VERMILLION STREET CORRIDOR

DEVELOPMENT GUIDELINES
11th Street to 33rd Street

PREPARED BY
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- R-4 PRD
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EXECUTIVE SUMMARY

Purpose

The Vermillion Street Corridor Development Guidelines seek to improve the economic vitality and market position of the Vermillion Street corridor by developing a long term vision based on a unified approach to improve business viability, visual image, transportation and pedestrian safety.

Development Guidelines are not intended to be ordinances or standards, but to more clearly document desired vision for future development. Guidelines build upon existing ordinances and the Comprehensive Plan, but do not serve to replace those documents.

Why Now?

The Vermillion Street corridor plays a major role in the everyday activity of the City of Hastings. Vermillion Street serves a duel role as a major commercial district and major transportation corridor. Commercial and institutional activities have located on the corridor because of high visibility and easy access. Today, approximately 30,000 vehicles travel Vermillion Street each day. With traffic volumes projected to increase to 40,000 vehicles per day in 2020, planning is vital to the economic health and safety of the corridor.

What Does it Do?

The Vermillion Street Development Guidelines outline economic development, land use, and transportation goals. Guidelines recommend long-term changes to concentrate access and commercial development at existing traffic control signals and to create two new signals at 18th Street and 23rd Street. Less intensive commercial or residential development would be planned for areas between signalized intersections. Please see Key Recommendations for specific information.

What Doesn’t it Do?

- The Guidelines do not propose the specific redevelopment of any site along the corridor but seeks to guide future market driven redevelopment over a twenty year period.
- The Guidelines do not change intersections or close median access. Roadway modifications would be studied in greater detail with the input of owners and businesses prior to any changes.
What Happens Next?
The City will use the Guidelines to assist with economic development, land use, and transportation decisions along Vermillion Street. Potential next steps include preparing traffic plans for new signalized intersections, determining the City’s financial role in development, and reviewing specific parcels for redevelopment.

KEY RECOMMENDATIONS

Community Involvement

The Economic Development Commission (appointed by the City Council) has taken the lead role in developing the Guidelines with Damon Farber Associates. Business owners and residents were involved in walking tours to assess conditions. Open houses were held to provide feedback on direction and outcomes. The Business Advisory Committee of the Hastings Area Chamber of Commerce has also assisted in hosting outreach events. The following recommendations were developed in conjunction with community input:

Economic Development

The Economic Development component of the Development Guidelines are created around the following premises:

- Business location should be related to the need for visibility, generated traffic volume, and ability to provide safe and convenient access.
- Controlled intersections (stoplights) provide greater access and visibility. Areas between controlled intersections offer less convenient access and visibility.
- Higher concentrations of business activity and buildings at controlled intersections is desirable.
- Controlled intersections are preferred for businesses most dependent on convenient access, visibility, and generation of traffic volume. Areas between controlled intersections are preferred for destination businesses less dependent on convenient access and visibility, with lower traffic volumes.
The Development Guidelines recommends the development of a series of mixed use developments at controlled intersections. These developments would cluster “service oriented” businesses and convenience retail at easy access locations where safe pedestrian crossings are controlled by signals. These development nodes would have first floor retail and upper floor office or residential uses. These clusters of development would be located at:

- 11th Streets
- 15th Streets
- 18th Streets
- 23rd Streets.

Clusters are located at these intersections because:

- They have 4 possible corners of redevelopment that have a greater opportunity to activate both sides of the corridor
- They are at signalized intersections, at pedestrian crossings identified by the City sidewalk and trails plan and are located near community amenities.

Areas between controlled intersections serve an important role for destination businesses and commercial activities less dependent on direct access.

Transportation

Vermillion Street serves many local functions as well as playing a vital role in the state wide transportation network. High volumes, difficult access, safety and excess speeding all contribute to challenges facing business owners. These challenges will only mount as volumes increase by 30-40% over the next 20 years.
Accessibility

Destinations should be connected to each other. Business access and public safety must be balanced. Shared parking and access points will improve safety and provide more logical connections to businesses that are currently inconvenient or hazardous to access.

Key Transportation/Accessibility Recommendations Include:

- Examine reductions of multiple Vermillion Street access points and encourage use of shared access points and joint access/parking agreements.
- Upgrade the geometry at the Vermillion Street/18th Street intersection to align the east/west legs.
- Extend 23rd Street east of Vermillion Street to connect with a new north-south service road.
- Examine the need for existing on-street parking bays at five locations along Vermillion Street upon property redevelopment or construction of right turn lanes.
- Plan for the future westerly connection of 33rd Street.
- Right turn lanes should be considered as a part of new development and redevelopment.

Architectural Standards:

Each district along the corridor possesses a distinct character, made of buildings, streets and open spaces that structure the patterns of activity and influence our impressions of the place and the quality of goods and services sold within. Development should be sensitive to the community context:

- Development should be sensitive to the community context and Development Guidelines. Building scale, massing, and materials should be greater at controlled intersections. Care should be taken to ensure new buildings transition to the scale of adjacent residential neighborhoods.
- There should be visual and functional continuity of street frontages to help define the street.
Executive Summary

Streetscape
A comprehensive streetscape for Vermillion Street is also envisioned to create a quality first impression as you enter the city as well as improve the identity for all businesses along the corridor. Studies show that streetscape improvements are not just about aesthetics but have shown the ability to increase a businesses bottom line.

The Schoolhouse Square development serves as an excellent example of redevelopment along Vermillion Street.

An enhanced visual character can improve a business’ bottom line.
CHAPTER 1 - INTRODUCTION

1.1 Location and Context

The study area is located along Vermillion Street (State Highway 61) in Hastings between 11th Street and 33rd Streets in the southern half of the City. The corridor carries approximately 30,000 vehicles a day and contains a diverse mix of uses, from single family homes and offices to commercial businesses and industrial uses. The corridor is also home to a few unique uses like the LeDuc Historical Estate, the Hastings Civic Arena and a number of cemeteries. If you are a Hastings resident it is likely you travel on Vermillion Street a number of times a day. It is the primary vehicular corridor within the city and its future success is important to residents and business owners alike.

Most anytime of the day it is a vibrant street with high volumes of vehicles and patrons accessing local businesses to purchase goods and services. If you are looking for anything from an ice cream cone to a bottle of wine, a hotel or a place to fill up your car, it can be found on Vermillion Street. It is a long and diverse corridor.

A number of properties have been redeveloped recently; like the Merchants Bank north of the LeDuc Historical Estate and the Coborn’s grocery store redevelopment of the former Wal-Mart site at County Crossroads. A number of vacant or undeveloped properties also exist along the corridor. The Jiffy station at 15th Street has stood vacant for a number of years and a number of parcels adjacent to the new Coborn’s store at 33rd Street remain undeveloped.

The corridor has been separated into three distinct districts for this study. The districts are:

- Midtown (from 11th Street to County Road 47)
- South Vermillion (from County Road 47 to the intersection of Vermillion Street and Trunk Highway 316)
- County Crossroads (from the intersection of Vermillion Street and TH316 to the duplex housing just south of 33rd Street)
The Midtown District

The Midtown District begins at 11th Street on the north and extends to County Road 47 on the south. In 1856 William LeDuc, thought this section of the corridor would be a fine place for a home on the outskirts of Hastings in close proximity to the Vermillion River. LeDuc also saw potential for the development of a mill in this area. Development slowly crept south from the downtown area along Vermillion Street until the 1940’s when single family home construction grew along the corridor.

Following the 1940’s the corridor has seen a steady transformation into a diverse mix of uses. Many of the homes have disappeared and been replaced with commercial businesses or office space.

The 50’s and 60’s development tended to build buildings closer to the street when Vermillion carried far less volumes of traffic and parking was on the street.

The 70’s and 80’s saw a suburban model of development with buildings setback from the street with off-street parking located in front of buildings.

More recent development has continued the suburban model of development with a number of exceptions. The ConAgra complex and the LeDuc Historical Estate remain a reference to the history of the community and the Creamery continues to be a cherished destination.
The South Vermillion District

The South Vermillion district is a unique section of the corridor with many diverse uses from restaurants and single family homes to a car wash and furniture store. A residential neighborhood borders the corridor on the west with the City’s industrial park bordering the corridor on the east. The corridor crosses the Vermillion River on the northern edge but the river and falls remain a hidden community gem. Similar to the Midtown district, residential development in the 30’s and 40’s was followed by commercial redevelopment in the following decades. Many of the properties on the east side were developed in the 1960’s and remain today. Commercial development on the west occurred from the 1960’s to as recently as 1996 with the Applebee’s development. A number of office and restaurant uses can be found on the west side, while the east side has a variety of auto related businesses, an insurance office and an RV and mobile home park to name a few.
County Crossroads District

The County Crossroads area represents the largest landmass along the corridor. The recent redevelopment of a former Wal-Mart into Coborn’s grocery store should bring renewed development interest. The district contains a couple of cemeteries which provide a green gateway into the city, and also a number of auto oriented businesses. Residential development on the west side of the corridor faces Vermillion Street with direct access to the highway. The Hastings Civic Arena is located on the eastern edge and continues to be a vibrant community destination. The entrance to the Hastings industrial and business park is located at Spiral Boulevard adjacent to the Civic Arena and planning is underway to improve the entrance and road infrastructure. The wedge between TH316 and State Highway 61 contains a variety of businesses including a restaurant and hardware store, a hotel and convenience station.

Today, Vermillion Street is no longer at the edge of Hastings but at the center of activity, set between beautiful residential neighborhoods and a thriving industrial zone of the community. It is connected to the City’s trail system and is host to many significant and cherished institutions within the Hastings community. New businesses, such as the Provincial Bank, the School House Square businesses, and Coborn’s have redeveloped old structures, finding great success and adding vitality to the corridor, while locally owned businesses such as the Creamery and ConAgra continue to thrive and serve the community.
1.2 Purpose of the Development Guidelines

What are Development Guidelines?

Development Guidelines outline a long-range vision of typically 15 to 20 years for economic development, land use, and transportation improvements along the corridor. The guidelines examine current conditions of the area; develop a future vision of what residents and business owners want the area to become and then formulate specific goals, objectives and policies that will help implement that vision.

Guidelines are intended to identify and develop a long-range plan to ensure that the Vermillion Street Corridor continues to grow and change while addressing the needs and desires of the community. Development Guidelines provide City decision makers, and the community with a vision to guide future public improvements. Guidelines provide business owners, developers and builders with desired development patterns and uses within the corridor.

Why Now?

As the City of Hastings grew southward and Vermillion Street became a heavily traveled state highway, the corridor filled with an eclectic mix of uses. Adjacent to the corridor, single family neighborhoods emerged with a thriving industrial park to the southeast. The neighborhoods have matured into attractive and desirable places to live in the City and the industrial park is nearly full. The neighborhood residents and businesses owners know that the area possesses the qualities and attributes of community life that so many new communities across the region are trying to create.

Visibility and traffic volumes continue to influence business growth along Vermillion Street. Vacant land within the corridor is scarce. Traffic volumes continue to increase. Balancing future business development and redevelopment with transportation and access needs will continue to become more critical over time.

These concerns have raised important questions regarding the mix of uses, building location, architectural character and functional aspects of the corridor. Others acknowledge that change is inevitable, particularly for an area of the city laced with inherent assets and amenities such as Todd Field, the LeDuc Historical Estate and the Civic Arena, proximity to natural amenities like the Vermillion River and Falls and the adjacency of established and appealing residential neighborhoods.
Chapter 1 – Location and Context

The Vermillion Street Corridor has experienced its share of change over the years. Sometimes it is the sale of an established property for private development (such as the Schoolhouse Square Development); other times it is exterior changes to a business, such as the redevelopment of a former Hardees restaurant into Provincial Bank. No matter what the change, there will always be people who are concerned and others who are excited. Change will occur, and it is usually a sign of a strong, healthy community. It means that residents and business owners want to live and invest there. It also means that property values will likely grow – an important asset to most families.

Some of the change anticipated within the corridor include potential infrastructure improvements to the Hastings Bridge over the Mississippi and the contemplated Highway 316 bypass south of the City. These planning and design efforts are being undertaken by the Minnesota Department of Transportation, Dakota County and the City of Hastings. Those improvements are anticipated to trigger redevelopment activity within the corridor.

In response to these concerns, The City of Hastings and the Economic Development Commission thought it important to determine a vision for future development and develop guidelines centered upon the vision. Development Guidelines are not intended to be ordinances or standards, but to more clearly document desired vision for future development. Guidelines build upon existing ordinances and the Comprehensive Plan, but do not serve to replace those documents.

1.3 Goals and Objectives

As a result of discussions with the community and the Hastings Economic Development Commission (EDC) during the planning process, a set of goals and objectives for the Development Guidelines process and recommendations were developed. These include the following:

Corridor as Community Builder

- Supports a compatible mix of commercial, industrial, office, institutional and residential uses.
- Enhances the economic viability of businesses.
- Enhances the integrity of adjacent residential neighborhoods.
Maximizes opportunities to contribute to a high quality of community life.

Supports the physical connection to local trails, open space and other community institutions.

**Transportation and Economic Development are interlinked**

- Provides adequate vehicular circulation as well as pedestrian and bicyclist movements.
- Acts as a linkage connecting adjacent neighborhoods, including safe crossings for pedestrians.
- Provides adequate access and parking for businesses and residents.
- Performs a high-capacity/moderate speed road function for cars and trucks.

**An Opportunity to Provide People Friendly Public Spaces**

- Provides a safe environment for pedestrians.
- Creates strategically located human-scaled spaces which are engaging to the eye.
- Includes an attractive streetscape that is good for business, good for pedestrians and can be maintained for the long run.
- Celebrates the historic role of Vermillion Street as the main artery within the City of Hastings.
CHAPTER 2 – EXISTING CONDITIONS

2.1 Land Use

Commercial

A variety of commercial uses exist within the study area consisting of neighborhood-serving retail and services to destination retail serving the larger Hastings community. The Midtown district has mostly small-scale shops and services typical of a neighborhood shopping district. Anchoring the retail area within the Midtown district are the shops between 11th Street and 15th Streets.

The Thrifty White Drug store anchors the most highly visible corner of the corridor at the intersection of Vermillion and Highway 55. Other retail uses within the Midtown district include national chains such as Walgreen's drug store and Dairy Queen. Restaurants, banks, a liquor store, auto oriented services, a laundromat, industrial uses and miscellaneous office space round out the commercial mix in this district.

Thrifty White Drug anchors the Midtown Shopping Center at 11th & Vermillion.

The South Vermillion District consists of restaurants, auto oriented retail, some office space, a furniture store, the masonic lodge and a bar. The most recent redevelopment which occurred in 1996 was the Applebee's project.

The County Crossroads district will be anchored by the Coborn's redevelopment of a former Wal-Mart store and Ace Hardware. This area contains a few auto oriented businesses, a restaurant, and fast food outlets. The strip center adjacent to Coborn's should receive renewed interest.
Lodging

One motel exists on the corridor on the west side of Vermillion at 16th Street. The motel, built in 1951, is made up of a complex of similar buildings. One of the buildings was recently lost due to fire. A number of hotels also sit on the corridor: two are located in the South Vermillion District and one in the County Crossroads area.

Residential

The study area is surrounded by well-established single family neighborhoods that offer convenient access to nearby shops and services. Multi-family residential structures are few, and the single family homes reflect good craftsmanship and streets are lined with trees and sidewalks. Medium density housing has been recently constructed on the east side of the School House Square project.

The neighborhoods on the west side of the corridor are divided by the Vermillion River where the only connection point is at the Vermillion Street crossing or further down on 31st Street. The road system between the commercial businesses south of 15th makes travel somewhat awkward in this neighborhood. The neighborhood on the east side of the corridor has good access parallel to Vermillion but the ConAgra facility and the large block at the Polka Dot Dairy make travel to the south difficult.

A number of residential properties still exist directly on the corridor but resale as a residential home is unlikely and this may provide opportunity for commercial reuse. The single family residential on the west side of the corridor south of the Vermillion River still has direct access to the highway, which creates access issues for many residents when turnaround space on private property is not available.
Cultural

Located within the study area are Todd Field, The LeDuc Historical Estate, the Civic Arena, two cemeteries and the Hastings Area Learning Center. Additional churches exist on the corridor just north of the study area and serve the surrounding community.

Parks and Open Space

While there is very little usable park or open space within the study area, great opportunities exist to connect to neighborhoods and the Hastings Area Trail System. The south portion of the study area overlaps the Vermillion River corridor and trail system. This crossing offers a great opportunity to provide direct and safe access to the river trail system.

The two cemeteries (Saint Elizabeth Ann Seton and St. Luke’s Episcopal Parish Church) and Todd Field provide green relief in the study area; however, while cemeteries were once used for public gathering on weekends, they are rarely used for such events anymore. One of the most significant green spaces along the corridor is the ConAgra park area that is owned by ConAgra but leased to the City for one dollar. This relationship provides valuable green space and the preservation of a significant stand of oak trees. However, this relationship also keeps the City from making any investment into the space to make it more usable for the community. The Strolling Woods adjacent to the LeDuc Historical Estate also provides green relief for the corridor.
Industrial

The ConAgra mills are an icon on the corridor and contribute 475 trucks a day to the Vermillion Street corridor. The Hastings mill is a key component of ConAgra providing flour for food product businesses east of the Mississippi. Trucks routinely travel from Hastings to New Jersey and Massachusetts. ConAgra appears to be committed to staying in its current location for many years to come.

The Polka Dot Dairy and the Hastings Co-op Creamery are also industrial uses located on the east side of the corridor. The retail portion of the creamery is a cherished community destination and provides a high volume of pedestrian traffic crossing Vermillion Street on summer days. The interior configuration of the Creamery requires trucks to be loaded directly adjacent to the corridor with no visual buffer. The Polka Dot Dairy building is set back from Vermillion Street and the gravel parking at the corner of 18th Street leaves an unfinished appearance to the property.

Both are important businesses. However, the access to Vermillion can be difficult for trucks and will be discussed further in the transportation portion of this chapter.

2.2 Infrastructure

The existing infrastructure is critical to the function and future capacity for development on the corridor. The public works department is currently reviewing the water needs of the corridor and specifically reviewing fire protection issues for property along the corridor. Lighting is provided in some areas of the corridor but not in others. The lighting lacks scale and is what one would typically see along a state highway setting. Large cobra head fixtures adequately light the roadway but provide minimal benefit for pedestrians and detracts from the commercial image of adjacent business owners.
2.3 Transportation

The segment of Vermillion Street through the City of Hastings is designated as U.S. Highway 61 (TH 61) and is under the jurisdiction of the Minnesota Department of Transportation (Mn/DOT). The study segment of this roadway extends for a distance of about 1.4 miles between TH 55 on the north and 33rd Street on the south. Throughout this entire length, Vermillion Street provides two lanes in each direction, with a raised center median and left turn lanes at locations of median openings. The existing speed limit over the entire length is 30 mph, except that the speed limit is 45 mph for a short distance south of the TH 316 intersection to south of 33rd Street. Full access presently is provided at most public street intersections plus multiple private driveways (see figure). Right turn in and out access provided at numerous other private driveways. Full-access locations are presently located as follows:

- TH 55 on the west side and private driveway on the east side
- 12th Street on the west side and private driveway on the east side
- Private driveways on the west and east sides midway between 12th and 14th Streets
- 14th Street on the west and east sides
- 15th Street on the west and east sides
- 16th Street on the east side and private driveway on the west
- 17th Street on the west and east sides
- 18th Street on the west and east sides (18th Street on the east side is designated as TH 291)
- 19th Street on the west side and private driveway on the east side
- CSAH 46/47 on the west side
- 21st Street on the east side
- 22nd Street on the west side and private driveway on the east side
- 23rd Street on the west side and private driveway on the east side
- 24th Street on the west side and private driveway on the east side
- 25th Street on the west side and private driveway on the east side
- TH 316 on the east side
- Private driveway on the east side south of TH 316
- Private driveways on the west and east sides south of TH 316
- 33rd Street on the east side

The volume of traffic along Vermillion Street makes parallel parking difficult and creates inadequate sidewalk space for pedestrians.
Transportation conditions along the corridor.
Some businesses have multiple access points to Vermillion Street. Driveways could be reduced and still provide good access to businesses.

Other major existing characteristics regarding Vermillion Street are as follows:

1. It is designated by Mn/DOT as a High Priority Regional Corridor.

2. 2006 daily volumes were 28,500 vehicles per day between TH 55 and CSAH 46/47, 32,500 vehicles per day between CSAH 46/47 and TH 316, and 12,500 vehicles per day between TH 316 and 33rd Street.

3. Actual 85th percentile measured speeds of 38 mph north of CSAH 46/47 and 40 mph south of CSAH 46/47. This means that 85% of the vehicles are traveling at or above the referenced speeds. Under normal circumstances, the 85th percentile speed should be similar to the speed limit.

4. It is difficult for motorists to cross Vermillion Street or to turn left onto this roadway at peak traffic times at uncontrolled intersections.

5. Traffic movements along Vermillion Street include a significant volume of trucks, some of which are oriented to/from businesses along the corridor. The ConAgra Foods facility, which is on the east side of the roadway just north of the Vermillion River, is a very substantial generator of truck trips. On a typical weekday, over 450 trucks enter and leave the site. Most of these movements occur between the hours of 7:00 am to 1:00 pm, according to company officials.

6. On-street parking is prohibited on both sides of Vermillion Street along the entire length of the corridor, except for five locations where one side of the roadway is widened to create short parking bays that accommodate a few parking spaces.
Parallel parking bays are located along Vermillion Street at:

- South of 15th Street on west Side
- South of 18th Street on west side
- North of CSAH 46\47 on west side
- Between 14th and 15th Streets on east Side
- South of 17th Street on east side

ConAgra Foods contributes 450 trucks to the corridor each day.
2.4 Architecture and Visual Aesthetics

Building architecture in the corridor includes an eclectic mix of styles, materials, heights and massing, representing many decades of construction without a coherent vision or standard. Buildings range from 1-6 stories but are predominantly 1-2 stories and are randomly scattered throughout the corridor instead of responding to commercial nodes where uniform height could contribute to district identity. The largest massing of buildings is located at the ConAgra facility, which contrasts sharply with adjacent single family homes.
The LeDuc Historical Estate provides high quality materials and design in contrast to the retail architecture of the rest of the corridor. Many buildings have few windows or entrances facing the street or are set back from the sidewalk, perhaps separated by parking or service areas. In some instances, the quality of materials is utilitarian and requires maintenance. In others, windows, doors or awnings would contribute greatly to a positive pedestrian and visitor experience.

Building setbacks are inconsistent along the corridor and contribute to a confusing and sometimes difficult ability to see businesses and signage. However, part of the charm of the corridor is how it developed over time and the building placement reveals much about the era in which it was built. It also poses many challenges in creating a visual frame as you travel the corridor. Many service areas are not properly screened from adjacent residential uses.

A walking tour was held with business owners and residents of the area at the beginning of the study. They were asked to respond to the visual aesthetics of the corridor on every block. The highest rating was 3 on a scale of 1-5. The predominant number was 2 which reflected a Poor rating.
2.5 Market

Housing

Over the next 24 years, single-family housing demand in Hastings is expected to remain relatively stable with a total demand for 2000 to 2500 new units between 2000 and 2030. While projected demand for multifamily units is projected to total 2400 to 2600 units that demand is expected to begin high and taper over those years. The total demand for single-family and multifamily housing is expected to be roughly similar with multifamily housing demand slightly ahead of single-family demand.

The tables in the appendix show projected housing demand, rental and for-sale housing for Hastings and other growth suburbs for the period 2000 through 2030 in ten-year increments. The tables show that demand for all housing in Hastings is projected to slow somewhat over the next 20 years as growth slows. These figures are for new construction only and do not assess the demand for existing homes in the community, most of which are single-family. (Maxfield Research).

Housing – Rental

The rental market is improving in the metro area. Vacancy rates have improved from 6.9% in 2005 to 4.8% in the second quarter of 2006 (GVA Marquette Advisors). With improving employment, and rising interest rates for the purchase of homes that might compete with rental units as a dwelling option, this trend is likely to continue.

Demand for rental housing is weighted toward affordable and senior rentals versus market rate rentals, although there would potentially be overlap between senior rentals and some market rate rentals. As the population ages, there will be growing demand for products that will be geared toward active adults and seniors.

Reaching this demand potential depends in part, on the location and market positioning of products that would be developed. It is our experience that this type of active senior residential housing can be successful if properly sited, in areas relatively near transit and busy arterials, as for example, buffered or back-half blocks adjoining the Vermillion corridor.
Housing – Owned

The majority of the demand for new housing is projected to be for-sale housing. In the case of Hastings, market demand for new housing is expected to incorporate a mix of single-family homes and townhomes (Maxfield Research). Although, there will be some demand for condominium units, these could possibly be located on high-amenity sites like those along the natural bluffs, and should be moderately priced.

In the short-term, market conditions favor development of housing products that meet the needs of young and growing families and young seniors. Some move-up housing is indicated for households that have been living in the area for some time and would prefer to expand or upgrade their housing situations. (Maxfield Research).

Pricing for new construction homes in Hastings generally ranges from the mid to upper $200s for entry-level single-family homes and above $500,000 for executive move-up homes. Townhome development has been primarily entry-level and pricing is in the high $100s to the low $200s.

Retail

Generally, throughout the Metro Area, retail centers have been performing well with new centers leasing up rapidly. Strong retail growth in developing suburban areas however, has created additional vacancy in the market, some of which is difficult to fill. Similar conditions exist on sites along the Vermillion corridor, where retail buildings remain either vacant or under utilized.

New retail space on the west side of Hastings has leased well and has generated spin-off development attracted to the anchors located there. In general, lease rates are between $8.00 - $12.00 per square foot depending on age of space and location. Older retail space not on major thoroughfares would lease for rates below these levels. (Maxfield Research).

Office

In the recent past, overall market for office space in the Twin Cities metro area has been soft, with metro area vacancy rates between 18 and 20%. Current market conditions for office space, however, indicate that the office market is experiencing a small resurgence.
Maxfield Research finds that core submarkets, the Downtowns, the west and southwest and east suburban markets are seeing renewed interest, primarily in Class A office space. Class B and Class C spaces are still struggling with higher vacancies and generally stagnant rents. Class A space tends to be in high quality buildings with high quality amenities for businesses and sophisticated technology. Class B & C spaces have reduced rents and lower quality spaces for business. In smaller submarkets, limited development of new office space has kept vacancies low and rents have been stable with some upside.

Development of new buildings in the suburban markets has generally been small, 25,000 to 50,000 square feet targeted to small businesses. Office condos have also taken some of this demand and there are still office condos being marketed in a number of suburban areas with limited success.

Lease rates in the Hastings area are generally moderate and existing buildings are predominantly Class C. Upgrading will rely heavily on new household growth to generate small business growth -- primarily service businesses like accounting, insurance, real estate, construction and other small businesses. Proximity to the County Courthouse and Government Center could also generate additional demand for service businesses. Dakota County however, has spread its facilities across the county with additional locations in Apple Valley and West St. Paul. This will limit the amount of spin-off space in Hastings due to the dispersion of the county offices to other locations.

Medical office space is considered a growth area across the metro and we are still seeing demand for new clinic and medical space, especially in developing suburban areas.

**Mixed-Use**

Since mixed-use is not defined as a specific set of uses, it draws its market from the uses it contains. Since this area’s strongest demand is for housing, the predominant use in most mixed-use development will be housing. That can be coupled with retail or service office uses as appropriate to the specific location.
3.1 Considerations from Existing Plans

Heart of Hastings (2002)

Vision Statement - The Vision for Original Hastings is to be an inspiring, vital, and stable neighborhood always striving to protect its rivertown history, deepen its traditional character, and enhance its environment.

Key Recommendations

- The Plan recommends pursuit of redevelopment in the Levee area as the highest downtown priority.
- Redevelopment of the post office block should be pursued as the highest priority downtown redevelopment project after the levee area redevelopment.
- Adaptively reuse the Hudson Manufacturing Site
- The Plan recommends that redevelopment of the UBC site be done in conjunction with construction of the commuter rail station.
- Establish a Special Service District in Downtown. A special service district is a tool for public/private collaborations on improvements and services in the downtown.
- Implement Streetscape Enhancements
- Reuse the Wastewater Treatment Plant Site
- Reserve the Grain Elevator Block for a Commuter Rail Station
- Relocate the Rail Switching Yard
- Close the 3rd Street Rail Crossing
- Reconstruct Bailly Street as a Parkway
- Convert One-way Streets
- Replace the River Bridge with an “Architectural Landmark”
- Enhance Vehicular Access (Bridge to 2nd Street)
- Enhance Visual Access (Bridge Deck to Downtown)
- Expand Visitor Parking at Western Edge of Downtown
- Use Bridge Replacement as Catalyst for Redevelopment
- Construct Bike/Pedestrian Lanes on New Bridge
- Enhance Vermillion St. Pedestrian Crossings and Gateway Features
Hastings Comprehensive Plan (2002)

Purpose

The Comprehensive Plan has been adopted by the City Council and is used by policy makers to help guide the physical development of the City. Within the plan there are a series of policy statements and implementation steps to help guide City actions. It should be noted that the City will be updating the comprehensive plan in 2007-2008.

Key Findings

- Redeveloping certain geographic areas of the City to stimulate business expansion and vitality. For example, the Midtown Shopping Center/Vermillion Street area contains sites that are functionally obsolete that could benefit from a coordinated redevelopment effort to attract and retain businesses. These efforts could include the development of an overall master plan for the area to guide future investments, a revolving loan or improvement program to stimulate private investment, and the installation of public streetscape improvements.

- Discourage unplanned and strip commercial developments along TH 61 and TH 55 that has an adverse impact on transportation systems, nearby residential areas, and the City image.

- Require new commercial activities to be part of larger developments to ensure compatibility with surrounding land uses.

- Discourage individual commercial establishments from locating on sites providing only direct access onto arterial streets.

- Encourage the expansion, redevelopment and renovation of under utilized commercial, office and industrial properties.

- Businesses that front on TH 61 need to provide rear access to side streets.

- Improvements to increase pedestrian and vehicular safety are needed including widening the traveled portion of the roadway by eliminating on-street parking and installing sidewalks.

- New traffic signal at the TH 61/23rd Street intersection.

- The extension of 23rd Street to 21st Street and closure of TH 61/21st Street intersection, and construction of a backage road parallel to TH 61 extending south from 23rd Street to provide access to existing businesses.

- Cannon Street will serve as a frontage/backage road for commercial and residential development along TH 61 from 36th Street to 22nd Street.
3.2. Transportation Improvements

When considering potential traffic improvements for the Vermillion Street corridor, it is important to account for the following five factors, in addition to existing conditions:

1. Projected traffic volumes.
2. Planned roadway improvements.
3. Applicable engineering standards.
4. Design characteristics of other comparable corridors.
5. Transportation objectives for corridor.

Projected Traffic Volumes

Traffic volume projections prepared by the Metropolitan Council indicate that the projected 2030 daily volumes will be about 42,300 between TH 55 and CSAH 46/47 and about 40,600 between CSAH 46/47 and TH 316. These forecasts represent an increase of 30 to 42 percent over the 2006 daily volumes.

Planned Roadway Improvements

Two major roadway improvements are planned that will affect the future traffic use of Vermillion Street:

1. Planned reconstruction of the TH 61 bridge over the Mississippi River. Mn/DOT will soon commence a study regarding replacement of this bridge. At the time of this report Mn/DOT staff presently anticipates that this bridge reconstruction will occur in 2015 at the earliest. To resolve the capacity constriction caused by the existing two lane bridge, it is anticipated that the new bridge will be four lanes.

2. Realignment of TH 316. In May 2002, the following report was prepared by the SEH firm on behalf of the City of Hastings, Dakota County, Mn/DOT, and the Metropolitan Council: “Highway 316 Bypass Feasibility Partnership Study.” This report recommended that TH 316 be realigned in the southern part of the City to extend west to an intersection with TH 61 south of Tuttle Drive. From this location, the roadway would be extended west as a new CSAH 46 bypass to intersect CSAH 46/47 just east of their intersection. Dakota County and the City of Hastings have commenced work on a Hastings Area Roadway Study to further identify needs and corridors.
Replacement of the existing TH61 bridge with a higher capacity bridge likely will contribute to continuing growth in traffic volumes on the subject segment of Vermillion Street, correlating with the traffic volume forecasts prepared by the Metropolitan Council. The planned TH 316 bypass, on the other hand, will divert some traffic away from Vermillion Street, especially the portion south of the existing TH 61 intersection with CSAH 46/47.

Mn/Dot Engineering Standards

Since the subject segment of Vermillion Street serves as TH 61 under Mn/DOT's jurisdiction and since Mn/DOT has designated this route as a High Priority Regional Corridor, it is important to closely account for Mn/DOT's applicable standards in developing an overall plan for this corridor. Principal guidelines established by Mn/DOT for traffic control and access management are presented in the following document: “Appendix A: Access Category System and Spacing Guidelines,” March 2002. For roadways such as TH 61, this document states that traffic signalized intersections should be spaced at ¼ mile. Page 33 in this document indicates the types of driveways that exist along the Vermillion Street corridor can be permitted, subject to the following conditions:

1. Reasonably convenient and suitable access is not available or attainable from the local street network or by shared entrance with an adjacent parcel.

2. Only one entrance per parcel should be provided. An additional entrance may be permitted if it is determined that the property cannot otherwise be reasonably developed or utilized and that such additional access will not negatively impact the safety and operations of the roadway.

3. The entrance should not be located within the functional area of an intersection or within the turn lanes to another private entrance.

4. On existing divided roadways, the entrance should be limited to right in/right-out only.
Design Characteristics of Other Comparable Corridors

In considering the future character of Vermillion Street, some project participants have expressed interest in relating Vermillion Street to other similar corridors. One other roadway that has been identified for comparison purposes is Robert Street in West St. Paul. This is an arterial roadway in a major business area, and the current volume on Robert Street is approximately two-thirds the volume on Vermillion Street. For much of its length, Robert Street provides two lanes in each direction, with a continuous center left turn lane. This is equivalent to Vermillion Street if the center median on Vermillion Street were removed and replaced with a continuous left turn lane.

The City of West St. Paul studied Robert Street in 2001 and one of the recommendations from that study was to add a median with dedicated left turn lanes in segments of the corridor with a cluster of pedestrian oriented businesses around a controlled intersections.

Multiple driveways on Vermillion Street are contrary to MnDOT adopted guidelines for business access. The Schoolhouse Square development (at the top of the picture) depicts a MnDOT preferred solution.

Proposed streetscape for Robert Street in West St. Paul (Image courtesy of DSU).
Transportation Objectives for the Corridor

In addition to the existing conditions and planning considerations previously expressed, it is important to consider the overall transportation objectives for the Vermillion Street corridor in order to develop an appropriate concept plan for corridor improvements. Principal objectives that have been established:

1. Alleviate issues experienced by motorists attempting to cross Vermillion Street or to turn left onto this roadway at uncontrolled intersections.

2. Provide a high level of safety for motorists and pedestrians.

3. Provide access for properties along the corridor.

4. Comply with applicable Mn/DOT standards for this highway.
The planning process for the Vermillion Street Corridor Development Guidelines had the oversight of City’s Economic Development Commission and City Staff and was organized around a public consensus building process. The combination of these three perspectives provided the consulting team a wealth of both strategic insights and community aspirations that could be incorporated into the Guidelines.

The project team members who live, work, shop and recreate in the Vermillion Street Corridor provided direction on the planning process, participated in community open houses, a corridor walking tour, meetings with the Chamber of Commerce Business Advisory Committee. Team members reviewed public comments provided through the process and offered insights about the feasibility of Guideline components and recommendations. The Project Team members met on a monthly basis between April 2006 and October 2006 offering input and guidance to the consultant team members. The Business Advocacy Committee of the Hastings Area Chamber of Commerce and members of the EDC hosted roundtable sessions to assess business owner views on the guidelines.

The Development Guidelines for the Vermillion Street Corridor seek to establish a vision for the future based upon the wishes and desires of the community. At times, various community members expressed concerns over specific elements of the Development Guidelines, but the vision seeks to define a broad set of ideas for the future of the corridor. In fact, as people shared their views about the future of the corridor, it became evident that they all share a great desire to improve a corridor that is highly treasured and critical to the future health of the community. Issues regarding access, multi-family housing, location of controlled intersections, future maintenance of improvements and overall visual character are often contentious, but people recognize their positions are often highly charged because they truly care about the future of the corridor and the long term economic viability of their business.

It is the goal of this Development Guidelines to reflect the common vision shared by the community and provide positive direction for the future of the Vermillion Street Corridor. While community members may continue the debate after completion of the Development Guidelines, it should be done in the context of a commonly held vision. In this way, a statement of purpose should provide the way for shared values and a basis for cooperation as the community addresses future transportation and development dilemmas in the corridor.
4.1 Public Outreach and Participation

A corridor walking tour, two public meetings and meetings with the Chamber of Commerce Business Advocacy Committee were held and attended by members of the Project Team and the surrounding community. Information regarding these events was publicized on the City’s website, in the Hastings Star Gazette and postcards mailed to citizens.

Corridor Walking Tour

The first chance for business owners and neighborhood residents to comment on the study was at a walking tour of the corridor held on April 18th, 2006. One tour of the Midtown District was held in the early afternoon and one tour was held for the South Vermillion and County Crossroads area following the first tour. The purpose of this tour included the following:

- An opportunity to meet business owners and residents and discuss issues where they occur
- An opportunity for business owners and residents to provide input to the process at the very beginning prior to any concepts being developed
- Present the planning process
- Discuss the purpose of the Development Guidelines
- Inform participants how they could stay involved in the process

Participants of the walking tour were asked to rate each block in regards to:

- Land Use
- Visual Quality
- Traffic

They were also asked to make general observations regarding each block. The information gathered at the walking tour provided planning insights and direction for the preparation of concepts that followed and influenced recommendations made in the following open house. Please see Appendix A for Walking Tour Minutes and Block by Block Analysis.
Chapter 4 - Planning Process

Existing Conditions of the Vermillion Street Corridor
Open House One

The first community open house was held at City Hall on June 15th, 2006. The purpose of this open house included the following:

- Introduce purpose of the Guidelines
- Present the planning process
- Recap what was discussed on walking tour
- Present data gathered that influence planning decisions
- Introduce preliminary concept & guiding principles
- Gather additional input from those present

Members of the community were asked to review findings to-date and provide insight and comment on the direction of the concept. The input gained from this effort moved the direction of the plan closer to preferred Development Guidelines which was presented at the second community open house.

Open House Two

The second community open house was held August 15th, 2006 at City Hall. The purpose of this meeting included the following:

- Present the Development Guidelines concept
- Discuss refinements & next steps
- Gain additional input regarding the Guidelines

This open house allowed community members the opportunity to review recommendations, ask important questions regarding components or process issues, express concerns, and discuss likes and dislikes of the Development Guidelines. Those comments were reviewed by Project Team members and influenced the recommendations made in the Development Guidelines.

Please see appendix for open house minutes
Chamber of Commerce Meeting – September 13, 2006

A lunch meeting was held on September 13, 2006 at the Green Mill on Vermillion Street with members of the business community to present the Development Guidelines process, transportation improvements, planned infrastructure improvements to Vermillion Street that may affect their businesses, and gain comment regarding concerns or desires they may have regarding the future of the corridor. Members of the business community provided insights on the following:

- Concerns of changed access to individual properties
- Concerns of new turning movements on Vermillion Street
- Concerns regarding possible rezoning
- Desires for an improved character along Vermillion Street
- Concerns over special service district to help maintain Improvements
- Access for mobile home park

Chamber of Commerce Meeting – February 12, 2007

The City of Hastings hosted a meeting for Chamber members and business owners on February 12, 2007. About 30-40 people attended the meeting. Most in attendance had strong reservations about the Guidelines including the following:

- Plan has lost it’s focus – more emphasis on transportation than economic development.
- Stop lights at 18th Street and 23rd Street supported
- Median closures strongly opposed; what about a center turn lane?
- How will plan be implemented – how much would it cost.
- Overwhelming rejection of the plan.
Joint Chamber of Commerce Business Advocacy Committee and EDC Meetings – March to May, 2007

A joint committee consisting of EDC and Chamber of Commerce Business Advocacy Committee members was established to meet with business owners to review the Guidelines and offer modifications. The joint committee met on several occasions between March 13th and May 17th 2007. The following comments/suggestions were made:

- Redevelopment guidelines are beneficial.
- Encourage City Staff to seek cost estimates, and funding sources for stop lights at 18th Street and 23rd Street
- Reject traffic suggestions related to proposed turn lane changes and median closures
- Proactively work with MN Dot on Mississippi Bridge improvements.
CHAPTER 5 – PURPOSE AND PROJECT OBJECTIVES

5.1 Purpose

A statement of purpose for the Vermillion Street Corridor defines the challenges ahead and seeks to guide the process towards a long term solution to this complex corridor.

Purpose

The Vermillion Street Corridor Development Guidelines seek to improve the economic vitality and market position of the Vermillion Street corridor by developing a long term vision based on a unified approach to improve business viability, visual image, transportation and pedestrian safety.

5.2 Organizing Principle

The Economic Development component of the Development Guidelines are created around the following premises:

- Business location should be related to the need for visibility, generated traffic volume, and ability to provide safe and convenient access.

- Controlled intersections (stoplights) provide greater access and visibility. Areas between controlled intersections offer less convenient access and visibility.

- Higher concentrations of business activity and buildings at controlled intersections is desirable

- Controlled intersections are preferred for businesses most dependent on convenient access, visibility, and generation of traffic volume. Areas between controlled intersections are preferred for destination businesses less dependent on convenient access and visibility, with lower traffic volumes.

Revitalization of the present fragmented, commercial frontage with a series of concentrated nodes linked by continuous development is desired. The concentrations are expected to create a critical mass at controlled intersections that will promote pedestrian activity and business viability along Vermillion Street. The different levels of concentration suggested by larger and smaller nodes, creates a rhythm of development along Vermillion Street, which helps to segment the linear corridor into distinct areas. Each of these areas has the potential to develop its own sense of place.
5.3 Land Use Concept

The Land Use Concept encourages complementary uses to locate together in order to create distinctive land use areas. The land use areas include concentrations of mixed-use development at controlled intersections. Commercial development between controlled intersections will continue and is envisioned to be of less concentrated, mixed destination retail and residential uses with multi-unit residential behind. Clustering development at controlled intersections take advantage of conditions which create the most desirable opportunity for mixed-use and commercial redevelopment, i.e. good access and proximity to areas which provide customer support for commercial retail and services. They are all at breaks in the median, where signal-controlled intersections permit left turns for vehicles and cross-walks for pedestrians. The market will determine the intensity and mix of uses.

The County Crossroads District provides the largest opportunity for a comprehensive development to form a gateway on the southern edge of the City. Further development is anticipated to take advantage of Coborn’s redevelopment of the former Wal-Mart site.

The future pattern of land uses across the Corridor is designed to integrate with the adjoining, residential neighborhoods. In most areas, multi-unit residential uses provide a transitional buffer between the commercial uses fronting onto Vermillion Street and the generally low-density residential uses in the adjoining neighborhoods. Where at-grade local commercial and retail uses are allowed underneath multi-unit residential development (adjacent to most controlled intersections), they front onto the side street and not onto Vermillion Street.

5.4 Design Guidelines

The following guidelines apply to future development in the Corridor. They will form the basis for more specific guidelines to be incorporated into the subsequent chapter. Well-designed development produces attractive, high-quality, sustainable people places. It provides meaning, interest and identity to an area and creates conditions which support a flourishing economic and community life. There are three main elements which combine to impart a sense of place and a feeling of vitality to an area:

- The activities or uses
- The form of its buildings and spaces
- The accessibility for users
Clustering at controlled intersections.
5.5 Activities

Development should intensify at controlled intersections and include a mix of diverse, compatible uses which optimize the potential for the district as well as the entire corridor i.e.,

- Uses at controlled intersections should be mixed within buildings, when possible and amongst adjacent buildings
- Ground floor uses should be attractive to the pedestrian, especially retail and cultural activities
- Less intense development and destination retail uses should take place between the controlled intersections, due to the new access configuration, and could transition to medium to higher density residential uses
- The use of each site should take full advantage of its potential to contribute to the revitalization of the Corridor

5.6 Form

1. Development should be sensitive to the community context and Development Guidelines. Building scale, massing, and materials should be greater at controlled intersections. Care should be taken to ensure new buildings transition to the scale of adjacent residential neighborhoods.

2. There should be visual and functional continuity of street frontages to help define the street, e.g.,

   - The unique history of the corridor reflects a variety of setbacks, with older buildings closer to the right-of-way and more recent development being further set back with parking in front. This haphazard alignment of buildings also contributes to obscured signage. Setbacks should be defined for each area within the corridor to maintain this historical reference but also to provide consistency of new development.
   - Primary pedestrian access to each building should be orientated towards the street.
   - The location of surface parking should relate to adjoining businesses. Surface parking should be at the rear or side of buildings unless adjacent to businesses with parking in the front.
   - All surface parking adjacent to a street should be appropriately screened from the view of pedestrians.
Proposed Land Use Concept
3. Open spaces should have a human scale and be flexible.
   
   - Controlled intersections will become focal points for pedestrian movement across the corridor and provide good opportunities for enhanced public spaces.
   - Appropriately scaled buildings and trees should help define secure, comfortable, and protected outdoor spaces.
   - Outdoor spaces along side streets should be designed for a range of activities from outdoor dining to sidewalk strolling.
   - Sidewalks between the controlled intersections should be safe and convenient for pedestrian movement but are not intended to become strolling sidewalks because of the high level of truck and car circulation on the corridor.

4. Development should be engaging to the eye, i.e., landscaping, lighting, signs, furniture, utilities and building facades should combine to create an attractive urban environment.

5. There should be attention to detail, especially at ground level.

5.7 Accessibility

1. Destinations should be connected to each other, i.e.,
   
   - Buildings and spaces should be connected with convenient, secure, pleasant and interesting routes for pedestrians, cyclists and vehicles
   - A network of routes should connect to the surrounding community without undermining neighborhood integrity
   - Routes should be barrier-free for people of all levels of physical ability

2. There should be exposure for uses requiring visibility, i.e.,
   
   - Businesses and services should be visible to prospective customers and clients
   - Parking for business customers should be well signed and obvious

3. Users should be able to find their way around, i.e.,
   
   - Places should have a clear image, recognizable routes and Landmarks
   - Building design, location and function should reinforce the identity and character of the routes and spaces to which they relate.
The future of the Vermillion Street Corridor can be found in the patterns of its past, an understanding of its current conditions and opportunities and a look into possible futures. Development Guidelines serve more as a recommendation for desired change, than a detailed solution; it recognizes existing positive qualities and character and augments them with new features that can build upon the community’s vision.

**Long-term commitment**

This kind of change will not happen overnight and it will not likely happen on its own. The Development Guidelines envisions a pace of incremental change over a period of twenty years or more. Existing development patterns and transportation issues did not appear in the corridor all at once; rather, it has taken decades for those patterns and issues to become evident, and it will likely take years or decades to achieve the vision the community has articulated. To move forward, it is important that the community commit itself to a sense of planned change. It will also take a commitment of continued partnerships, without which the vision will not be realized.

*Provincial Bank’s remodeling of a former Hardee’s restaurant is an excellent example of building re-use along Vermillion Street.*
Development Guidelines are aimed at helping the community shape future development, redevelopment, and transportation improvements in the corridor and ultimately more livable space -- all within the framework of a broader vision. Primary components of the Development Guidelines include the definition of a land use plan and recommendations for future development in the corridor.

Elements in the guidelines should be used to frame regulatory tools, such as zoning overlays or ordinances, to convey what is desired for public improvements and to convey the community’s goals for a desired development pattern to prospective developers, investors, property owners, architects and planners.

6.1 Development Guidelines Transportation Recommendations

With careful consideration of the objectives and other influencing parameters, development guidelines have been developed for traffic improvements along the Vermillion Street corridor.

1. Examine reductions of multiple Vermillion Street access points and encourage use of shared access points and joint access/parking agreements. Secondary access may be provided to each property from the side or rear to reduce the need for direct Vermillion Street access.

2. Upgrade the geometry at the Vermillion Street/18th Street intersection so that the east and west legs are aligned with each other. Also, provide sufficient radii in the northeast and southeast corners of this intersection to accommodate trucks traveling to and from the ConAgra Foods facility.

3. Extend 23rd Street east of Vermillion Street to connect with a new north-south service road that extends north to 21st Street and south to connect with other properties and local roadways.

4. Where possible, plant landscaping materials in the median along Vermillion Street, provided long term maintenance and future public safety issues are addressed.

5. Remove the existing on-street parking bays that presently exist at five locations along Vermillion Street. The boulevard/sidewalk area would be widened in these locations.
6. At TH 61/33rd Street intersection, plan for future westerly extension of 33rd Street to connect with 31st Street west of Cannon Street.

7. Prior to any closing of access, a more detailed evaluation of impacts to individual properties should be reviewed.

6.2 Market and Land Use

The economic basis for this recommendation lies in the fact that Vermillion Street is largely occupied by retail uses along a corridor that has 1) become a challenging retail location for retail after the western portion of the city, along Highway 55 has burgeoned with new big box retail, and 2) ease of access will become more difficult over time due to increased traffic volume and concentration of businesses and driveway accesses.

The result is that the primary business type that can succeed along the corridor in spots located between controlled intersections, is a destination type business that is not dependent on convenient access to attract sufficient business. Coupled with this is the fact that new business development in a competing area of the city has left portions of the corridor either vacant or under utilized. In effect, there is more area along the corridor zoned for retail than the market can currently sustain.

To enhance the vitality of retail along the corridor, we endorse the concept of encouraging new retail development or redevelopment in at controlled intersections, where access will permit the growth of convenience oriented retail as well as destination retail. Controlled intersections exist or are planned in the following locations 10th to Highway 55; 15th Street; 18th Street (with a new controlled intersection); State Highway 291; and 23rd Street (with reconfigured streets and controlled intersection). In addition, the area at the south end of the corridor known as County Crossroads will be redeveloped with a greater residential emphasis in a mixed-use format.

Over the course of years, some of the retail located between controlled is likely to either move to these more convenient, upgraded areas, or evolve, merge, relocate or terminate in the natural course of their business lives. As their sites are vacated, we encourage the City to mix appropriate destination retail uses or residential uses into these sites where possible, setting them back from the street and creating new green space on the corridor.
This is appropriate to meet future demand for multi-family residential uses discussed above, while at the same time, it will remove (as landowners wish to do so) under utilized retail sites from competing with the more accessible locations at controlled intersections.

6.3 Corridor Identity

Each district along the corridor possesses a distinct character, made up of buildings, streets and open spaces that structure the patterns of activity and influence our impressions of the place and the quality of goods and services sold within it. The pattern and scale of each district has a direct and daily impact on how we move about, patronize businesses and meet friends and neighbors. No single element forms an impression of district identity; rather, it is the collection of all aspects that leaves a lasting memory of the place. Successful corridors in a city attract residents and create a positive identity by efficiently moving traffic, orienting quality buildings to the street and building a streetscape with trees, quality lighting, safe sidewalks and other pedestrian amenities that invite the presence of people.

Vermillion Street possesses many of these traits today but lacks a coherent sense of identity. As one moves through the corridor from small-scale shops to auto-oriented sales and service businesses the sense of spatial organization is lost and no unique sense of place is defined. Each business is treated as a stand alone entity with no relationship to its neighbor. This development configuration puts additional stress on Vermillion Street by driving up trip counts on the corridor. No synergy is created that benefits the whole.
Mixing residential and commercial uses adds vitality to a neighborhood by extending street activity beyond the typical nine to five work day.

Vermillion Street is the “welcome mat” for the City of Hastings and all businesses along the corridor. It creates a first impression for everyone that visits.

An improved streetscape can provide a quality impression through the use of decorative lighting, furnishings, landscaping and decorative elements that recall the unique history of the corridor.

Development Guidelines recommend that future development activity on the corridor build on the principles of traditional urban form and character, creating a sense of compactness at full access intersections along the corridor where residents can reach shops and services they need within a few blocks of their home or work. Creating an environment based on these traditions will produce a unique identity for the corridor not realized today.

Development Guidelines promote the following:

1. Support development of mixed-use buildings that front streets. Mixed-use development is a key component of creating vibrant neighborhood oriented destinations because it produces the density, variety and pedestrian life needed for urban living.

2. Develop a comprehensive district streetscape that picks up on the history of the corridor. The LeDuc Historical Estate, Todd Field and the Vermillion River provide significant inspiration for the development of a comprehensive theme for streetscape and architectural improvements.

3. Develop four sided buildings that face the street and emphasize the pedestrian level.

4. Improve lighting on the corridor for vehicles and pedestrians.
6.4 Case Studies

The Vermillion Street Corridor Development Guidelines do not propose the specific redevelopment of any site along the corridor but seeks to guide future market driven redevelopment. However, a number of case studies were developed to depict what redevelopment in the corridor might look like and to further study the potential challenges and opportunities. Sites within each of the three districts were chosen at random to test the feasibility of the Development Guidelines recommendations and to illustrate how the recommendations could be implemented within the corridor.

Midtown District Case Study

This location illustrates an area between controlled intersections where residential uses could be introduced at the back half of sites abutting both Vermillion and a residential street to the east. The site plan depicts a mixed-use project with retail development located on Vermillion Street with a shared parking lot and one point of access from Vermillion Street. It also envisions residential development on the neighborhood side of the parcel creating a quality transition and new point of access to Vermillion Street business which is extremely difficult to access from the neighborhood in its current configuration.

Currently valued for tax purposes at over $1 million, the reuse of the primary retail sites in this hypothetical case study would call for a write down to lot value, to induce redevelopment. With new retail located at the Vermillion side of the site, and multi-family town houses located toward the residential side, depending on the number of units developed, increased tax value of the property could potentially yield sufficient increased tax revenue to recover the write down through tax increment financing.
Financial modeling reveals that it is most likely that the use of some public financing assistance would be required to induce this type of site redevelopment.

South Vermillion Case Study

This controlled intersection case study calls for reconfigured streets and infrastructure as well as a new intersection. The amenity of the Vermillion River and adjacent park/bikeways would make this an appropriate site for a higher rise condominium complex compatible in height with the grain structure to the north across the river. The addition of retail and office structures to the south could help provide sufficient value to again justify public financing assistance.

The new intersection at 23rd Street provides a catalyst for future development by providing safe and convenient access for patrons and reduces the multiple driveways that currently exist on Vermillion Street by more than a half, reducing the number of conflict points on Vermillion Street.

The nature of this redevelopment with its incident infrastructure and road changes, would definitely call for public involvement. The potential for a significant number of housing units in a higher, medium density residential building would make it likely that this redevelopment could have positive cash flow if provided with a level of public financing assistance that could be provided from its incremental increased tax value.

The North American Bank and Office Building along Highway 55 can serve as an example for building architecture along Vermillion Street.

Concept of mixed use including residential, office and commercial along Vermillion Street
County Crossroads District Case Study

Coborn’s redevelopment of the former Wal-Mart may spur additional retail and housing development. There is a market for a limited amount of convenience retail, perhaps 20,000-40,000 square feet, plus any retail and office use blended into the development that can be pre-leased or presold.

It is safe to assume that only up to 10 percent of the space in any one mixed-use residential/retail building can be supported at the ground floor for retail or service office unless any additional retail/office space is pre-leased.

It is recommended that any retail be located on a visible cross-axis with the more commercial 33rd Street, to attract potential retail customers from outside the district. Creative use of storm water holding ponds and landscape design could also create a sense of destination that would enhance a retail market.

A mixed-use concept that integrates the development with the duplex housing to the south, improves transportation connections and emphasizes the use of 33rd Street has the potential to create positive effects for other businesses within this district.
6.5 Site Recommendations & Building Types

North Midtown

Vermillion Street offers good access, high visibility and high traffic counts. This north area’s major drawback in the short-term is that there is limited land available for new development and sites located there require redevelopment. Current demand and lease rates are not likely to justify the significant expense of redevelopment and may necessitate a public/private partnership in the initial stages to spur redevelopment and generate turnover in the market. As the household base grows, additional retail will be attracted to Hastings and attracted to the corridor.

To the extent that internal or back road access could be developed for this block-wide area, a sufficient critical retail mass could be assembled to potentially support the costs of redeveloping a higher density and mix of retail type here.

Areas between Controlled Intersections

Infill locations and existing locations between intersections along both sides of the corridor, particularly between 15th and the Vermillion River/State Highway 291, suffer from difficult access issues despite the high traffic counts along Vermillion.

Niche and destination neighborhood retail is likely to do better than convenience retail along these stretches of the corridor in the short-term because the traffic counts are high enough to support these types of uses and customers are likely to put up with more inconvenience to access them. Eventually, if retail demand for these sites diminishes, they should be considered for mixed-use, including some form of multi-family residential use, probably introducing neighborhood compatible town home building types as recommended above.

Where access can be retained, restaurants and other service businesses in close proximity to the major household concentrations along the corridor could also be expected to prosper. These could serve as buffers or transitions to the new residential uses. Again, the primary redevelopment challenge is the cost involved with removing or reusing existing buildings and making them attractive to customers.
Vermillion Street Development Guidelines – January 2008

Chapter 6 – Development Guidelines

Vermillion River

This amenity with its parkways and paths introduces an aesthetic asset that supports higher value or more dense residential multifamily development. It is recommended that the height of the grain structures on the north of the river be used to complement residential uses of similar height adjacent to the river as demonstrated in the South Vermillion Case Study.

Implementation of the Development Guidelines will be based on three primary strategies:

- Create strategies to fund public investments identified in the Development Guidelines.
- Utilize land use controls to guide location, orientation and quality of private development.
- Use transportation improvements as a catalyst for private investment in the corridor.

Infill housing provides new customers for retail and service uses.

Horizontal mixed use in Mendota Heights.
CHAPTER 7 – IMPLEMENTATION PLAN AND FINANCING

7.1 Public Investment

Development Guidelines identify a series of public improvements for the Vermillion Street Corridor. The ability to accomplish these improvements is critical if private redevelopment in the corridor is to follow. Financial planning must be proactive to ensure that public projects proceed in a timely manner and facilitate related private investment. Work with stakeholders to secure financial support and maximize the resources available to implement the Guidelines.

The public costs associated with the Guidelines include potential landscape, traffic regulation and road reconfiguration work, along with their incident land acquisition costs. In addition, most sites along Vermillion are developed. To redevelop these, it will be necessary in most cases to write down the cost of site acquisition in order for relatively low to medium density redevelopment to occur.

7.2 Sources and Uses

The most obvious sources of funding for any redevelopment is tax increment financing and abatement.

Other sources of funding that could be applied to redevelopment or transportation aspects of the Implementation scenario include Metropolitan Council Livable Communities Grants. For road or transportation improvements there are a variety of funding sources that could be investigated under metropolitan Transportation Improvement Plan (TIP) funding.

Many streetscape projects are piggy backed on top of road reconstruction projects to reduce overall costs to the local municipality. One of the main challenges on Vermillion Street is the lack of water for fire protection and the fact that Mn/DOT does not have Vermillion Street reconstruction on any current plans. Development Guidelines will become a tool for discussions with Mn/DOT to demonstrate that roadway improvements should be complete prior to the TH61 bridge replacement.
7.3 Phasing & Implementation

We anticipate that Development Guidelines will be implemented over the next 20 to 25 years. No single development represents a critical catalyst.

Certainly the availability of some vacant and under utilized lots along the corridor, particularly between intersections, is likely to provide some early opportunities (within the next 5 years) to begin demonstrating the mixed-use concepts of the Guidelines. As these become available, they will begin to help define the intended new character of the corridor, and encourage further development.

We envision that housing products most suited to redevelopment initially would consider some affordable rental housing and/or products that would be targeted to senior living. Location is important as sites should be pedestrian-oriented and should offer close proximity to retail goods and services. Isolated locations or those that are not conducive to pedestrian access may be problematic for initial housing examples.

Additionally, as ideas are discussed for the County Crossroads district, it may become possible for the City, within the next 10 years, to enter into a major redevelopment for that area as a mixed-use residential development. The primary impetus for that will be the determination by existing owners of a direction they wish to pursue.
7.4 Next Steps

Potential next steps for proceeding with implementation of the Development Guidelines for the Vermillion Street Corridor include:

1. Prepare definitive traffic plan for signalized intersection at Vermillion Street and 23rd street. Two principal components of this work will be:

   A. Complete phase 1 (scoping) of Mn/DOT’s intersection control evaluation (ICE) process for this intersection. The work will be in accordance with Mn/DOT’s requirements for the Phase 1 (Scoping) portion of the ICE process. As such, principal steps accomplished will include collection of traffic volume data, development of traffic forecasts, analysis of traffic signal warrants, analysis of accident experiences, and development of a Phase 1 study report.

   B. Prepare preliminary layout for all roadway changes included in this project, e.g. east leg of 23rd Street to its eastern terminus, backage road between 21st Street and 23rd Street, southern terminus of backage road, and closure of 21st Street at Vermillion Street.

2. Prepare definitive traffic plan for segment of Vermillion Street between TH 55 and 18th street. Two principal components of this work will be:

   A. Complete phase 1 (scoping) of Mn/DOT’s intersection control evaluation (ICE) process for the intersection of Vermillion Street and 18th Street. The work will be in accordance with Mn/DOT’s requirements for the Phase 1 (Scoping) portion of the ICE process. As such, principal steps will include collection of traffic volume data, development of traffic forecasts, analysis of traffic signal warrants, analysis of accident experiences, and development of a Phase 1 study report.
3. Prepare definitive traffic plan for south portion of corridor between 23rd street and south boundary of county crossroads district. Major questions requiring further study include:

A. What is the best solution to eliminate the existing TH 316 intersection with 31st Street in order to provide satisfactory spacing of intersections along TH 316? Should 31st Street be realigned north to Spiral Boulevard, or should 31st Street be realigned south to intersect TH 316 opposite 33rd Street?

B. What arrangements should be made regarding access for properties on the east side of Vermillion Street between 23rd Street and TH 316?

C. What access arrangements should be provided along TH 61 and TH 316 between the TH 61/TH 316 intersection and the south boundary of the County Crossroads district?

D. What should be the principal arrangements for traffic circulation within the County Crossroads area?

E. Would future redevelopment of the County Crossroads area cause any negative impacts on TH 61 and/or TH 316?

F. What provisions should be made regarding the planned future realignment of TH 316?

4. Development of preliminary Vermillion Street streetscape. Major questions requiring further study include:

A. What will the streetscape look like?

B. How much will it cost?

C. How might the improvements be phased?

D. How will it be paid for?

E. How will it be maintained?

5. Review of specific parcels on Vermillion likely to be redeveloped. Major questions requiring further study include:

A. What parcels are most likely to redevelop in the near future?

B. What are the obstacles to redevelopment?
C. What are potential strategies for removing these obstacles and how might they be funded?

D. How might these parcels be prioritized to create positive change on the corridor?

6. Policy questions. Major questions requiring further study include:

A. Inclusion of study into comprehensive plan?

B. Zoning modifications?

C. Creation of a special service district?

D. What role does the business community play in future improvements and maintaining them?
7.5 Conclusions

There is a substantial amount of growth expected to occur in the Hastings market over the next 20 years. Hastings, however, is geographically separated from other significant population and household concentrations. Regional-based retail has been successful, but is located away from the Vermillion Corridor. We are also aware that there are customers driving into Hastings to access retail from the Prescott area of Wisconsin. This could be a market that is cultivated for additional space as that area grows. Vermillion Street has proven to be a good site for community-based retail.

We believe that the corridor offers higher potential for some in-fill housing and additional small office and entertainment based and service retail that will serve more of the immediate area. In the short-term, without the increased household base, redevelopment will be economically challenging, as lease rates remain relatively low. Public-private partnerships may serve as catalysts to initiate redevelopment and support conversion of under utilized parcels.

Vermillion Street is clearly a special corridor with unique challenges. The heavy volumes of traffic dictate that a comprehensive solution that address transportation, land use and urban design standards with an understanding of the market position of the corridor will result in Guidelines that promotes a long-term vision for future growth. Transportation and access will continue to be a challenge as Hastings continues to grow. The Vermillion Street Corridor Development Guidelines provides a framework for making future decisions within this context of a community-based vision for the future.
Appendices

Appendix A.
Block Assessment Booklet

Appendix B.
Public meeting summary notes

Appendix C.
Market analysis memorandum
APPENDIX A – BLOCK ASSESSMENT STUDY
Midtown District - West Side of Vermillion - 11th St. to 12th St.

Observations

- Visual Quality = Fair/Good
- Uses = Good
- Parking functional, better when off of Vermillion
- Direct access to parking from Vermillion preferred
- Curb cuts on Vermillion to be maintained if possible

Block Location

Parcel Statistics

1. PID #: 19-32150-060-79
   - Value: $1,639,200
   - Year Built: 1963
   - Last Sold: 0
   - Acres: 0.99

2. PID #: 19-77300-030-05
   - Value: $237,200
   - Year Built: 0
   - Last Sold: 0
   - Acres: 0.58

3. PID #: 19-77300-040-05
   - Value: $12,200
   - Year Built: 0
   - Last Sold: 0
   - Acres: 0.19

Block Context

Existing Elevation

Vermillion Street Corridor - Master Plan
**Observations**

- Visual Quality = Poor/Fair
- Traffic build-up north bound due to bridge
- Rear entrances used as cut-thru
- Is it possible to make bridge two lanes north bound?
- Locals stay off of Vermillion
- Congestion during football games
- Parking to be visible, in front
- Signage = to be visible, traffic
- Monument sign (new) = not so visible
- Residential uses not practical
- Poor or no pedestrian crossings

**Parcel Statistics**

1. PID #: 19-13200-091-06  
   Value: $82,400  
   Year Built: 0  
   Last Sold: 0  
   Acres: 0.40

2. PID #: 19-77300-280-04  
   Value: $90,700  
   Year Built: 1941  
   Last Sold: 0  
   Acres: 0.20

3. PID #: 19-77300-270-04  
   Value: $142,600  
   Year Built: 1948  
   Last Sold: 0  
   Acres: 0.20

4. PID #: 19-77300-261-04  
   Value: $68,200  
   Year Built: 0  
   Last Sold: 0  
   Acres: 0.18

5. PID #: 19-77300-252-04  
   Value: $146,800  
   Year Built: 1952  
   Last Sold: 0  
   Acres: 0.15

**Existing Elevation**
Observations

- Visual Quality = Poor/Fair
- Uses = More office uses?
- Setback varies
- Crossing a safety concern in this area
- Uneven sidewalk present in this area

Parcel Statistics

1. PID #: 19-77300-060-05
   - Value: $612,100
   - Year Built: 1969
   - Last Sold: 0
   - Acres: 0.39

2. PID #: 19-77300-070-05
   - Value: $67,400
   - Year Built: 0
   - Last Sold: 0
   - Acres: 0.19

3. PID #: 19-77300-080-05
   - Value: $67,400
   - Year Built: 0
   - Last Sold: 0
   - Acres: 0.19

4. PID #: 19-77300-090-05
   - Value: $183,500
   - Year Built: 1961
   - Last Sold: 0
   - Acres: 0.10

5. PID #: 19-77300-102-05
   - Value: $443,900
   - Year Built: 1961
   - Last Sold: 0
   - Acres: 0.20
Observations

- Visual Quality = Poor/Fair
- Traffic build-up north bound due to bridge
- Rear entrances used as cut-thru
- Is it possible to make bridge two lanes north bound?
- Locals stay off of Vermillion
- Parking to be visible, in front
- Signage = to be visible, traffic
- Monument sign (new) = not so visible
- Residential uses not practical
- Poor or no pedestrian crossings

Parcel Statistics

1. PID #: 19-77300-250-04
   Value: $418,300
   Year Built: 1950
   Last Sold: 0
   Acres: 0.44

2. PID #: 19-77300-220-04
   Value: $212,600
   Year Built: 1987
   Last Sold: 0
   Acres: 0.30

3. PID #: 19-77300-212-04
   Value: $592,500
   Year Built: 1990
   Last Sold: 0
   Acres: 0.79

Existing Elevation

Vermillion Street Corridor - Master Plan
## Vermillion Street Corridor - Master Plan

### Block Context

- **Observations**
  - Visual Quality = Fair/Good
  - Uses = Seem to be OK
  - Lighting too bright in this area

### Block Location

### Parcel Statistics

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### Existing Elevation

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**Midtown District - West Side of Vermillion - 13th St. to 14th St.**
Observations

- Visual Quality = Poor/Fair
- Traffic build-up north bound due to bridge
- Rear entrances used as cut-thru
- Poor or no pedestrian crossings

Parcel Statistics

1. PID #: 19-77300-191-04
   Value: $638,600
   Year Built: 1979
   Last Sold: 0
   Acres: 1.09

2. PID #: 19-77300-160-04
   Value: $370,600
   Year Built: 1988
   Last Sold: 0
   Acres: 0.41
Vermillion Street Corridor - Master Plan

Block Location

Observations

- Visual Quality = Fair/Good
- Uses = Seem to be OK
- Lighting too bright in this area

Parcel Statistics

1. PID #: 19-77300-051-06
   - Value: $1,141,400
   - Year Built: 1994
   - Last Sold: 0
   - Acres: 0.85

Block Context

Existing Elevation
Observations

- Visual Quality = Poor/Fair
- Traffic build-up north bound due to bridge
- Rear entrances used as cut-thru
- Poor or no pedestrian crossings

Parcel Statistics

1. PID #: 19-77300-100-07  Value: $130,700
   Year Built: 1949
   Last Sold: 0
   Acres: 0.20

2. PID #: 19-77300-090-07  Value: $89,700
   Year Built: 1910
   Last Sold: 0
   Acres: 0.20

3. PID #: 19-77300-080-07  Value: $124,000
   Year Built: 1959
   Last Sold: 0
   Acres: 0.20

4. PID #: 19-77300-070-07  Value: $184,300
   Year Built: 1955
   Last Sold: 0
   Acres: 0.23

Existing Elevation
Midtown District - West Side of Vermillion - 15th St. to 16th St.

Observations

- Visual Quality = Fair
- Uses = Seem to be OK
- Access = Direct from Vermillion, good
- Parking on Vermillion may not be good use

Block Location

Parcel Statistics

1. PID #: 19-44700-031-07
   Value: $266,000
   Year Built: 0
   Last Sold: 0
   Acres: 0.43

2. PID #: 19-44700-052-07
   Value: $414,000
   Year Built: 1998
   Last Sold: 0
   Acres: 0.28

3. PID #: 19-44700-082-07
   Value: $186,500
   Year Built: 1951
   Last Sold: 0
   Acres: 0.38

Block Context

Existing Elevation
Midtown District - East Side of Vermillion - 15th St. to 16th St.

Observations

- Visual Quality = Poor
- Uses = Industrial?
- Access = Poor
- Remove medians for left turning traffic?
- Properties along Vermillion to be better maintained?
- Poor or no pedestrian crossings

Parcel Statistics

1. PID #: 19-44700-160-06
   Value: $185,900
   Year Built: 1971
   Last Sold: 0
   Acres: 0.34

2. PID #: 19-44700-140-06
   Value: $145,800
   Year Built: 1872
   Last Sold: 0
   Acres: 0.17

3. PID #: 19-44700-131-06
   Value: $873,800
   Year Built: 1996
   Last Sold: 0
   Acres: 0.86

Existing Elevation
Midtown District - West Side of Vermillion - 16th St. to 17th St.

Observations

- Visual Quality = Fair
- Uses = Seem to be OK
- Transient vendor signs need to be better regulated
- Sign ordinance not in favor

Block Location

Parcel Statistics

1. PID #: 19-44700-102-07
   - Value: $58,800
   - Year Built: 0
   - Last Sold: 0
   - Acres: 0.30

2. PID #: 19-44700-130-07
   - Value: $533,200
   - Year Built: 2000
   - Last Sold: 0
   - Acres: 0.43

3. PID #: 19-44700-151-07
   - Value: $106,800
   - Year Built: 0
   - Last Sold: 0
   - Acres: 0.33

4. PID #: 19-44700-160-07
   - Value: $239,400
   - Year Built: 1950
   - Last Sold: 0
   - Acres: 0.14

5. PID #: 19-44700-170-07
   - Value: $128,400
   - Year Built: 1950
   - Last Sold: 0
   - Acres: 0.14

Block Context

Existing Elevation
Observations

- Visual Quality = Poor
- Uses = Industrial
- Access = Poor
- Remove medians for turning traffic?
- Properties along Vermillion to be better maintained?
- Poor or no pedestrian crossings

Parcel Statistics

1. PID #: 19-03700-101-24
   Value: $729,400
   Year Built: 1856
   Last Sold: 0
   Acres: 4.26
Observations

- Visual Quality = Poor/Fair
- Lighting poor in this area
- Vermillion needs center turn lane
- Is it possible to have two levels of lighting (pedestrian)?
- Banners on light poles could be nice
- Not many pedestrians on Vermillion
- Vermillion used by pedestrians as connection to other pedestrian friendly areas

Block Location

Parcel Statistics

1. PID #: 19-44700-190-07
   Value: $153,200
   Year Built: 1955
   Last Sold: 0
   Acres: 0.14

2. PID #: 19-44700-200-07
   Value: $152,600
   Year Built: 1955
   Last Sold: 0
   Acres: 0.14

3. PID #: 19-44700-210-07
   Value: $46,000
   Year Built: 0
   Last Sold: 0
   Acres: 0.14

4. PID #: 19-44700-220-07
   Value: $45,900
   Year Built: 0
   Last Sold: 0
   Acres: 0.13

5. PID #: 19-44700-230-07
   Value: $48,500
   Year Built: 0
   Last Sold: 0
   Acres: 0.13

6. PID #: 19-44700-240-07
   Value: $289,000
   Year Built: 1971
   Last Sold: 0
   Acres: 0.23

Block Context

Existing Elevation
Observations

- Visual Quality = Poor/Fair
- Access = Fair
- Poor or no pedestrian crossings

Parcel Statistics

1. PID #: 19-03700-011-05
   Value: $501,300
   Year Built: 1950
   Last Sold: 0
   Acres: 1.14

2. PID #: 19-02700-081-05
   Value: $314,000
   Year Built: 0
   Last Sold: 0
   Acres: 1.44

Existing Elevation
Midtown District - West Side of Vermillion - 18th St. to 19th St.

Observations
- Visual Quality = Poor/Fair
- Use = may be an issue here
- Outdoor cafe is very noisy
- Street parking an issue in this area, overflow from restaurant
- Noise is an issue on Vermillion

Block Location

Parcel Statistics
1. PID #: 19-44700-020-18
   Value: $244,700
   Year Built: 1920
   Last Sold: 0
   Acres: 0.20

2. PID #: 19-44700-022-18
   Value: $244,700
   Year Built: 1920
   Last Sold: 0
   Acres: 0.12

3. PID #: 19-44700-030-18
   Value: $107,400
   Year Built: 1971
   Last Sold: 0
   Acres: 0.14

4. PID #: 19-44700-040-18
   Value: $71,600
   Year Built: 1971
   Last Sold: 0
   Acres: 0.14

5. PID #: 19-44700-071-18
   Value: $370,300
   Year Built: 1950
   Last Sold: 0
   Acres: 0.43

Block Context

Existing Elevation

Vermillion Street Corridor - Master Plan
Midtown District - East Side of Vermillion - 18th St. to 19th St.

Observations

- Visual Quality = Poor/Fair
- Some traffic from Vermillion moves to neighborhood streets

Parcel Statistics

1. PID #: 19-03700-010-06
   Value: $414,200
   Year Built: 0
   Last Sold: 0
   Acres: 7.89

Existing Elevation
Observations

- Visual Quality = Poor
- Difficult left turns onto Vermillion, accidents
- Parallel parking may be an issue in this area
- No connection to riverwalk from this area

Parcel Statistics

1. PID #: 19-44700-080-18
   Value: $100
   Year Built: 0
   Last Sold: 0
   Acres: 0.19

2. PID #: 19-44700-100-18
   Value: $215,900
   Year Built: 1946
   Last Sold: 0
   Acres: 0.29

3. PID #: 19-44700-110-18
   Value: $48,100
   Year Built: 0
   Last Sold: 0
   Acres: 0.14

4. PID #: 19-44700-120-18
   Value: $48,500
   Year Built: 0
   Last Sold: 0
   Acres: 0.14

5. PID #: 19-44700-150-18
   Value: $167,900
   Year Built: 1890
   Last Sold: 0
   Acres: 0.43

6. PID #: 19-44700-160-18
   Value: $155,400
   Year Built: 1900
   Last Sold: 0
   Acres: 0.29

7. PID #: 19-44700-010-18
   Value: $162,900
   Year Built: 1900
   Last Sold: 0
   Acres: 0.17

8. PID #: 19-44700-014-07
   Value: $178,800
   Year Built: 1925
   Last Sold: 0
   Acres: 0.43

Block Context
Midtown District - West Side of Vermillion - 19th St. to Co. 47

Observations

- Visual Quality = Poor/Fair
- Uses = Park space used as car show area
- Traffic backs up due to left turning trucks from Con Agra
- Is it possible to re-paint the Con Agra building?

Parcel Statistics

1. PID #: 19-04000-023-02
   - Value: $3,284,500
   - Year Built: 0
   - Last Sold: 0
   - Acres: 12.52

2. PID #: 19-04000-022-02
   - Value: $16,400
   - Year Built: 0
   - Last Sold: 0
   - Acres: 6.02

3. PID #: 19-03700-010-17
   - Value: $908,400
   - Year Built: 0
   - Last Sold: 0
   - Acres: 13.02

Existing Elevation

Vermillion Street Corridor - Master Plan
Vermillion Street Corridor - Master Plan

Block Location

Observations

- Visual Quality = Good
- Difficult left turns onto Vermillion, accidents
- Good connection to riverwalk from this area
- Outdoor cafe would be nice

Parcel Statistics

1. PID #: 19-03700-013-07
   Value: $800
   Year Built: 0
   Last Sold: 0
   Acres: 0.13

2. PID #: 19-81700-052-02
   Value: $12,700
   Year Built: 0
   Last Sold: 0
   Acres: 0.22

3. PID #: 19-81700-030-02
   Value: $448,500
   Year Built: 1996
   Last Sold: 0
   Acres: 0.66

Block Context

Existing Elevation
Observations

- Visual Quality = Poor/Fair
- Uses = Seem to be Ok in this area
- Re-connect path to river walk

Parcel Statistics

1. PID #: 19-81700-011-01
   - Value: $369,200
   - Year Built: 1969
   - Last Sold: 0
   - Acres: 0.45
Observations

- Visual Quality = Fair/OK
- Difficult left turns onto Vermillion, accidents
- Lack of parking for restaurants
- Poor parking at Trophy store

Block Location

Parcel Statistics

1. PID #: 19-81700-021-03
   Value: $365,000
   Year Built: 1972
   Last Sold: 0
   Acres: 0.37

2. PID #: 19-81700-030-03
   Value: $334,000
   Year Built: 1976
   Last Sold: 0
   Acres: 0.38

3. PID #: 19-81700-050-03
   Value: $432,800
   Year Built: 1981
   Last Sold: 0
   Acres: 0.50

Block Context

Existing Elevation
Vermillion Street Corridor - Master Plan

Observations

- Visual Quality = Poor/Fair
- Uses = Seem to be OK in this area

Parcel Statistics

1. PID #: 19-81700-010-01
   Value: $333,800
   Year Built: 1956
   Last Sold: 0
   Acres: 0.44

2. PID #: 19-81700-020-01
   Value: $211,800
   Year Built: 1987
   Last Sold: 0
   Acres: 0.31

3. PID #: 19-81700-040-01
   Value: $285,000
   Year Built: 1964
   Last Sold: 0
   Acres: 1.00

4. PID #: 19-81700-060-01
   Value: $392,400
   Year Built: 1964
   Last Sold: 0
   Acres: 1.00
Vermillion Street Corridor - Master Plan

Block Location

Parcel Statistics

1. PID #: 19-81700-010-04
   Value: $255,300
   Year Built: 1975
   Last Sold: 0
   Acres: 0.25

2. PID #: 19-81700-030-04
   Value: $328,400
   Year Built: 1979
   Last Sold: 0
   Acres: 0.50

3. PID #: 19-81700-040-04
   Value: $250,500
   Year Built: 1955
   Last Sold: 0
   Acres: 0.25

4. PID #: 19-81700-050-04
   Value: $162,000
   Year Built: 1936
   Last Sold: 0
   Acres: 0.25

Observations

- Visual Quality = Fair
- Uses = So/So
- No sidewalks along Vermillion in this area

Block Context

Existing Elevation
Observations

- Visual Quality = Poor/Fair
- Uses = Vacant lot is disappointing
- Depth of lots in this area seem to be a positive
- Poor access issues in this area
- Vehicles make U-turns in this area of Vermillion

Parcel Statistics

1. PID #: 19-81700-081-01
   - Value: $169,400
   - Year Built: 0
   - Last Sold: 0
   - Acres: 0.83

2. PID #: 19-81700-090-01
   - Value: $261,200
   - Year Built: 1968
   - Last Sold: 0
   - Acres: 0.67

3. PID #: 19-81700-122-01
   - Value: $281,600
   - Year Built: 1962
   - Last Sold: 0
   - Acres: 0.86

Existing Elevation
Observations

- Visual Quality = Poor/Fair
- Difficult left turns onto Vermillion, accidents
- Poor parking at Subway
- Poor pedestrian connections to/over Vermillion

Block Location

Parcel Statistics

1. PID #: 19-81700-251-05  
   Value: $1,300,000  
   Year Built: 1984  
   Last Sold: 0  
   Acres: 0.97

2. PID #: 19-81700-040-05  
   Value: $199,600  
   Year Built: 1961  
   Last Sold: 0  
   Acres: 0.22

3. PID #: 19-81700-050-05  
   Value: $172,500  
   Year Built: 1960  
   Last Sold: 0  
   Acres: 0.20

Block Context

Existing Elevation
S. Vermillion District - East Side of Vermillion - 24th St. to 25th St.

Observations

- Visual Quality = Fair
- Uses = See to be OK
- Frontage road seems to work OK in this area
- Vehicle access important to businesses

Parcel Statistics

1. PID #: 19-81700-140-01
   Value: $352,800
   Year Built: 1990
   Last Sold: 0
   Acres: 1.00

2. PID #: 19-19551-020-01
   Value: $147,100
   Year Built: 0
   Last Sold: 0
   Acres: 0.75

3. PID #: 19-19551.030-01
   Value: $61,900
   Year Built: 0
   Last Sold: 0
   Acres: 0.38
Observations

- Visual Quality = Fair
- Use = Residential may not be a good idea in this area
- No sidewalks in this area
- Pedestrian crossing is unsafe in this area
- Possible gateway to City

Parcel Statistics

1. PID #: 19-81700-020-06
   Value: $122,100
   Year Built: 1938
   Last Sold: 0
   Acres: 0.28

2. PID #: 19-81700-101-06
   Value: $10,400
   Year Built: 0
   Last Sold: 0
   Acres: 0.17

3. PID #: 19-81700-300-06
   Value: $247,400
   Year Built: 1880
   Last Sold: 0
   Acres: 1.00

4. PID #: 19-81700-080-06
   Value: $143,100
   Year Built: 1953
   Last Sold: 0
   Acres: 0.34
Observations

- Visual Quality = Fair
- Uses = Differing in this area, trailer park may not work
- Linkage = Poor from West
- No direct walk to Civic Center, cow path has formed
- No pedestrian crossing on Vermillion

Parcel Statistics

1. PID #: 19-81700-230-01
   Value: $395,400
   Year Built: 0
   Last Sold: 0
   Acres: 2.24

2. PID #: 19-32000-021-03
   Value: $2,896,300
   Year Built: 0
   Last Sold: 0
   Acres: 8.29
C. Crossroads Dist. - West Side of Vermillion - Hwy 316 to 33rd St.

Observations

- Visual Quality = Poor/Fair
- No pedestrian connections, sidewalks
- Cemetery as green space is good use
- Access to south a possibility

Block Location

Parcel Statistics

1. PID #: 19-81700-112-06
   - Value: $173,500
   - Year Built: 1963
   - Last Sold: 0
   - Acres: 0.36

2. PID #: 19-81700-113-06
   - Value: $73,100
   - Year Built: 1935
   - Last Sold: 0
   - Acres: 0.28

3. PID #: 19-81700-121-07
   - Value: $393,200
   - Year Built: 0
   - Last Sold: 0
   - Acres: 6.19

Block Context

Existing Elevation

Vermillion Street Corridor - Master Plan
C. Crossroads Dist. - East Side of Vermillion - Hwy 316 to 33rd St.

Observations

- Visual Quality = Poor/Fair
- Provide traffic light at 316 intersection

Parcel Statistics

1. PID #: 19-81700-102-06
   - Value: $55,300
   - Year Built: 0
   - Last Sold: 0
   - Acres: 1.01

2. PID #: 19-81700-070-07
   - Value: $1,126,300
   - Year Built: 1968
   - Last Sold: 0
   - Acres: 3.32

Existing Elevation

Vermillion Street Corridor - Master Plan
C. Crossroads Dist. - West Side of Vermillion - Hwy 316 to 33rd St.

Observations

• No comments were provided in this area

Block Location

Parcel Statistics

1. PID #: 19-73300-090-00
   Value: $195,300
   Year Built: 1950
   Last Sold: 0
   Acres: 1.09

2. PID #: 19-73300-100-00
   Value: $130,800
   Year Built: 1953
   Last Sold: 0
   Acres: 0.56

3. PID #: 19-73300-110-00
   Value: $150,000
   Year Built: 1955
   Last Sold: 0
   Acres: 0.60

4. PID #: 19-73300-120-00
   Value: $151,100
   Year Built: 1955
   Last Sold: 0
   Acres: 0.57

Block Context

Existing Elevation

Vermillion Street Corridor - Master Plan
C. Crossroads Dist. - East Side of Vermillion - Hwy 316 to 33rd St.

Observations

- Visual Quality = Poor/Fair

Parcel Statistics

1. PID #: 19-68500-010-01
   - Value: $418,400
   - Year Built: 1963
   - Last Sold: 0
   - Acres: 2.96

2. PID #: 19-00300-020-26
   - Value: $653,900
   - Year Built: 1969
   - Last Sold: 0
   - Acres: 1.68

Existing Elevation
C. Crossroads Dist. - West Side of Vermillion - 33rd St. to drive

Observations

- Visual Quality = Fair
- No additional comments provided in this area

Block Location

Parcel Statistics

1. PID #: 19-73300-130-00
   Value: $193,300
   Year Built: 1953
   Last Sold: 0
   Acres: 0.42

2. PID #: 19-73300-030-00
   Value: $233,400
   Year Built: 1962
   Last Sold: 0
   Acres: 0.66

3. PID #: 19-73300-020-00
   Value: $61,700
   Year Built: 0
   Last Sold: 0
   Acres: 0.54

4. PID #: 19-73300-010-00
   Value: $155,600
   Year Built: 1972
   Last Sold: 0
   Acres: 0.98

Existing Elevation

Vermillion Street Corridor - Master Plan
Observations

- Visual Quality = Poor/Fair
- No additional comments were provided in this area

Parcel Statistics

1. PID #: 19-18400-030-00
   Value: $354,700
   Year Built: 0
   Last Sold: 0
   Acres: 2.71

2. PID #: 19-18402-050-01
   Value: $731,900
   Year Built: 1978
   Last Sold: 0
   Acres: 3.30
C. Crossroads Dist. - West Side of Vermillion - drive to Cannon

Observations

- No comments were provided in this area

Block Location

Parcel Statistics

1. PID #: Dedicated R/W
   Value:
   Year Built:
   Last Sold:
   Acres:

Block Context

Existing Elevation
Observations

- No comments were provided in this area

Parcel Statistics

1. PID #: 19-00300-018-28
   Value: $356,600
   Year Built: 1904
   Last Sold: 0
   Acres: 3.76

2. PID #: 19-00300-010-27
   Value: $331,700
   Year Built: 1972
   Last Sold: 0
   Acres: 2.59

Existing Elevation
C. Crossroads Dist. - West Side of Hwy 316 - Vermillion to Sprial

Observations

- Visual Quality = Poor/Fair
- No additional comments were provided in this area

Block Location

Parcel Statistics

1. PID #: 19-81700-102-06
   Value: $55,300
   Year Built: 0
   Last Sold: 0
   Acres: 1.01

2. PID #: 19-81700-070-07
   Value: $1,126,300
   Year Built: 1968
   Last Sold: 0
   Acres: 3.32

Block Context

Existing Elevation
C. Crossroads Dist. - East Side of Hwy 316 - Vermillion to Sprial

Observations

- Visual Quality = Poor/Fair
- No additional comments were provided in this area

Parcel Statistics

1. PID #: 19-32000-022-03
   - Value: $1,077,000
   - Year Built: 1985
   - Last Sold: 0
   - Acres: 5.00
C. Crossroads Dist. - West Side of Hwy 316 - Sprial Blvd. to 31st St.

Observations

- Visual Quality = Good
- No additional comments were provided in this area

Block Location

Parcel Statistics

1. PID #: 19-81700-010-08
   Value: $471,900
   Year Built: 0
   Last Sold: 0
   Acres: 4.93

Block Context

Existing Elevation

Vermillion Street Corridor - Master Plan
C. Crossroads Dist. - East Side of Hwy 316 - Sprial Blvd. to 31st St.

Observations

- Visual Quality = Poor/Fair
- No additional comments were provided in this area

Parcel Statistics

1. PID #: 19-03400-010-60
   Value: $2,008,800
   Year Built: 0
   Last Sold: 0
   Acres: 6.15

Existing Elevation
Observations

- Visual Quality = Poor/Fair
- No additional comments were provided in this area

Block Location

Parcel Statistics

1. PID #: 19-68500-030-01
   Value: $410,900
   Year Built: 1991
   Last Sold: 0
   Acres: 1.02

2. PID #: 19-68500-210-01
   Value: $199,400
   Year Built: 0
   Last Sold: 0
   Acres: 1.53

Block Context

Existing Elevation
### Observations

- Visual Quality = Fair/Good
- Poor connection for pedestrians across 316
- No additional comments were provided in this area

### Parcel Statistics

<table>
<thead>
<tr>
<th>#</th>
<th>PID #:</th>
<th>Value: $</th>
<th>Year Built:</th>
<th>Last Sold:</th>
<th>Acres:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>19-13700-121-00</td>
<td>253,800</td>
<td>1956</td>
<td>0</td>
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<td>2</td>
<td>19-13700-100-00</td>
<td>183,100</td>
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<td>0</td>
<td>0.46</td>
</tr>
<tr>
<td>3</td>
<td>19-13700-090-00</td>
<td>243,300</td>
<td>1957</td>
<td>0</td>
<td>0.46</td>
</tr>
<tr>
<td>4</td>
<td>19-13700-080-00</td>
<td>169,100</td>
<td>1956</td>
<td>0</td>
<td>0.46</td>
</tr>
</tbody>
</table>
C. Crossroads Dist. - West Side of Hwy 316 - 31st St. to 33rd St.

**Observations**
- Visual Quality = Poor
- Entrance to mall area need to be developed
- Tenant needs to be found for vacant Wal-Mart

**Block Location**

**Parcel Statistics**
1. PID #: 19-18402-010-01
   - Value: $2,601,000
   - Year Built: 1990
   - Last Sold: 0
   - Acres: 9.64

**Block Context**

**Existing Elevation**
## Observations

- Visual Quality = Fair/Good
- Poor connection for pedestrians across 316
- Speed on 316 is an issue
- No additional comments were provided in this area

### Parcel Statistics

1. PID #: 19-13700-070-00  
   - Value: $176,200  
   - Year Built: 1956  
   - Last Sold: 0  
   - Acres: 0.46

2. PID #: 19-13700-060-00  
   - Value: $242,000  
   - Year Built: 1956  
   - Last Sold: 0  
   - Acres: 0.46

3. PID #: 19-13700-050-00  
   - Value: $154,400  
   - Year Built: 1955  
   - Last Sold: 0  
   - Acres: 0.46

4. PID #: 19-13700-040-00  
   - Value: $182,200  
   - Year Built: 1956  
   - Last Sold: 0  
   - Acres: 0.46

5. PID #: 19-13700-030-00  
   - Value: $165,900  
   - Year Built: 1955  
   - Last Sold: 0  
   - Acres: 0.46

6. PID #: 19-13700-020-00  
   - Value: $181,100  
   - Year Built: 1955  
   - Last Sold: 0  
   - Acres: 0.67

7. PID #: 19-13700-011-00  
   - Value: $192,00  
   - Year Built: 1966  
   - Last Sold: 0  
   - Acres: 0.42

8. PID #: 19-13700-012-00  
   - Value: $239,700  
   - Year Built: 1952  
   - Last Sold: 0  
   - Acres: 0.20

### Block Location

![Block Location Image]

### Block Context

![Block Context Image]

### Existing Elevation

![Existing Elevation Image]
C. Crossroads Dist. - North and West Side of 33rd St.

Observations

- Visual Quality = Poor/Fair
- Future development will be beneficial to existing businesses
- No additional comments were provided in this area

Block Location

Parcel Statistics

1. PID #: 19-18400-010-02  
   Value: $461,700  
   Year Built: 1977  
   Last Sold: 0  
   Acres: 1.25

Block Context

Existing Elevation
Observations

- Visual Quality = Poor/Fair
- Poor connection for pedestrians across 316
- No additional comments were provided in this area

Parcel Statistics

1. PID #: 19-18401-010-01
   Value: $590,000
   Year Built: 1990
   Last Sold: 0
   Acres: 0.98

2. PID #: 19-18395-010-01
   Value: $1,850,000
   Year Built: 1996
   Last Sold: 0
   Acres: 3.36

Existing Elevation

Vermillion Street Corridor - Master Plan
## C. Crossroads Dist. - Southwest Side of 33rd St.

### Observations

- Visual Quality = Poor
- Future development will be beneficial to existing businesses
- No additional comments were provided in this area

### Block Location

### Parcel Statistics

1. **PID #: 19-18400-080-01**
   - Value: $805,600
   - Year Built: 1976
   - Last Sold: 0
   - Acres: 1.56

2. **PID #: 19-18400-020-00**
   - Value: $220,700
   - Year Built: 0
   - Last Sold: 0
   - Acres: 2.25

3. **PID #: 19-18402-040-01**
   - Value: $719,400
   - Year Built: 0
   - Last Sold: 0
   - Acres: 13.41

### Block Context

### Existing Elevation

Vermillion Street Corridor - Master Plan
Observations

- Visual Quality = Poor/Fair
- Future development will be beneficial to existing businesses
- No additional comments were provided in this area

Parcel Statistics

1. PID #: 19-18400-050-01
   Value: $285,600
   Year Built: 1991
   Last Sold: 0
   Acres: 0.90

2. PID #: 19-18400-040-01
   Value: $501,100
   Year Built: 1993
   Last Sold: 0
   Acres: 0.92

3. PID #: 19-18400-030-01
   Value: $1,221,600
   Year Built: 1990
   Last Sold: 0
   Acres: 3.00
APPENDIX B – PUBLIC MEETING AND SUMMARY NOTES
Vermillion Street Public Meeting #1 Recap

Date – June 15, 2006
Location – Hastings City Hall

Attending –
Tony & Joanne Gouletas
Bruce Walker
Jake Hiniker
Bent Terra Wernette
Mark Gerry
Fred Weiland/Doerer’s Gen. Parts
Jeff Deaver
Monte & Lisa Knoll
Amy Martin
Frank Knall
Dan Mattimiro
Dennis Peine
Bob & Heidi Langenfeld
Richard Palmer
Christine Schaffer
Danna Elling Schultz, Council Member, 4th Ward
Kathleen O’Connor, Hastings EDC Chair
Jerry Baum, Hastings EDC Commissioner

Ron Toppin, Hastings EDC Commissioner
Shane Bauer, Hastings EDC Commissioner
Rory Johnson, Hastings EDC Commissioner
John Hinzman, City of Hastings
Shannon Rausch, City of Hastings
Kari Barker, City of Hastings
Jim Benshoof, Benshoof Associates
Steve Quam, Quam Sumnitch
Tom Whitlock, DFA

Introduction of the project by Kathleen Rusler O’Connor, EDC Chair

Description of process and products from the planning team – Tom Whitlock DFA
Damon Farber Associates has been hired by the City of Hastings to perform a Master Plan for the Vermillion Street Corridor. A team of transportation planners, public finance experts and architects will be directed by the EDC to prepare a plan for improving the economic and market position of the corridor.

This is the first of two public meetings during which input from the community will be obtained to inform the overall direction of the plan.

Analysis of existing conditions – Tom Whitlock, DFA
A review of the corridor walking tour and additional information gathered from the EDC was presented (see enclosed boards).

Strategy to improve market position of corridor – Tom Whitlock- DFA, Jim Benshoof-Wenck Associates & Steve Quam-Quam Sumnitch Associates
The ‘String and Pearl’ strategy was presented. The strategy will focus retail development on the corridor at controlled intersections that allow safe and easy access to the area and to convenient parking. The string areas of the plan illustrate destination retail uses and higher density owner occupied housing. Transportation improvements consisted of new controlled intersections at 18th Street, 23rd Street and possibly at 33rd Street and closing the median in between the controlled intersections to help create better gaps in traffic. Reducing the lane width and removing parallel parking will also improve speed control. A more detailed description is included on the attached boards and power point presentation.
Public Comments
Question about impacts on access for car wash business on the east side of TH 61 north of 23rd. The property relies solely on direct access to/from TH 61 and does not abut future 23rd Street. Property will have access to the future service road extending north to 21st.
“What is time frame for overall redevelopment of the corridor?”
“How will the improvements be funded?”

“Is it possible to add any more bridge crossings from south of the Vermillion River to CSAH 47 north of the river?”

“Has the design team explored a signal at the Highway 316 and 33rd Street intersection?”

Location of proposed sidewalk along TH 316 north of 33rd. An alternative to the concept shown on the drawing would be for the sidewalk to be on the west side of TH 316 between 33rd and 31st, crossing to the east side of TH 316 on the north side of 31st, and then continuing on the east side of TH 316 to the community center and the existing sidewalk on the east side of TH 61.

“Incorporate landscape along entire corridor to improve aesthetics and image.”

“Don’t allow MNDOT to increase speed on Vermillion.”

“Maintain area as ‘Hastings’ and not another Woodbury”

Idea of encouraging cross-easements among properties along Vermillion St. as part of future redevelopment as a strategy to limit impacts on Vermillion St., while also maintaining effective access for properties along the corridor.

“Will the study review the role of the roads set one block off Vermillion to the east and west?”

“I like the idea of narrowing lanes to moderate traffic speed.”

“When does work begin on the corridor?”

Next steps – Tom Whitlock, DFA
Meeting with EDC on June 27th to review public input and next steps.

Next Public Meeting – July (Date to be determined)

The above summary constitutes our understanding of the items discussed. If you believe there are discrepancies, please contact Tom Whitlock at Damon Farber Associates.

Prepared by;
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Minneapolis, MN 55402
(612)332-7522
www.damonfarber.com
**Vermillion Street Public Meeting #2 Minutes**

**Date – August 15, 2006**
**Location – Hastings City Hall**

**Attending –**
- Tony & Joanne Gouletas
- Hoot Gibson
- Rita Hopp
- Lance Twedt
- Mike Slavik
- Lynn Mann
- Doug Langer
- Dave Osberg, City of Hastings
- John Hinzman, City of Hastings
- Shannon Rausch, City of Hastings
- Kari Barker, City of Hastings
- Tom Whitlock, DFA

**Introduction of the project by Kathleen Rusler O’Connor, EDC Chair**

**Review of past public meetings and comments received – Tom Whitlock DFA**

A brief overview of the comments received at the previous meeting was discussed and how the plan has been modified to account for these comments.

The ‘String and Pearl’ strategy was presented. The strategy will focus retail development on the corridor at controlled intersections that allow safe and easy access to the area and to convenient parking. The string areas of the plan illustrate destination retail uses and higher density owner occupied housing. Transportation improvements consisted of new controlled intersections at 18th Street, 23rd Street and possibly at 33rd Street and closing the median in between the controlled intersections to help create better gaps in traffic. Reducing the lane width and removing parallel parking will also improve speed control. A more detailed description is included on the attached boards and power point presentation.

Additional concepts for the Vermillion Street Streetscape was presented along with a clear description of the benefits of the closed median and protected left turn and u-turns on the corridor. The proposed controlled intersection in the South Vermillion District has shifted to the 23rd Street Intersection. This shift provides benefits on all 4 corners of the intersection as well as providing improved access to the industrial park on the east as well as the neighborhood on the west.

A number of case study developments were presented along the corridor to depict potential Pearl, String and County Crossroads development. A string location in the Midtown District, a Pearl location at 23rd Street and a redevelopment of the Wal-mart site within the County Crossroads district provided additional detail to potential redevelopment scenarios. The sites chosen were purely hypothetical and did not illustrate a preferred redevelopment site.

**Public Comments**

A number of business owners on the east side of Vermillion between 11th and 15th expressed concerns over the closed median and reduced access to their business. They asked for a ¾ access around 13th to allow for additional access because of the lack of rear access to their sites.

Concerns over patrons not wanting to drive the additional blocks required to access a business.

Support for improvements and a long term vision. Improved aesthetics appealed to the majority of people.

Improved safety a plus.

Redevelopment of Jiffy should be a priority.

Rear access to properties should be provided before any access is cut off.
General support for the plan but access should be resolved prior to proceeding.

**Next steps – Tom Whitlock, DFA**
Future Meetings with the EDC to wrap study up and determine potential next steps.

Meeting with the Chamber of Commerce

The above summary constitutes our understanding of the items discussed. If you believe there are discrepancies, please contact Tom Whitlock at Damon Farber Associates.

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COMMENTS
Vermillion Street Master Plan
Presentation to Business Owners – February 13, 2007

• Plan has lost it’s focus, needs more of an economic development focus, not as much emphasis on transportation.
• General disagreement with the assumption that people take “back routes” or alternate routes to get to a business.
• Liked the idea of additional stop lights, but not sure 18th street is the right place for it, perhaps further north??
• Concerned with closing medians, want to take a look at other options
• Want consideration of Center-Turn lane
• What other options are there than the “String of Pears” concept?
• Isn’t the fact that Vermillion Street is unique a good thing? We don’t want to be another suburb.
• Is this the right time for the plan? Is it necessary or would we be better of tabling it and coming back to it in 5 years or so??
• Concept of mixed-use (which includes housing) Do people really want to live in a commercial district??
• “Creative Routes” routes in new developments are not uncommon
• If project moves forward what will happen first, how much will it cost, and who will pay for it (when can assessments be expected?)
• 100% of the people attending this meeting disapprove of the plan.
Joint Business Advocacy/EDC Meeting
Tuesday, May 8, 2006
7:30 a.m.
Merchants Bank

Agenda

1. Introductions
2. Minutes from the April 10th Meeting
3. Traffic Citation Report – Chief Mike McMenomy
4. Next Steps

**Issue 1:** Agreement that redevelopment guidelines are beneficial to the City and community as suggested outcomes for redevelopment projects – final approval at City Council level.

**Action:** Accept guidelines portion of Vermillion Street Corridor Report for EDC approval.

**Issue 2:** Agreement that encouraging the City Planner, City Streets Department and City Council to seek cost estimates, sources of funding, and warrants for stop lights at 18th Street and 23rd Street intersections on Highway 61.

**Action:** Report agreement on these two aspects only of Vermillion Street Corridor Report for the EDC.

**Issue 3:** Reject Vermillion Street Corridor Report traffic suggestions related to proposal for turn lane changes for the entire length of the studied area. Further study by group finds recommendations not in sync with accident reports, transit reports, or options presented in original report.

**Action:** Recommendation to EDC to ask for deletion of these sections from final report.

**Issue 4:** Highway 61 Bridge – repair and replacement. Agreement Bridge replacement and development along 61 provide both obstacles and opportunities for the City and business community.

**Actions:** Recommendation to EDC and City Council to form task force for City and Chamber membership for pro-active work with MN DOT following re-decking project scheduled to be completed in summer of 2008. Goal is to have timeline, design input, and local ownership of finals product for bridge replacement.
Study Purpose

Vermillion Street Development Guidelines seek to improve the long term economic viability and market position of the Vermillion Street corridor.

How will this plan affect my property?

- 20 Year vision establishes goals for market improvement that will guide future private redevelopment and public investment in the corridor. When change happens it will reflect the goals of the community and enhance the properties adjacent to it.

- Every business and land owner has the right to stay and operate their business or live in their home as long as they wish. The City has the responsibility to insure that when land becomes ripe for redevelopment that a clear vision is in place that will provide direction to a developer and promote long term stability, enhanced property value, improved conditions for business and increased sensitivity to adjacent neighborhoods.
HISTORY – What’s Happened

• Further Study of Vermillion Street Needed
• City Hires Damon Farber Associates to Assist in Planning – February 2006
• Walking Tour of Vermillion Street – April 2006
• Open Houses – June and August 2006
• Chamber of Commerce Presentations – September 2006 and February 2007
• Disagreement with the Master Plan

BUSINESS OWNERS CONCERNS

• Median closures along Vermillion Street
• Changed access/loss of access
• Will property be rezoned
• Plan has lost its focus – too much emphasis on transportation
• How will plan be implemented – How much will it cost
JOINT CHAMBER OF COMMERCE\EDC MEETINGS

• Made up of Chamber of Commerce Business Advocacy Committee and Economic Development Commission Members
• Met several times between March to May 2007
• The Joint Committee made the following recommendations:
  • Redevelopment Guidelines are beneficial
  • Encourage City Staff to seek cost estimates and funding sources for stop lights at 18th and 23rd Streets
  • Reject traffic suggestions related to proposed turn lane changes and median closures
  • Proactively work with MN Dot on Mississippi Bridge improvements

WHAT DOES IT DO?

• Outlines economic development, land use, and transportation goals.
• Recommends long-term changes to concentrate access and commercial development at existing traffic control signals.
• Plans for two new signals at 18th Street and 23rd Street.
• Direct intense commercial activities near intersections
• Less intensive commercial or residential development would be planned for areas between signalized intersections.
WHAT IT DOES NOT DO?

- DOES NOT Propose specific redevelopment of any site along the corridor.
- DOES NOT change intersections or close median access.
- DOES NOT serve as an ordinance or standard.

KEY CHANGE – Flexibility

- Document is less rigid – Guidelines are a vision for what is sought along Vermillion Street, not what is required.
- Vision vs. Edict - Development Guidelines have replaced Master Plan
  - The goal of the study is to establish a vision for economic development not to enact restrictions contrary to it.
  - Development Guidelines are less rigid than a Master Plan
  - 100% compliance is unlikely – Development Guidelines allow property owners and developers more flexibility.
KEY CHANGE – De-Emphasize Transportation

- Document should serve primarily for Economic Development and Land Use, Transportation is secondary.
- Median closure language has been removed in its entirety.
- Access closure language has been removed in its entirety.
- Joint access and side street access is encouraged, but not required.
- Removal of Vermillion Street parking bays is advocated upon redevelopment.

KEY CHANGE – Redevelopment Plans should be Site Neutral

- Case Studies serve to provide an example of desired development.
- Deviation for case studies drawings are expected and welcomed.
- No longer depict a specific parcel.
KEY CHANGE – String and Pearl Eliminated

• String and Pearl problem: Too much emphasis on major intersection “pearls”; too little emphasis on remaining “string” areas of Vermillion Street.

• Economic Development guidelines are created around the following premises:
  • Business location should be related to the need for visibility, generated traffic volume, and ability to provide safe and convenient access.
  • Controlled intersections are preferred for businesses most dependent on convenient access, visibility and generation of traffic volume.
  • Areas between controlled intersections are preferred for destination businesses less dependent on convenient access and visibility with lower relative traffic volumes.

WHAT HAPPENS NEXT

• Review by the public
• Final review and recommendation by the Economic Development Commission.
• Adoption by the City Council
Streetscape Improvements

- Center median provides opportunity to establish unique identity for area and green the corridor.
- Pedestrian level and street level lighting provide consistent and safe level of foot candles. Architectural character provides unique identity for each district.
- Architectural features like bollards and decorative fencing provide pedestrian level detail and screening, while still providing maximum views of business.
- Individual district detailing is inspired by existing features of corridor details on LeDuc House and fence and column details on Todd Field can provide inspiration for creating identity.

A Corridor with Character

Hastings, Minnesota

Vermillion Street Development Guidelines
North Midtown 11th Street – 15th Street

- 11th Street intersection provides most highly visible properties along this section of the corridor. Well suited for mixed uses with the potential for residential overlooking Todd Field.
- Area between 11th and 14th Streets on west side of corridor provides highly visible and easily accessible retail space.
- Small sites on east side of corridor at 11th and 15th provide opportunities for smaller infill projects.
- Good potential on East side for infill town homes or medium density owner occupied housing.
- Existing businesses on west side of corridor provide needed services for adjacent neighborhood.
Midtown District Case Study

- Commercial uses on Vermillion with shared parking, street presence and improved neighborhood access.
- Neighborhood scale residential with tuck under parking, open green space and good access to commercial uses on Vermillion.

South Midtown 15th Street – CSAH 47

- Proposed controlled intersection at 18th Street creates more desirable location for business with easier access.
- Creamery and Dairy will continue to evolve and should capitalize on new exposure and access at 18th. Truck traffic from Con Agra and Dairy will benefit from this improved intersection and minimize truck/vehicular issues on Vermillion Street.
- Realigned intersection on West side of 18th Street will also provide expanded opportunities for more neighborhood oriented retail. Presence of more industrial uses across the street make increased residential a challenge in this area.
- Improved intersection at 18th also allows a driveway at ConAgra to be removed and improve pedestrian character of industrial area.
- Housing Opportunities do exist facing the Vermillion River on County Road 47, with opportunity for associated small scale retail.
South Vermillion 21st Street – Highway 316
- New controlled intersection at 23rd Street creates more desirable location for business with easier access.
- Rear access road on the East side of Vermillion provides improved access to all businesses on East side.
- Vacated 21st Street provides excellent opportunity for housing overlooking river. Potentially, multiple levels that compliment scale of Con Agra.
- All businesses on West side of corridor will benefit from the 23rd Street improvements. Neighborhood will see less cut-through traffic on Cannon Street.
- Potential for additional restaurant uses to compliment existing restaurant uses and new residential development.

South Vermillion District Case Study
- Commercial uses focus on controlled intersection at 23rd Street.
- New Office/Commercial uses share parking with Vermillion Street retail. Good access to parking directly off of 23rd Street and Vermillion.
**County Crossroads District**

- This district provides the largest land mass and best potential for a mixed use development with new housing. Repositioning the East side of this parcel from a regional destination to a community destination.

- Stormwater ponding should be used as a central focal point of the development with new commercial focused on the northern edge to integrate with existing commercial uses and medium density housing on the south of the green space as a transition into the adjacent duplex housing.

- Commercial uses would begin to focus on the Highway 61 corridor to the west. The possibility of a smaller grocery store within this area has potential and should be explored further.

- The increased housing density to the south and west and improved access from 31st Street all point to the community destination potential of this site.
APPENDIX C – MARKET ANALYSIS MEMORANDUM
Technical Memorandum
Market Analysis

To: Damon Farber Associates and the City of Hastings
From: Steve Quam, Principal, QSA, Inc.
Date: September 22, 2006
Re: Vermillion Street Master Plan

Introduction

This technical memorandum provides an assessment of relative market strength and trends for housing, retail and office uses in a broader Hastings area and most specifically along the Vermillion Street Corridor, as well as an evaluation of proposed areas for redevelopment. Phasing and timeframes are also recommended.

Purpose and Scope

Market information provided here supports the Master Plan developed for the Vermillion Corridor. Tailored to allow a range of interested developers to consider participation in the plan and to extend the viability of the planning effort, it is limited in scope to the suggestion of general recommended uses within the plan and appropriate building types for these uses, based on area market trends. Based on financial feasibility models, potential funding gaps are referenced along with a brief identification of the type of potential costs associated with the plan and potential sources and uses available for its implementation.

Methodology and Assumptions

Methodology for the compilation of this memorandum includes the determination of base market data (some of which has been provided by Maxfield Reaserch where indicated) for the uses in the plan. In some cases, as specified, data obtained concerning the site is drawn from referenced broader area analysis and assumed to apply as specified to the smaller area.

Metropolitan Area Growth Trends

Hastings although historically a freestanding municipality, has through the outward expansion of the Twin Cities Metro Area, now become a growth center within the context of the larger metropolitan area. Hastings, a river town, is located along the beautiful Mississippi River. The community, similar to others of its size and geographic location, are experiencing market pressure from households moving out of the core neighborhoods to suburban growth communities along major transportation arteries.
The Metropolitan Council has weighed in on the ability of the outlying communities to accept or absorb new housing units and it appears to some extent that new multifamily housing (higher densities) has, during the first half of the 2000s, taken hold. According to recently released figures from the Metropolitan Council, multifamily housing (meaning 3 or more units clustered together and for-sale or for rent), accounted for 24% of new residential land consumption and 55% of all residential permits issued for new dwelling units (2005 figures). This compares to 19% of new residential land and 33% of new housing unit consumption during the 1990s.

The Twin Cities Metro Area ranges in the top 10 of the 25 largest metro areas in per capita income, work force housing participation and in housing affordability.

Multifamily housing, while prevalent in the core cities and first-tier suburbs, has been less popular in the developing suburbs and fringe communities where primarily families are moving out to find affordable housing. Multifamily housing generally appeals more to young singles and couples without children and empty-nesters than families. Although middle-income families are increasingly opting for townhomes over single-family homes, most of the trade-off comes in terms of 1) price and then 2) convenience. We are consistently seeing households moving further out to take advantage of lower land costs and more value when it comes to residential dwellings.

Communities such as Lake Elmo, Forest Lake, Elk River, St. Michael, Hastings and Jordan are all communities that have rapidly added new households and are expected to continue to do so in the near future.

A recent comprehensive housing needs analysis completed by Maxfield Research Inc. for Dakota County CDA indicated that the County is projected to increase the number of households by 29,100 during the 2010s, by 30,100 during the 2020s and by 18,040 during the 1930s. Of course, the greatest growth is expected to occur in the developing suburbs (Apple Valley, Hastings, Farmington, Lakeville and Rosemount), which are projected to receive between 69% and 70% of the overall growth. The substantial growth projected for these communities is directly correlated to the amount of land available for new residential development in addition to the continued outward movement of households from the central core of the Twin Cities.

**Markets**

**Housing**

Over the next 24 years, single-family housing demand in Hastings is expected to remain relatively stable with a total demand for 2000 to 2500 new units between 2000 and 2030. While projected demand for multifamily units is projected to total 2400 to 2600 units, that demand is expected to begin high and taper over those years. The total demand for single-family and multifamily housing is expected to be roughly similar with multifamily housing demand slightly ahead of single-family demand.
Tables that follow this memorandum show projected housing demand, for rental and for-sale housing for Hastings and other growth suburbs for the period 2000 through 2030 in ten-year increments. The tables show that demand for all housing in Hastings is projected to slow somewhat over the next 20 years as growth slows. These figures are for new construction only and do not assess the demand for existing homes in the community, most of which are single-family. (Maxfield Research).

**Housing - Rental**

The rental market is improving in the metro area. Vacancy rates have improved from 6.9% in 2005 to 4.8% in the second quarter of 2006 (GVA Marquette Advisors). With improving employment, and rising interest rates for the purchase of homes that might compete with rental units as a dwelling option, this trend is likely to continue.

Demand for rental housing is weighted toward affordable and senior rentals versus market rate rentals, although there would potentially be overlap between senior rentals and some market rate rentals. As the population ages, there will be growing demand for products that will be geared toward active adults and seniors.

Reaching this demand potential depends in part, on the location and market positioning of products that would be developed. It is our experience that this type of active senior residential housing can be successful if properly sited, in areas relatively near transit and busy arterials, as for example, buffered or back-half blocks adjoining the Vermillion corridor.

**Housing - Owned**

The majority of the demand for new housing is projected to be for-sale housing. In the case of Hastings, market demand for new housing is expected to incorporate a mix of single-family homes and townhomes (Maxfield Research). Although, there will be some demand for condominium units, these are most likely to be located on high-amenity sites like those along the Vermillion River, and should be moderately priced.

In the short-term, market conditions favor development of housing products that meet the needs of young and growing families and young seniors. Some move-up housing is indicated for households that have been living in the area for some time and would prefer to expand or upgrade their housing situations. (Maxfield Research).

Pricing for new construction homes in Hastings generally ranges from the mid to upper $200s for entry-level single-family homes and above $500,000 for executive move-up homes. Townhome development has been primarily entry-level and pricing is in the high $100s to the low $200s. There is a senior cooperative currently marketing near to Vermillion Road with prices in the mid-$200s to upper $200s.
Retail

Generally, throughout the Metro Area, retail centers have been performing well with new centers leasing up rapidly. Strong retail growth in developing suburban areas however, has created additional vacancy in the market, some of which is difficult to fill. QSA has observed this condition on sites along the Vermillion corridor, where retail buildings remain either vacant or underutilized.

New retail space on the west side of Hastings has leased well and has generated spin-off development that has been attracted to the anchors that are located there.

In general, lease rates are between $8.00 and $12.00 per square foot depending on age of space and location. The vacant Wal-Mart is available for lease at $6.00 per square foot. Older retail space not on major thoroughfares would lease for rates below these levels. (Maxfield Research).

Office

In the recent past, overall market for office space in the Twin Cities metro area has been soft, with metro area vacancy rates between 18 and 20%. Current market conditions for office space, however, indicate that the office market is experiencing a small resurgence.

Maxfield Research finds that core submarkets, the Downtowns, the west and southwest and east suburban markets are seeing renewed interest, primarily in Class A office space. Class B and Class C spaces are still struggling with higher vacancies and generally stagnant rents. In smaller submarkets, limited development of new office space has kept vacancies low and rents have been stable with some upside.

Development of new buildings in the suburban markets has generally been small, 25,000 to 50,000 square feet targeted to small businesses. Office condos have also taken some of this demand and there are still office condos being marketed in a number of suburban areas with limited success.

Lease rates in the Hastings area are generally moderate and existing buildings are predominantly Class C space. Upgrading in this market will rely heavily on new household growth to generate small business growth, primarily service businesses such as accounting, insurance, real estate, construction and other small businesses. The close proximity to the County Courthouse and Government Center could also generate some additional demand for service businesses that would need to locate in close proximity to these facilities. Dakota County however, has spread out its facilities across the County and additional locations include Apple Valley and Eagan. This will tend to limit the amount of spin-off space that could be absorbed in Hastings due to the dispersion of the County offices to other locations.
Medical office space is considered a growth area across the Metro and we are still seeing demand for new clinic and medical space, especially in developing suburban areas.

**Mixed-Use**

Mixed use buildings are contained in the Master Plan. Since mixed-use is not defined as a specific set of uses, it draws its market from the uses it contains. Since this area’s strongest demand is for housing, the predominant use in most mixed-use development will be housing. That can be coupled with retail or service office uses as appropriate to the specific location.

**Site-specific Influences**

**Overview**

The plan area lies along the Vermillion corridor from Highway 55 on the north to 34th Street on the South. The proposed Master Plan contemplates a “Pearl and String” approach (of retail nodes and connecting linear properties) to the redevelopment of the corridor.

The economic basis for this recommendation lies in the fact that Vermillion Street is largely occupied by retail uses along a corridor that has 1) become a secondary location for retail after the western portion of the city, along Highway 55 has burgeoned with new big box retail, and 2) has developed a traffic count too great to accommodate easy access to businesses that require an unprotected left turn to enter.

The result is that the primary business type that can succeed along the corridor in spots located between controlled intersections, is a destination type business that is not dependent on convenient access to attract sufficient business. Coupled with this is the fact that new business development in a competing area of the city has left portions of the corridor either vacant or underutilized. In effect, there is more area along the corridor zoned for retail than the market can currently sustain.

To enhance the vitality of retail along the corridor, we endorse the concept of encouraging new retail development or redevelopment in more compact “pearls”, or retail centers located at controlled intersections where access will permit the growth of convenience oriented retail as well as destination retail. The locations identified as “pearls” in the plan are the intersections or portions of Vermillion located at: 10th to Highway 55; 15th Street; 18th Street (with a new controlled intersection); State Highway 291; and 23rd Street (with reconfigured streets and controlled intersection). In addition, the area at the south end of the corridor known as County Crossroads will be redeveloped with a greater residential emphasis in a mixed-use format.
Over the course of years, some of the retail along the “string” section of the corridor is likely to either move to these more convenient, upgraded areas, or evolve, merge, relocate or terminate in the natural course of their business lives. As their sites are vacated, we encourage the City to mix appropriate residential uses into these sites, where possible, locating or orienting them away from the street itself toward the residential streets behind Vermillion.

This is appropriate to meet future demand for multi-family residential uses discussed above, while at the same time, it will remove (as landowners wish to do so) underutilized retail sites from competing with the more accessible locations at controlled intersections.

Case Studies

The Master Plan has identified three representative areas as Case Studies: 1) A Midtown District Case Study on the East side of Vermillion between 14th and 15th, 2) A South Vermillion District Case Study on the East side of Vermillion at a new 23rd Street intersection, and 3) A County Crossroads District Case Study. The following observations are applicable to these case studies.

Midtown District Case Study

This location illustrates a “string” location where residential uses could be introduced at the back half of sites abutting both Vermillion and a residential street to the east. Currently valued for tax purposes at over $1 million, the reuse of the primary retail sites in this hypothetical case study would call for a write down to lot value, to induce redevelopment. With new retail located at the Vermillion side of the site, and multi-family town houses located toward the residential side, depending on the number of units developed, increased tax value of the property could potentially yield sufficient increased tax revenue to recover the write down through tax increment financing.

Financial modeling reveals that it is most likely that the use of some public financing assistance would be required to induce this type of “pearl” site redevelopment.

South Vermillion Case Study

This “Pearl Site” case study calls for reconfigured streets and infrastructure as well as a new intersection. The amenity of the Vermillion River and adjacent park/bikeways would make this an appropriate site for a higher rise condominium complex compatible in height with the grain structure to the north across the river. The addition of retail and office structures to the south could help provide sufficient value to again justify public financing assistance.
The nature of this redevelopment with its incident infrastructure and road changes, would definitely call for public involvement. The potential for a significant number of housing units in a higher, medium density residential building would make it likely that this redevelopment could have positive cash flow if provided with a level of public financing assistance that could be provided from its incremental increased tax value.

County Crossroads District Case Study

Wal-Mart’s move to the west side of town, resulted in a large vacant building in the south end of town that has been difficult to market to other users. There are limited large single users for that type of space. The size of the space, 76,000 square feet, is somewhat smaller than the typical size for most Wal-Mart’s in our market --100,000 square feet or more. Also, the list of large-scale retailers looking for space is also limited. Users large enough to consider the vacant Wal-Mart space would include: Home Depot, Target, Menards, Lowe’s, Costco, Kohl’s, Kmart, Pamida, Sam’s Club, and Dick’s Sporting Goods

Home Depot and Target have already chosen sites located on Highway 55. Other of the above retailers would likely need to expand or add onto the space as the original size of 76,000 square feet is too small for most of the users listed most of whom would prefer a larger space (100,000+). Most of these users would prefer to locate near to other similar anchors. Soft goods retailers would be unlikely to locate on this site until at least a couple of major compatible anchors could be found.

Since this site may need to be entirely redeveloped rather than waiting for a retail reuse, this Case Study contemplates the creation of a broader redevelopment district, primarily comprised of new residential development.

There is a market for a limited amount of convenience retail, perhaps 15,000 square feet, plus any retail and office use blended into the development that can be pre-leased or pre-sold. The market does not appear to support the speculative construction of a medium or larger grocery store at this time, though such a use would be highly compatible with this mixed-use development if an appropriate tenant were to commit to the project.

It is safe to assume that only up to 10 percent of the space in any one mixed-use residential/retail building can be supported at the ground floor for retail or service office unless any additional retail/office space is pre-leased.

Because the relative value of old vacant buildings located on the site is small in comparison to the land size and its potential future value, TIF financing or abatement is likely to be successful, depending on density of new construction and the extent of road construction and infrastructure designed into the district. It is recommended that any retail be located on a visible cross-axis with the more commercial 31st Street, to enhance the potential number of customers from outside the district that would be attracted to the convenience retail. Creative use of storm water holding ponds and landscape design could also create a sense of destination that would enhance a retail market.
**Specific Site Recommendations & Building Types**

**North Midtown**

It is our recommendation that the heaviest retail uses be located on the north end of the corridor, tapering to more mixed combinations of retail, residential and (sometimes) office uses where the market supports these. The strongest retail node, in our opinion is on the west side of Vermillion from Highway 55 tapering to 15th Street.

Vermillion Street offers good access, high visibility and high traffic counts. This north area’s major drawback in the short-term is that there is limited land available for new development and sites located there require redevelopment. Current demand and lease rates are not likely to justify the significant expense of redevelopment and may necessitate a public/private partnership in the initial stages to spur redevelopment and generate turnover in the market. As the household base grows, additional retail will be attracted to Hastings and attracted to the corridor.

To the extent that internal or back road access could be developed for this block-wide area, a sufficient critical retail mass could be assembled to potentially support the costs of redeveloping a higher density and mix of retail type here.

**“String” Locations**

Infill locations and existing locations between intersections along both sides of the corridor, particularly between 15th and the Vermillion River/State Highway 291 suffer from difficult access issues despite the high traffic counts along Vermillion.

Niche and destination neighborhood retail is likely to do better than convenience retail along these stretches of the corridor in the short-term because the traffic counts are high enough to support these types of uses and customers are likely to put up with more inconvenience to access them. Eventually, if retail demand for these sites diminishes, they should be considered for mixed-use, including some form of multi-family residential use, probably introducing neighborhood compatible town home building types as recommended above.

Where access can be retained, restaurants and other service businesses that would be in close proximity to the major household concentrations along the corridor could also be expected to prosper. These could serve as buffers or transitions to the new residential uses. Again, the primary redevelopment challenge is the cost involved with removing or reusing existing buildings and making them attractive to customers.
**Vermillion River**

This amenity with its incident parkways and paths introduces an esthetic asset that would support higher value or more dense residential multi-family development. It is recommended that the height of the grain structures on the north of the river be used to complement residential uses of similar height adjacent to the river as demonstrated in the South Vermillion Case Study.

**Associated Costs of the Plan**

The public costs associated with this plan include potential landscape, traffic regulation and road reconfiguration work, along with their incident land acquisition costs. In addition, most sites along Vermillion are developed. To redevelop these, it will be necessary in most cases to write down the cost of site acquisition in order for relatively low to medium density redevelopment to occur.

**Sources and Uses**

The most obvious sources of funding for this development are tax increment financing and abatement.

Other sources of funding that could be applied to redevelopment or transportation aspects of the Implementation scenario include Metropolitan Council Livable Communities Grants. For road or transportation improvements there are a variety of funding sources that could be investigated under metropolitan Transportation Improvement Plan (TIP) funding.

**Phasing & Implementation**

Since this plan is intended to provide a guideline for redevelopment as voluntary opportunities occur, and since we are advising that incremental, rather than wholesale, changes should occur in the general character of market and uses intended for this area, it is appropriate to use an opportunistic approach to accomplishing the plan.

We anticipate that the Plan will be implemented over the next 20 to 25 years. No single development within the plan represents a critical catalyst.

Certainly the availability of some vacant and underutilized lots along the corridor, particularly between intersections, is likely to provide some early opportunities (within the next 5 years) to begin demonstrating the mixed-use concepts of the plan. As these become available, they will begin to help define the intended new character of the corridor, and encourage further development.

We envision that housing products most suited to redevelopment initially would consider some affordable rental housing and/or products that would be targeted to senior living. Location is important as sites should be pedestrian-oriented and should offer close...
proximity to retail goods and services. Isolated locations or those that are not conducive to pedestrian access may be problematic for initial housing examples.

Additionally, as ideas are discussed for the County Crossroads district, it may become possible for the City, within the next 10 years, to enter into a major redevelopment for that area as a mixed-use residential development. The primary impetus for that will be the determination by existing owners of a direction they wish to pursue.

Perhaps the single most important emphasis that can be focused on at first, is the implementation of the traffic and coincident streetscape plans that are recommended in this Master Plan. While planning for this needs to begin at once, it is likely to be a 15 year undertaking. But with the introduction of a median and controlled intersection traffic plan for Vermillion, even before actual implementation, it will begin to become more obvious to retailers that certain intersections and nodes have enhanced retail value, and private/public partnership is likely to be encouraged for redevelopment at those nodes.

It is recommended that within this plan, any initial private interest in redevelopment that supports the plan should be fostered whenever it occurs without regard to priority by location or use.

Conclusions

There is a substantial amount of growth expected to occur in the Hastings market over the next 20 years. Hastings however, is geographically separated from other significant population and household concentrations. Community-based retail has been successful, but is located away from the Vermillion Corridor. We are also aware that there are customers driving into Hastings to access retail from the Prescott area of Wisconsin. This could be a market that is cultivated for additional space as that area grows.

We believe that the corridor offers higher potential for some in-fill housing and additional small office and entertainment-based and service retail that will serve more of the immediate area. In the short-term, without the increased household base, redevelopment will be economically challenging, as lease rates remain relatively low. Public-private partnerships may serve as catalysts to initiate redevelopment and support conversion of under utilized parcels.
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<th>2010</th>
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| Dakota County Total   | 98,293 | 131,151 | 169,260 | 196,360 | 208,400 |
| Metro Area Total      | 875,504 | 1,021,459 | 1,197,380 | 1,361,870 | 1,491,630 |

Sources: U.S. Census, Metropolitan Council, Maxfield Research Inc.
### TABLE 2
SUMMARY OF ADDITIONAL RENTAL HOUSING DEMAND BY COMMUNITY
DAKOTA COUNTY
2000 - 2030

<table>
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<tr>
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<th>2010 to 2020</th>
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<td>500 - 550</td>
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| Dakota County Total | 2,500 - 3,100 | 1,400 - 1,700 | 1,975 - 2,275 | 2,400 - 2,810 | 1,150 - 1,450 | 2,260 - 2,770 | 1,700 - 1,910 | 625 - 825 | 3,630 - 3,950 |

Sources: Maxfield Research Inc.
**TABLE 4**
SUMMARY OF ADDITIONAL FOR-SALE HOUSING DEMAND BY COMMUNITY
DAKOTA COUNTY
2000 - 2030

<table>
<thead>
<tr>
<th>Developed Communities</th>
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<th>2010 to 2020</th>
<th>2020 to 2030</th>
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<th>2020 to 2030</th>
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<td>800 - 850</td>
<td>910 - 990</td>
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| Dakota County Total   | 13,405 - 14,705| 10,455 - 11,265| 970 - 1,180 |
|                       | 11,050 - 11,750| 12,170 - 12,780| 1,250 - 1,400|
|                       | 4,000 - 4,600  | 5,780 - 6,290  | 1,350 - 1,550|

Sources: Maxfield Research Inc.