



Rock Region METRO / City of Little Rock, AR

River Cities Travel Center Market & Feasibility Study

Project Description

Rock Region METRO engaged Willdan Financial Services on behalf of the Wendel Companies to undertake a real estate market and feasibility assessment of the proposed redevelopment of the River Cities Travel Center site into a Transit-Oriented Development anchor and Downtown destination.



Image source: Wendel Companies

The RCTR site serves as the main transit hub for Rock Region METRO buses. METRO is exploring the viability of a transit-oriented development to provide opportunities for joint and/or public-private developments, establish spaces that serve both transit riders and non-

riders, maintain adequate space for transit needs, and encourage economic development.

Willdan engaged 50+ real estate developers, property owners, public sector partners, and others to test the opportunities and challenges related to three redevelopment scenarios for the site. The recommendations focused on public/private uses including a ground floor grocery tenant, mixed-income workforce housing, and new state-of-the-art customer service operations to incorporate new technologies into Rock Region METRO's transit services.

Core Services



Site Planning



Real Estate Market Analysis



Multiuse Community Facility Planning



Entrepreneurial Business Incubation Attraction Strategy



Mixed-Use Development Strategy



Public-Private Development Strategy