



# Downtown Mixed-Use Industrial Redevelopment

*Sterling, Illinois*

Hunden Strategic Partners worked with the City of Sterling to provide consulting services related to economic development, placemaking and real estate development strategy, as well as overall economic development advisory. Utilizing a thorough analysis, Hunden Strategic Partners determined the current, unmet and future opportunities of downtown Sterling, analyzed local, regional and national market conditions impacting destination and workforce development, and identified future development types to provide the Client with a strong and supported plan for future steps.

HSP focused on the opportunities, market demand and financial realities impacted the future development for an underutilized industrial district along the Rock River. The mix of uses proposed for the site included an entrepreneurial coworking space and urban farming opportunities, along with additional commercial and industrial uses.

HSP assessed the viability and various business models associated with urban agriculture and incubators around the country and provided the Client with a matrix of priorities for the redevelopment. At the conclusion of the analysis, HSP provided recommendations for priority actions and a clear to-do list for the City to move forward.

**Client:** City of Sterling

**Time Period:** 2020