



Real Estate Redevelopment Strategy Conway, Arkansas

In 2018, Main Street Arkansas contracted with Place + Main Advisors, LLC to develop a Real Estate Redevelopment Strategy for and with the Conway Downtown Partnership for Conway, Arkansas (pop. 65,782.)

Conway, Arkansas is home to three higher education institutions (including the University of Central Arkansas,) two hospitals, and several major employers including the headquarters of Home BancShares, the parent company of Centennial Bank and home to more than 500 employees.

Place + Main Advisors led the analysis of the condition of the real estate market for downtown and provided recommendations to strengthen its economic vitality in the face of more than 2 million square feet of existing and planned retail competition. Place + Main Advisors created a strategy that included identification of barriers to redevelopment, specific real estate redevelopment targets, encouraged strategic public investment to connect surrounding neighborhoods and nearby employers, and identified potential residential and/or retail niches.

