

HEDRA STRATEGIC PLAN ACTION STEPS
Adopted July 8, 2021

Development of Underutilized Sites				
Project	Project Status	Strategic Actions	Budget Impact	Timeline
Vermillion/Cty Hwy 47 Intersection Redevelopment	Not Started	Meet with property owners to determine likelihood for redevelopment and the extent to which HEDRA would play a role.	Staff time	Near Term (<1 year)
	Not Started	Meet with interested redevelopment partners to determine interest and identify obstacles.	Less than \$5,000	
	Not Started	Determine any HEDRA resources to spur redevelopment.	Potential Acquisition Cost. Assessed value of properties ~500K.	
Hastings Target Site	Ongoing	Establish regular meetings with Target's real estate broker to determine private market interest for purchase or site redevelopment.	Staff time	Near Term (<1 year)
	Not Started	Work with owner, broker, and Operational Easement Agreement (OEA) Signatories to expand potential uses for the site		
	Not Started	Review any changes to land use controls with HEDRA and City to spur development.		
	Not Started	Determine any HEDRA resources to spur redevelopment.		
UBC Site Redevelopment	Ongoing	Staff to approach developers to gauge interest in the site and possibilities for redevelopment.	Staff time	Near Term (<1 year)
	Ongoing	Staff to work internally to locate alternative storage options for the various pieces of equipment currently stored in the metal UBC building.	Cost to remove metal structure from building.	
317 3 rd Street E Redevelopment	Development In Process	Staff to continue assisting developer through project entitlements and to construction.	Staff time	Near Term (<1 year)
Wells Fargo Block Redevelopment	Ongoing	Coordinate with property owners to determine price to control development interest (sales price, right of first refusal, etc)	Staff time /	Near Term (<1 year)
	Not Started	Meet with interested redevelopment partners to determine interest	Staff time	Mid Term

		and identify obstacles.		(1-2 year)
	Not Started	Develop RFQ / RFP for development partner for the site once assembled	Staff time	Long Term (3+ years)
	Not Started	Determine any HEDRA resources to spur redevelopment	Staff time	Long Term (3+ years)
Block 1 Redevelopment	Ongoing	Staff to continue to meet with Spades and assess progress towards development.	Staff time	Near Term (<1 year)
	Not Started	Staff to prepare an RFP for a mixed use development on the site. Project to include both residential and either retail/commercial/office uses.	Staff time	Mid Term (1-2 years)
Crossroads Commercial Site	Not Started	Meet with property owners to determine likelihood for redevelopment and the extent to which HEDRA would play a role.	Staff time	Near Term (<1 year)
	Not Started	Meet with interested redevelopment partners to determine interest and identify obstacles	Staff time	
	Not Started	Review any changes to land use controls with HEDRA and City to spur development.	Staff time	
	Not Started	Determine any HEDRA resources to spur redevelopment.	Staff time	Mid Term (1-2 year)
Westview Mall	Not Started	Meet with Property owner to assess their long term vision for the property and how the City can assist.	Staff time	Near Term (<1 year)
Marcus Theatre	Ongoing	Meet with listing brokers.	Staff time	Mid Term (1-2 year)
	Not Started	Review any changes to land use controls with HEDRA and City to spur development.	Staff time	
Maintain Hastings Character & Tourism Attraction				
Project	Project Status	Strategic Actions	Budget Impact	Timeline
Downtown Hastings	Not Started	Complete an architectural assessment to include the identification of necessary repairs to ensure longevity of historic structures.	\$25,000 study	Near term (<1 year)
	Not Started	Staff to review American Rescue Plan Act (ARPA) to assess the use of that resource to fund a matching grant program to fund repairs that are identified by the assessment.	ARP dollars for matching grant program to fund	

			repairs.	
	Not Started	Complete renovation projects on downtown historic structures	ARP dollars	Mid Term (1-2 year)
	Not Started	Staff to assess opportunities for activation of alley between 2 nd Street and Levee Park as promenade.	Staff Time	Near term (<1 year)
Blight Identification	Not Started	Staff to proactively identify and pursue code violations in commercial areas.	Staff time	Near term (<1 year)
	Not Started	Staff to review existing Revolving Loan Program and either add to this program or create a new loan program with the purpose of funding exterior and structural home repairs for households with an annual income <80% of Area Median Income. Hastings 2019 AMI for a four-person household was \$71,264.	HEDRA to fund no interest loan	
Improvements To Development Process				
Project	Project Status	Strategic Actions	Budget Impact	Timeline
Assess Entitlement Process	Not Started	Staff to meet with at least 6 commercial/residential developers that have completed a project in the past 3 years.	Staff time	Near term (<1 year)
	Not Started	Staff prepare summary of areas of strength and areas of improvement. Identify specific alterations to be made to be considered by HEDRA / Planning Commission / City Council.	Staff time	
Review Existing Incentive Programs	Not Started	Staff to review all existing program handouts for areas to update.	Staff time	Near term (<1 year)
	Not Started	Bring recommended changes to HEDRA for consideration.	Staff time	
Business Retention and Expansion				
Project	Project Status	Strategic Actions	Budget Impact	Timeline
Business Retention & Expansion Visits	Ongoing	Staff to complete at least 12 BR&E visits annually and provide BR&E survey report to HEDRA.	Staff time	Near term (<1 year)
Business Drop-in visits	Ongoing	Staff to complete at least 100 unique business drops in's per year and provide updates to HEDRA in July and January on status of visits.	Staff time	Near term (<1 year)