



Downtown Destination Market, Financial Feasibility & Economic Impact Study

Greenville, North Carolina

Hunden Strategic Partners worked with urban design and architecture professionals at 505Design to perform a downtown destination market and financial feasibility analysis for new development opportunities on behalf of the City of Greenville, North Carolina. The Hunden Strategic Partners Team assessed the current offerings and dynamics of the Downtown, outlined any significant projects planned or underway, identified major areas of opportunity for destination asset development for various market segments, and provided data-driven recommendations for future Downtown development.

The purpose of Hunden's work was to provide the City with an actionable deliverable that identified specific development opportunities the City should concentrate on moving forward with development and how those opportunities would increase and improve economic impacts in Greenville. This included examples of downtown development best practices that would point to a specific project or mix of uses on up to three City-owned opportunity sites. Hunden studied market opportunity for retail, restaurant, nightlife, residential, and office space developments.

After preliminary market findings, Hunden and 505Design recommended that Greenville focus efforts on the surface parking lots of Five Points Plaza and the corner of Evans and 4th Street. These were two key locations in Uptown that, if developed, would spur growth, create a critical mass of people, and begin to create a thriving downtown district. Recommendations included a community outdoor plaza, retail/restaurant space, residential condo units, and elevated restaurant and rooftop dining.

Client: City of Greenville

Time Period: 2021