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[Developing with Other People's Dollars: Leveraging Public Property in NC for Private Development](#)

Downtowns across the country are seeing an increase in population and North Carolina is no exception.

From 2016-2018, 45% of North Carolina's population growth occurred in its seven largest municipalities. During that same time, rural areas in the state saw their populations decrease.

This "urbanization," or flow of people from small towns and counties into North Carolina's cities, is increasing the need for development projects and opportunities for developers. In an already competitive development environment, public-private partnerships ("PPP's") can offer developers opportunities that would not otherwise exist, including the chance to collaborate with municipalities on large-scale projects that can result in cost savings and a competitive advantage.

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