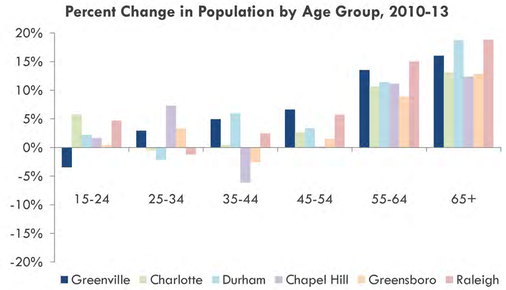
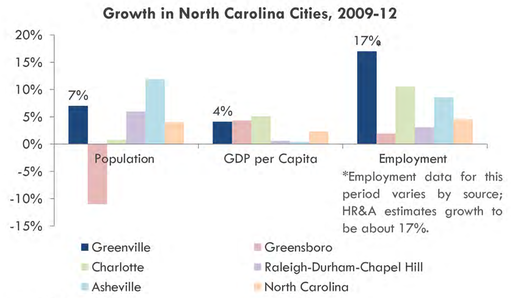
EXISTING CONDITIONS

Greenville is having relative difficulty retaining its former student population, but is doing well at attracting other ages, particularly seniors.



Source: US Census, ESRI

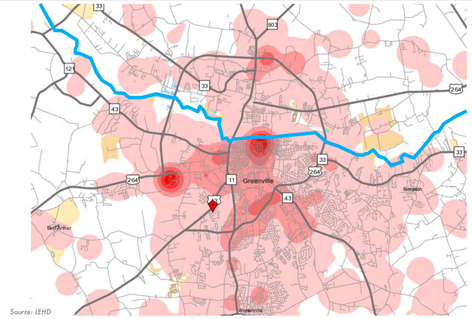
North Carolina's economic success is largely a function of its cities; Greenville is one of its strongest.



*Employment data for this period varies by source; HR&A estimates growth to be about 17%.

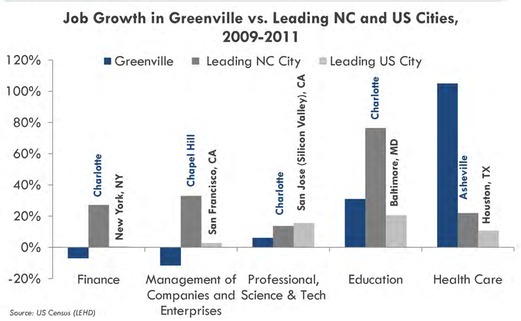
Source: US Census

Jobs are concentrated in a couple of key nodes in Uptown and in the Medical District.



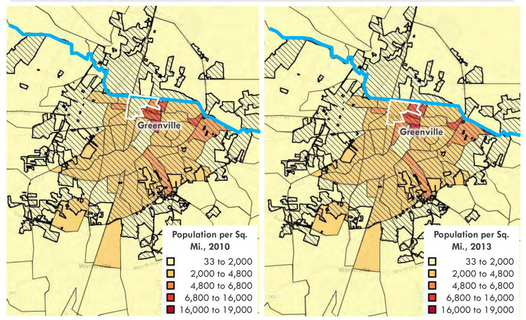
Source: LEHD

Recent employment growth in Greenville has been strongest in education and health care.



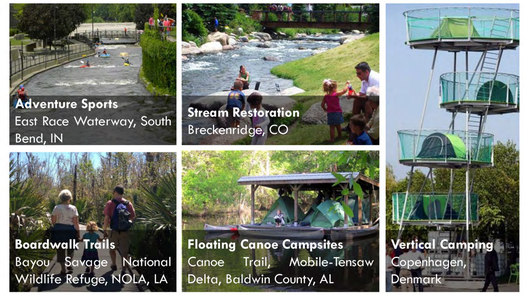
Source: US Census (LEHD)

This effort is paying off: between 2010 and 2013, population density closer to the river increased, indicating a recent shift to downtown living.



POTENTIAL IMPLEMENTATION & FUNDING STRATEGIES

Strengthening *programming* of nonurban parkland could help attract young professional families and retain ECU students.



Key economic objectives for the Tar River Legacy Plan ought to include:

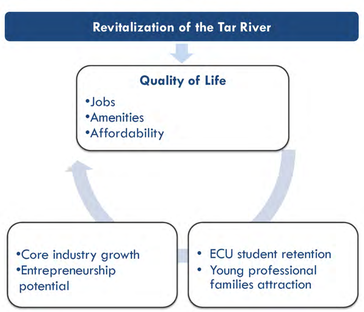
Demographics
Attract young professional families and retain ECU students.

Location
Contribute significantly to the revitalization of Uptown Greenville and adjacent communities.

Funding
Demonstrate potential to be funded through earned income, real estate value capture, or private contribution (individual and corporate).

Greenville's urban parks also require attention and investment: most important is development of a signature park Uptown.

The activation of the Tar Riverfront can be a significant driver of economic development for Greenville.



With your feedback, HR&A will test the feasibility of implementing key Tar River Legacy Plan elements and recommend priorities.

Next Steps

1. Discuss Plan elements (excitement and concerns)
2. Explore market and financial feasibility for a few of the most promising elements
3. Provide a high-level implementation strategy for the final Plan

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MARKET ANALYSIS & IMPLEMENTATION

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