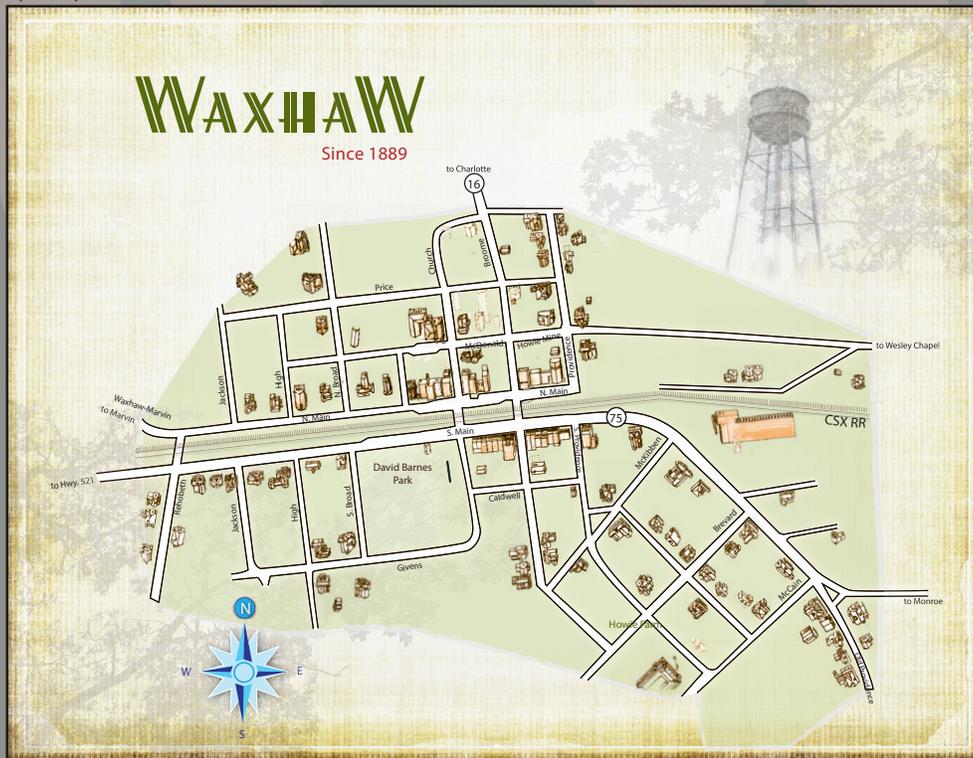
- Jane Hunt, Eight Legs Gallery & Design Custom Framing

Economically Ready

SMALL TOWN WITH THE ACCESS & AMENITIES OF A BIG CITY

Proximity to Charlotte and regional retail districts like Ballantyne, Blakeney, and Monroe make Waxhaw an attractive location for families seeking a small town feel with all of the amenities of a big city. The town is seeking to create a diversity of housing options for people of all ages and socioeconomic statuses, in an expanded commercial district with a walkable downtown. An increasing percentage of households prefer to live in walkable, mixed-use environments. Companies are finding that to recruit talented workers, they need to move downtown.

“The vitality of downtown neighborhoods is driving commercial real estate in a way that’s never occurred before.” (ULI)



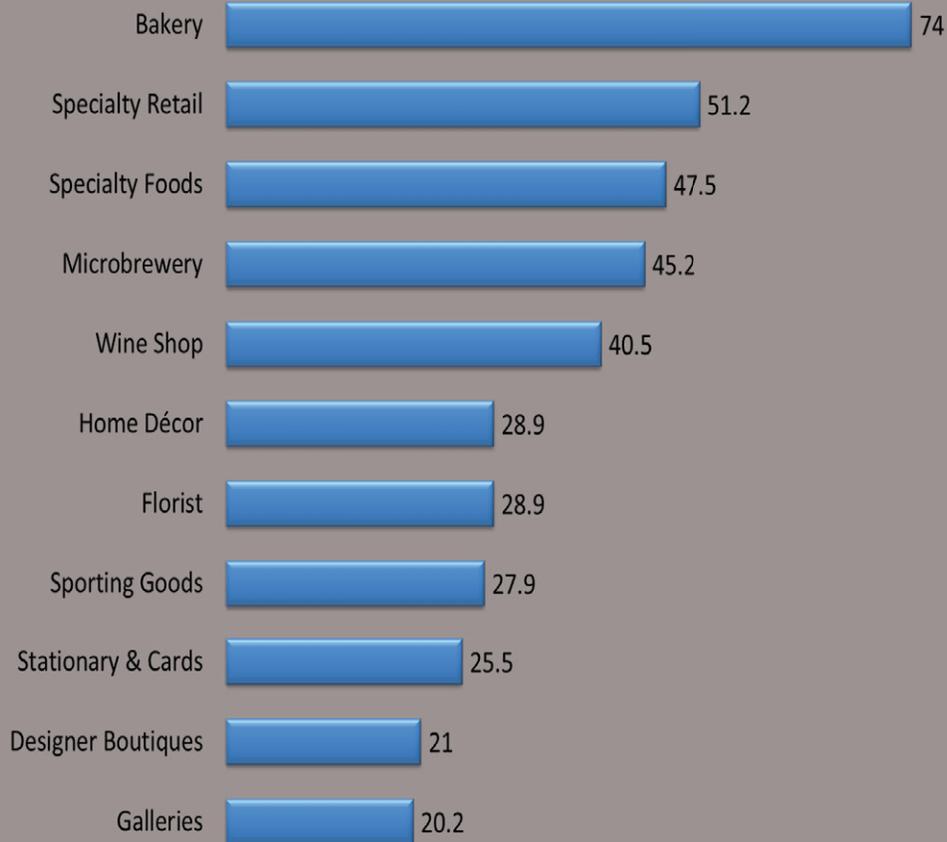
DRIVE TIME TO WAXHAW		
1	SC- 521	5 mins
2	I-77	30 mins
3	Charlotte Douglas Intl. Airport	40 mins
4	I-85	40 mins
5	Uptown Charlotte	40 mins
6	I-485	15 mins
7	HWY 74	20 mins
8	Monroe Executive Airport	20 mins
9	Monroe	20 mins

WAXHAW

Economically Ready

EMPLOYMENT, WAGES AND TAXES

Residents Wish List of Top Businesses (business type by percent)



* Source: 2013 Waxhaw Main Street Resident Survey, 700 responses

Waxhaw Area Top Employers

Employer	Service	# of Employees
Union County Public Schools	Education	4,866
Waxhaw Town Government	Government	60
Novant Health	Healthcare	41
Carolinas Healthcare System	Healthcare	
Summerfield Auto	Automotive	10
Hook Tire & Auto	Automotive	12

Property Tax	
Town of Waxhaw	\$0.36
Union County	\$0.6650
Total Rate	\$1.0050

* Rate per \$100 of assessed property tax value

	Waxhaw	Charlotte-Metro	United States
Unemployment Rate	5.30%	6.00%	6.30%
Recent Job Growth	1.85%	1.79%	1.18%
Future Job Growth	38.40%	37.60%	36.10%
Sales Taxes	6.75%	7.25%	6.00%
Income Taxes	5.80%	5.95%	4.72%

*Source: Sperlings Best Places, June 2014, <http://www.bestplaces.net/economy/city/north-carolina/waxhaw>

Civically Engaged

WAXHAW ENTREPRENEURS: A BUSINESS INCUBATOR

In 2012, the Waxhaw Business Association (WBA) started a small business incubator, called Waxhaw Entrepreneurs, to assist local entrepreneurs in all areas of business startups. Incubator clients are given help with business logistics and financial advice. The WE is designed to provide shared office and teaching space to a start-up business wanting to test their idea or product before investing large sums of money. The business Incubator gives a person starting a business three ways to get assistance. They can hire one of WE's business consultants, attend entrepreneur classes offered by WE mentors and receive business advice from SCORE (Service Corps of Retired Executives). WE focuses on the cost effective development of ideas until the fledgling business can stand on its own feet.

“An incubator tenant, Created in the Carolinas, recently received a grant for over \$6,000 from Union Power to assist with their company start-up.”



WAXHAW MAIN STREET PROGRAM

About the Program

Waxhaw recognizes that a community is only as vibrant as its downtown and in 2009 sought and received designation as a Main Street Community by the North Carolina Department of Commerce. Our mission is to achieve a positive business atmosphere with great opportunities for new business and developments downtown. The Program implements a comprehensive approach to downtown revitalization - promotion of the downtown as a compelling place for shoppers, investors, and visitors; enhancing the visual quality of the downtown through historic building rehabilitations, streetscapes and beautification projects; and strengthening the existing economic assets of the downtown while diversifying its economic base. A diverse group of merchants, bankers, public officials, business owners, and civic groups are working together to improve downtown and provide effective management and leadership.

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Facade Grant

The Town of Waxhaw recognizes that our historic downtown is one of our most precious assets. The façade improvement program was created to preserve our downtown's unique historic character by providing 50% of the actual costs of exterior rehabilitation (including repainting & repair and more) with an approved façade improvement grant application. The Facade improvement grants are awarded to businesses on an as-needed basis.



First Fridays

First Friday promotions bring residents to downtown Waxhaw by offering themed events that help ring the cash registers of downtown retailers.

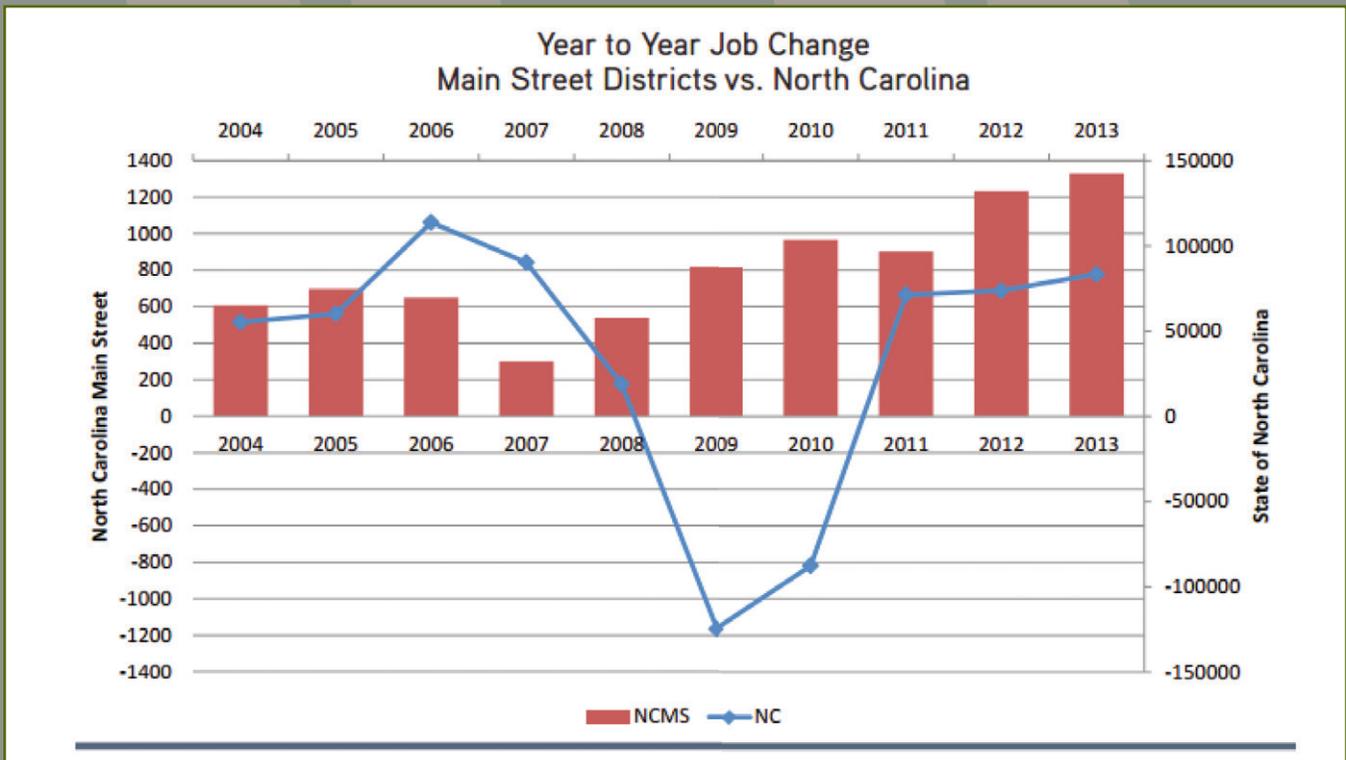


Civically Engaged

AN INTENTIONAL APPROACH TO BUSINESS RECRUITMENT AND RETENTION

“Waxhaw is ranked ‘the best city for young families in North Carolina’ for its family-friendly events around Main Street, its housing affordability, and excellent schools.”

* Source: NerdWallet analyzed data for 147 places over 5,000 residents in North Carolina and ranked them on home affordability, prosperity and growth, quality of education, and family friendliness. <http://www.nerdwallet.com/blog/cities/economics/best-cities-for-young-families-in-north-carolina-2015/>



* Source: North Carolina Main Street Center

PLANS AND POLICIES

- Downtown Vision Plan: A smart-growth approach to revitalizing and strengthening downtown.
- Downtown Form-based Code: An adopted regulation that supports high-quality mixed-use development.
- Parks and Recreation Master Plan: A plan that calls for 85 acres of park land in the community, including a YMCA, a downtown event park, and several small community parks to enhance the lifestyle of our residents.
- Highway 16 Corridor Plan: An innovative framework for Waxhaw’s primary growth corridor

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GOVERNMENT

Form of Government

The Town of Waxhaw operates under the council-manager form of government.

- The Mayor serves as the presiding officer at Town Board meetings and as the official head of the Town for ceremonial purposes.
- The Mayor and Commissioners provide general policy, funding, and staffing guidance to the Town Manager and Town Departments by enacting legislation, ordinances, budgets, and resolutions.
- The Town Manager is appointed by the Board of Commissioners, serves as the Board's Chief Advisor, and handles the day-to-day management of the Town.

Together, the leadership team ensures the Town is responsive and the entire community is served.



TOWN SERVICES

Police

Waxhaw is ranked as one of the safest place to live in North Carolina due to our police force. The department is comprised of traffic patrol officers, bike patrol, highway safety, a Special Response Team, investigators, narcotics officers and a community police program. The department offers many opportunities for citizen engagement including a citizen's police academy, DARE, neighborhood watch programs, and community classes including teen dating and violence, women's self-defense, identify theft, internet safety, teen driving solutions and more.

Fire

Waxhaw is serviced by an 80-member fire department. Twenty-two are paid part-time firefighter/EMT's. They are equipped with three engines, two tankers, one rescue and one brush truck.

Public Services Department

The Waxhaw Public Services Department provides for coordination of trash removal, recycling and yard debris programs, landscaping, street and sidewalk maintenance, installation and maintenance of town streetlights, park maintenance and the Southside Cemetary.

“Waxhaw is ranked as one of the safest places to live in North Carolina.”

* Source: Movoto Real Estate based on 2013 FBI Crime Report Statistics

Civically Engaged

A LIFESTYLE THAT IS BOTH RUSTIC AND REFINED

Parks and Recreation

Waxhaw's Parks and Recreation plan calls for 85 acres of community park land. Recent projects include a YMCA, sport field lighting, skate park improvements, a downtown event park master plan and several small community parks to enhance the lifestyle of our residents. Cane Creek Park is 10 minutes from downtown offering a trophy bass fishing lake, campground, day use area, hiking trails and beach.

Medical

Waxhaw is serviced by two healthcare facilities - Carolinas Health Care System and Novant Health. CHS Waxhaw is a full-service, 24-hour Emergency Medical Facility located on Waxhaw's north side.

Education

Waxhaw has four elementary schools, and two middle and high schools. All are award-winning schools in academics. Cuthbertson High School was recently ranked in the top 20 high schools in the state by U.S. News and World Report. South Piedmont Community College serves Union County with college credit programs and offers continuing education and career development classes locally.

Arts and Culture

Main Street Waxhaw is a hub of community activity. Up and coming on the art scene, residents and tourists can enjoy public art on an art walk and visit an array of art galleries and studios. Feel the rumble as the train rushes beneath the historic overhead bridge and explore historic landmarks, museums and icons in the downtown National Historic District. Main Street Waxhaw celebrates events year-round from fine art and craft festivals to championship BBQ to a summer concert series. The equestrian community is well-represented with several equine farms offering a variety of training and a downtown tack store.

Housing

Waxhaw offers refined resort-style living in several neighborhoods on the north side of the community equipped with home owner associations, and resort-type amenities including pools, tennis and basketball courts, and walking trails. To the south of downtown, housing options are more rural with housing on larger acreage in a rustic setting.



“Fastest growing town in the U.S.”

* Source: The Charlotte Observer, 2014

www.waxhaw.com

WAXHAW

Since 1889



LIFE THE WAY YOU WANT TO LIVE IT.

Buzzing with creative and performing arts, vibrant music, urban shops and restaurants surrounded by a natural backdrop of rolling hills, horse country, fishing ponds and outdoor recreation, Waxhaw offers life the way you want to live it.

Conveniently located just 40 minutes from uptown Charlotte, Waxhaw is a family friendly retreat from the city yet still provides it's own bustling downtown. Whether it's farm to table cuisine or relaxed pubs and taverns, Waxhaw offers an eclectic mix of dining experiences. Shops range from rustic antique stores and American crafts, to urban clothing boutiques, upscale home furnishings and art galleries.

Waxhaw presents numerous outdoor endeavors. Home to the largest horse population in the state of North Carolina, residents and visitors enjoy a variety of equestrian activities. And, as a trail head for the Carolina Thread Trail, Waxhaw is part of a 15-county regional network of over 200 miles of trails open to the public. The Thread Trail preserves our natural areas and is a place for exploration of nature, culture, science and history.

Waxhaw is steeped in history. Visitors can explore historic landmarks on the historic walking, driving or cycling tour in the National Historic District built in 1889, pan for gold or witness a civil war reenactment at the Museum of the Waxhaws, or learn how to create new languages at the JAARS Museums. Yet, a visit wouldn't be complete without a stop on the overhead bridge to feel the rumble of the train beneath.

Come visit Waxhaw and live life the way you want to live it!