



USA RIVER BRIEF

ARUSHA

Arusha's prominence has very much increased in recent years by becoming the headquarters of the revived E.A.C and by hosting the International Tribunal. It is home to the Arusha International Conference Centre (AICC) which attracts thousands of delegates annually who converge at the centre's facility. Arusha also hosts the headquarters of the Commonwealth Regional Health Secretariat, The East and Southern Africa Management institute, The Pan African postal Union, and the Centre on Integrated Rural Development for Africa

Located at the foot of Mount Meru, Arusha town, the third largest in Tanzania, is a natural gateway for foreign visitors. It takes the advantage of being located near the border with Kenya, and is well served by Kilimanjaro International Airport (KIA). This position has made the city a starting point for safaris in the northern tourist circuit.

Over the last 10 years, Arusha City has developed into one of the country's fastest growing tourism and commercial distribution centers. During just the last several years, the community has seen the addition of high quality tourist hotels, office buildings, finance and government offices and other commercial developments.

The population of Arusha city was about 120,000 in 1978. This increased to 481,000 in 2008 with a growth rate of about 4% per annum. The town's diverse economic activities assure continuous population growth and relative freedom from adverse effects of extreme swings of the business cycle.

USA RIVER

Usa River is only 23 kilometers to Arusha, and located some 57 kilometers away from Moshi and 30 kilometers from Kilimanjaro International Airport along the Dar es Salaam – Arusha highway.

The climate, tourism industry, natural beauty, available infrastructure, and services have been attracting a tremendous amount of people to Usa River. According to the National Population census 2002, the size of the population was estimated to be 16'871. Officials in 2010 put this figure between 24'000 and 26'000. A new National Population census is expected in 2012.

The following factors are observed to be playing key roles in shaping urban development in Usa River, and are more likely to do so in years to come:



District Headquarters: Following the recent elevation from village to Township Usa River now serves as the official Headquarters for the Meru District. It is one of the fastest growing townships in Tanzania with strong investment attractions. The new District Commissioner's Residence and District Council Headquarters are being built less than a kilometer from the Rivergardens site.

Tourism: Hotels and lodges and particularly the presence of Arusha National Park and Mount Meru have their entry points from the main trunk road a few hundred meters away from Rivergardens' site.

Floriculture and Horticulture: Favorable climatic conditions and the presence of daily international flights that link Arusha and Kilimanjaro areas to the rest of the world favor Usa River as an important destination for investment in this industry.

Dar es Salaam – Arusha Highway: This trunk road is currently the only tarmac road which effectively links business centers in the Southern and Coastal regions of Tanzania to Arusha and onto Nairobi. TANROAD has advised the community that they will soon begin work on expansions plans for a 4 lane highway.

“Old Moshi Road” Revival: The portion of this road between Arusha and Usa River is undergoing upgrades to make it a primary distributor road as to revive its role in the Township. Notably it runs along the southern border of the proposed development site, effectively sandwiching Rivergardens' between the main highway and the Old Moshi Road.

Land Supply: Arusha municipality is one of the fastest growing towns in Tanzania. This has made land value relatively high. Consequently, Usa River has become one of the favored destinations for land uses that require more space which cannot be provided within Arusha municipality.

Preferred Residence: Comfortable climatic conditions and pleasant environment make Usa River one of the preferred residential areas in the Arusha region. The Township and its immediate surroundings are foreigners' first choice of residence and attract a growing number of middle and upper class Tanzanian households.

Retail & Services: At present Usa River is lacking serious retail outlets relative to the booming inflow of prosperous residents defying any economic downturn. Currently there is a marked absence of ATMs, banks, and exchange bureaus. All of which are actively pursuing premises in the area. These installations will greatly enhance the services now required in Usa River.



Rivergardens
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NGO, Educational and Training Institutes: Usa River attracts a large contingent of Non Governmental Organizations and Community based programs. MS TCDC offers premier Kiswahili courses throughout the year and has gained a very strong reputation in East Africa for new comers to the region. Orphan schools such as St Jude and programs like Roots & Shoots host many volunteer visitors for several months at a time