

DOWNTOWN HUTCH MASTER PLAN

2024

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Table of Contents

Executive Summary

Section 1: Introduction 29

Section 2: Downtown Hutch Tomorrow: Vision and Values 37

Section 3: Land Use and Development 49

Section 4: Transportation and Mobility 95

Section 5: Character and the Public Spaces 113

Section 6: Programming and Operations 145

Section 7: Economic Health and Vibrancy 161

Section 8: Downtown Hutch Tomorrow: Action Plan 191

Appendix A: Downtown Hutch Today: Existing Conditions 225

Appendix B: Stakeholder & Public Engagement Summary 255

Appendix C: Summary of Relevant Plans and Studies 365

Appendix D: Economic and Market Analysis 371

Executive Summary



Plan Purpose and Function

What is a Downtown Master Plan?

A downtown master plan examines many of the same topics that other long-range planning documents assess, such as infrastructure, land use, and transportation. However, the focus of these topics is more detailed and specific, focusing only on downtown, its composition, its character, and its role. Downtown master plans place a greater emphasis on economic development, business retention and recruitment, tourism, and entertainment as downtowns often can function as an economic powerhouse of a community.

The Plan establishes the vision and the road map for the future of Downtown Hutchinson including its development and its character. This long-range Plan will help Hutchinson to visualize what downtown is to become in its future.

The Why

The Downtown Hutch Master Plan has been developed in response to the community's continued desire for success in the core of their community. The character of downtown is reflective of a rich local legacy and this Plan has been developed as a grassroots initiative to plan for the continued success of downtown.

The intent of this Plan is to create a vision that reinforces the existing character and legacy of downtown's role as the heart and soul of this community, and to use that vision to develop a set of implementation steps that guide investment and development in the area. This Plan establishes the vision for downtown Hutchinson, established and embraced by this community. The planning process that took place to get to this point involved consensus building among various community groups and stakeholders including, but not limited to, property owners, business owners, public agencies, city staff, advisory groups, and residents.



Hutchinson, KS - Intersection of Main Street and Sherman Street

Downtown Vision and Values

"Downtown Hutch is a thriving and dynamic cultural hub at the heart of the community, home to vibrant retail, dining, entertainment, and business destinations; active indoor and outdoor spaces; downtown living, and community pride."

1. **Historic and Cultural Preservation.** Protect, preserve, and enhance the wealth of the historic buildings, façades, and culture in downtown.

2. **Lively Spaces.** Capitalize on redevelopment and rehabilitation throughout the downtown to provide for attractive and updated public and private spaces for all types of uses.

3. **Unified Downtown Brand.** Establish a unified brand and vision for downtown that integrates the history, values, and composition of the community, capturing its uniqueness and cultivating a unified vision for an eclectic and multifaceted downtown.

4. **Distinct but Cohesive Downtown Districts.** Unique subarea districts in downtown that allow and encourage variety in style, character, and uses within a cohesive downtown character that cultivates pockets of uniqueness and appeal.

5. **Vibrant Economy.** Invest in the development and maintenance of high-quality public and private downtown spaces that provide inherent flexibility for multiple purposes, attract vital economic activity, create opportunities to establish and operate distinct businesses, adapt to changing market demands, and expand the potential economic base of downtown.

6. **Connected Community.** Create an inclusive downtown through accessible infrastructure, safety improvements, connectivity enhancements, and diverse events and attractions that make downtown Hutchinson appealing and accessible to all.

7. **Business Friendly.** Create an environment that invites, attracts, and retains downtown business, making it enjoyable to establish and operate a business, navigate local requirements, and benefit from a healthy network of knowledge and resources.

8. **Full-Time Downtown.** Cultivate an environment where people can live, work, and play, offering all basic needs for visitors and downtown residents, alike, including residences, places of employment, restaurants, entertainment destinations, markets, shops, pharmacy, banking, recreational resources, and other needed services all hosted right downtown.

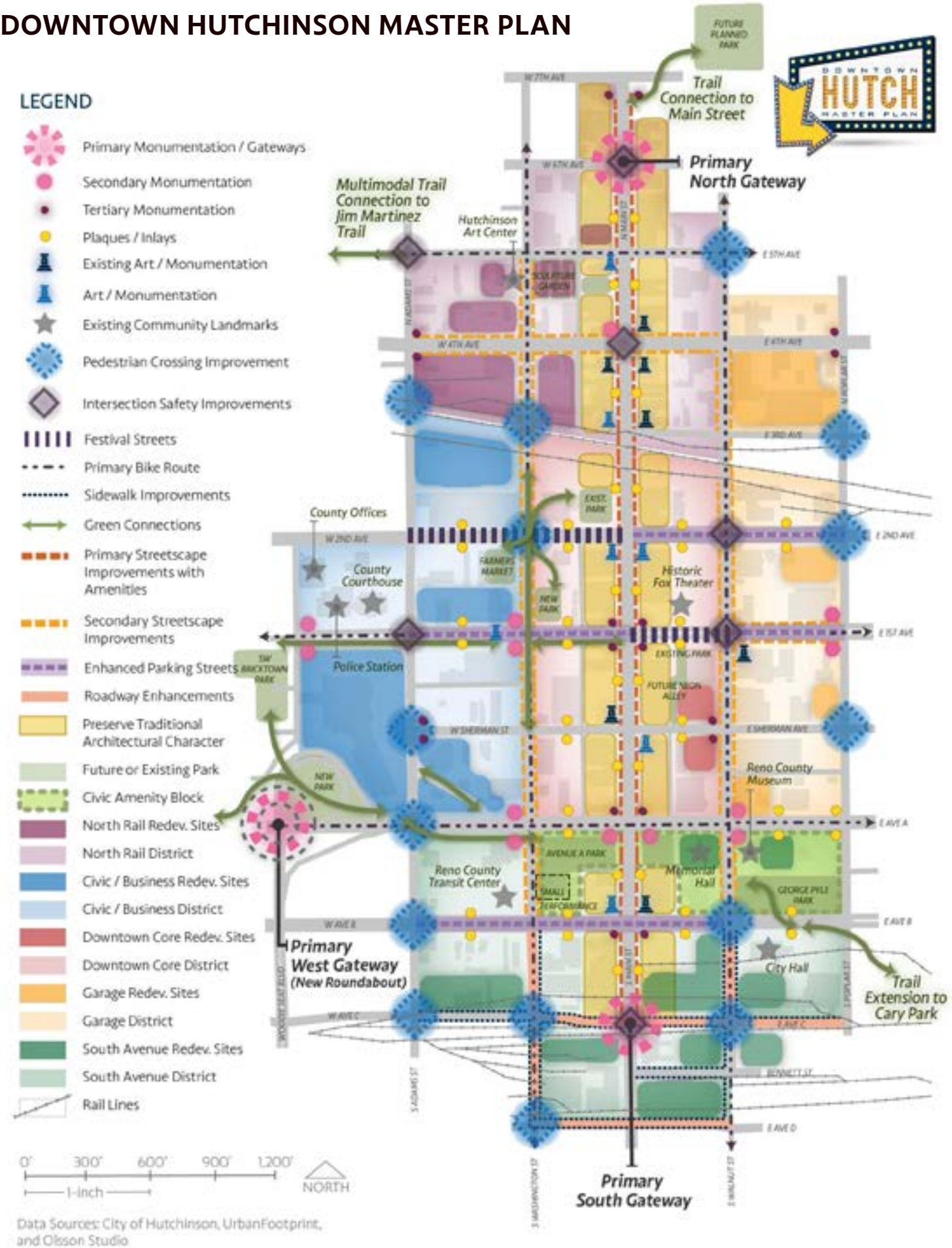
9. **Diverse Downtown.** Establish an environment that attracts residents and visitors of all ages, ethnicities, cultures, and levels of ability, reflecting the values and interests of those people through diverse economic activity, business, festivals, and art.

DOWNTOWN PLANNING AREA



Data Sources: City of Hutchinson, UrbanFootprint, and Glisson Studio

DOWNTOWN HUTCHINSON MASTER PLAN



Data Sources: City of Hutchinson, UrbanFootprint, and Olsson Studio

Land Use and Development

Key Issues

1. Vacant/underutilized properties that detract from the success and momentum of downtown.
2. Lack of flexible/programmable spaces.
3. Property owners leasing properties that are not up to date, placing burden on the tenants to make improvements.
4. Code compliance is difficult and expensive, especially related to life safety and bringing existing older buildings up to code.
5. Lack of diverse housing options to help support economic activity, identity, and success.
6. Lack of mixed-use spaces to accommodate flexible and adaptable downtown uses.
7. Limited outdoor gathering opportunities integrated into first-floor businesses, such as sidewalk cafes and restaurants that include outdoor seating space.
8. Limited downtown destination options such as entertainment, restaurants, shopping, and public gathering space.
9. Lack of physical transitions from commercial/office retail to industrial enterprises
10. Limited number and variety of downtown dining options.

Goals

1. Create a physical environment that supports **activated and varied land uses** in a dynamic **mixed-use environment**.
2. Support **diverse and attractive housing types** that accommodate additional downtown living for people of all ages, incomes, and abilities.
3. Encourage **redevelopment, reinvestment, and re-purposing** of targeted downtown properties to maximize economic and aesthetic potential and spark further investment.
4. Develop a vibrant downtown atmosphere that has a **variety of activities and destinations**, as well as a **strong sense of place**.
5. Facilitate strategic **improvements to vacant buildings and parcels** to encourage use and reuse that fits the downtown market.
6. Expand the quantity and functionality of **indoor and outdoor flexible spaces** that can be used to host programmed events and a variety of downtown attractions over time.
7. Build a **critical mass of social and economic activity** that results in **activated streets and thriving businesses**.

Strategies

Strategy 3.1 – Establish distinct downtown districts that reinforce the variety and makeup of the various areas in downtown that are similar in character, scale, form, and function

Strategy 3.2 – Identify catalyst sites for development and redevelopment to target further public and private investment downtown

Strategy 3.3 – Protect historic architecture and other cultural landmarks to preserve the rich and distinct character of downtown

Strategy 3.4 – Encourage and incentivize private investment downtown to spur economic development and a greater degree of care for private properties

Strategy 3.5 – Increase the quantity and quality of housing and lodging downtown to create an environment where people are excited to choose among several options to live or stay downtown

Strategy 3.6 – Encourage appropriate mixed-use development to permit flexibility in uses and cultivate an eclectic assemblage of destinations over time

Strategy 3.7 – Adapt and reuse vacant buildings to establish highest and best uses of properties and fill gaps in downtown activity

Strategy 3.8 – Attract and retain a variety of dining, entertainment, and lodging destinations to stimulate economic growth and create an active downtown that offers excitement and choice

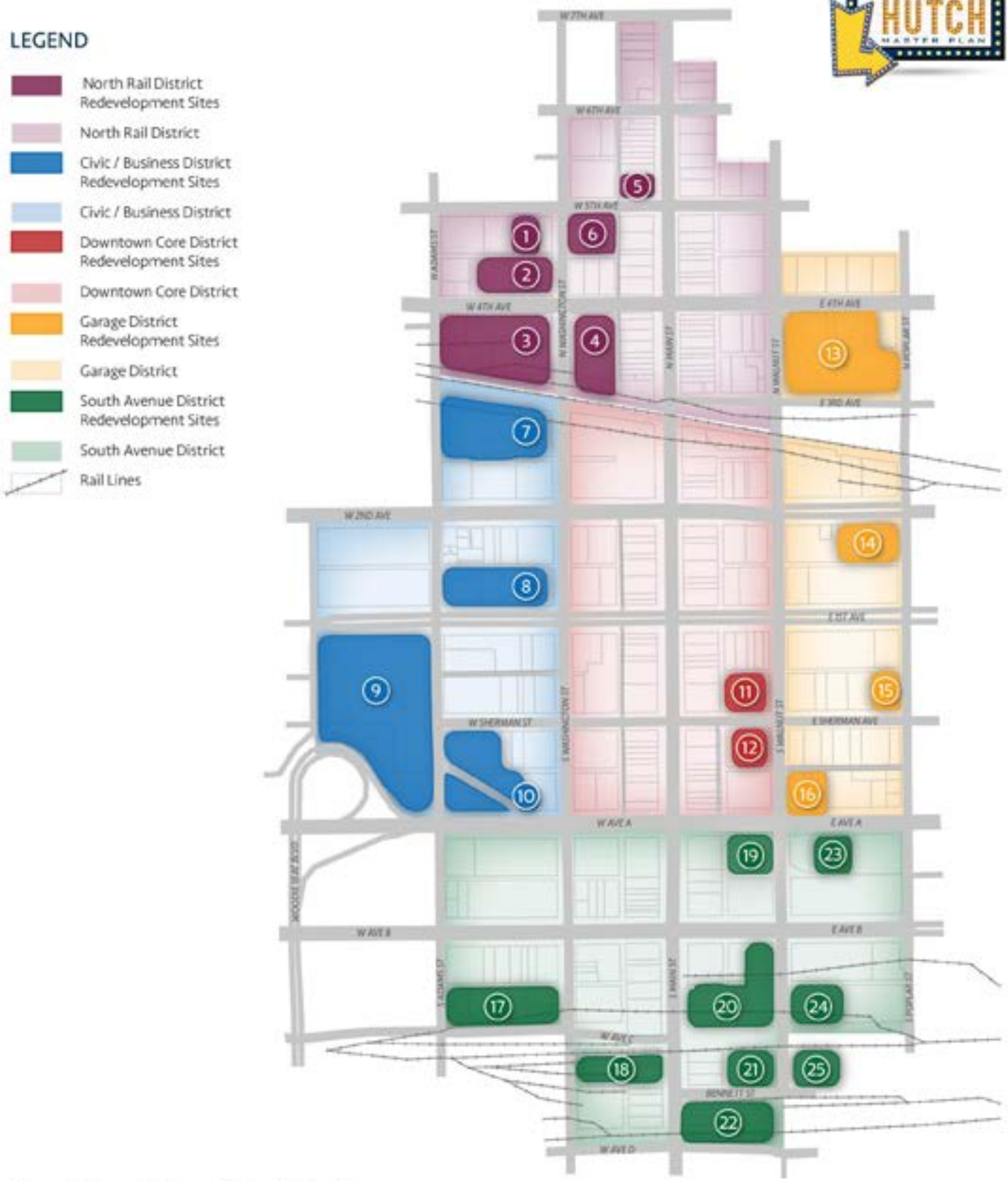
Strategy 3.9 – Establish flexible public and private spaces that serve as community gathering hubs to support both planned and organic community organizing

Strategy 3.10 – Build natural transitions of land uses and building façades to create eclectic and organic passage throughout downtown



Hutchinson, KS

DEVELOPMENT AND REDEVELOPMENT SITES PLAN



Data Sources: City of Hutchinson, UrbanFootprint, and Olsson Studio

Transportation and Mobility

Key Issues

1. Maintenance of downtown streets, sidewalks, and public spaces is lacking in portions of downtown.
2. There is need for safer pedestrian infrastructure downtown including sidewalks and intersections.
3. The multimodal connectivity of downtown destinations is lacking and in need of enhancements to promote safety and ease.
4. Downtown signage and wayfinding lacks attraction and appeal to promote local destinations and capture the attention of drivers and visitors.
5. Downtown needs improved transit and mobility opportunities for all.
6. Additional maintenance and improvements are needed to uphold the quality and function of downtown alleyways.
7. Downtown lacks lighting, seating, and safety features that enhance the pedestrian experience.
8. Infrastructure is needed for bicycle ridership to and through downtown.
9. Traffic signals need to be modernized and synchronized to ensure a smoother flow of multimodal traffic.
10. Railroad tracks can create physical and audible interruptions as well as safety concerns downtown.

Goals

1. Enhance the **overall safety** of downtown mobility through **physical and operational improvements** for all existing modes of transportation.
2. Facilitate e**asy access to and through downtown** for all existing modes of transportation.
3. Implement and **improve wayfinding and navigation tools** to make downtown mobility safe and intuitive, **connecting people to key destinations.**
4. Maintain high quality **health and safety of the downtown public right-of-way** through infrastructure **repairs and street clean-up.**
5. Leverage downtown mobility assets including the Amtrak station and RCAT Transfer Station to **enhance and improve downtown's functionality as a multimodal hub.**
6. Create and strengthen downtown infrastructure that makes downtown a **safe, enjoyable, and intuitive place to walk, bike, and park.**
7. Construct a multimodal environment that **encourages economic activity, social connectivity, and accessibility.**
8. Integrate new and **innovative technology and future-oriented infrastructure** to accommodate future growth and demand downtown.

Strategies

Strategy 4.1 – Improve the overall safety and functionality of multimodal connectivity to make it reasonable and intuitive to travel to and through downtown

Strategy 4.2 – Enhance the safety and connectivity of downtown walkability to make it easy and enjoyable to traverse downtown on foot

Strategy 4.3 – Enhance the safety of downtown intersections to create a more enjoyable and accessible place for every mode of transportation

Strategy 4.4 – Construct and maintain bicycle corridors to make biking downtown safer and more enjoyable

Strategy 4.5 – Improve the overall standard of maintenance for downtown streets, sidewalks, alleyways, and intersections to enhance the aesthetics and safety of the public right-of-way

Strategy 4.6 – Create a unified plan for updated downtown wayfinding to facilitate safe and intuitive navigation through downtown and access key destinations

Strategy 4.7 – Add or upgrade mobility safety features to create a smooth flow of multimodal traffic

Strategy 4.8 – Improve RCAT transit access to downtown destinations to offer a more inclusive variety of choice in ways to access downtown

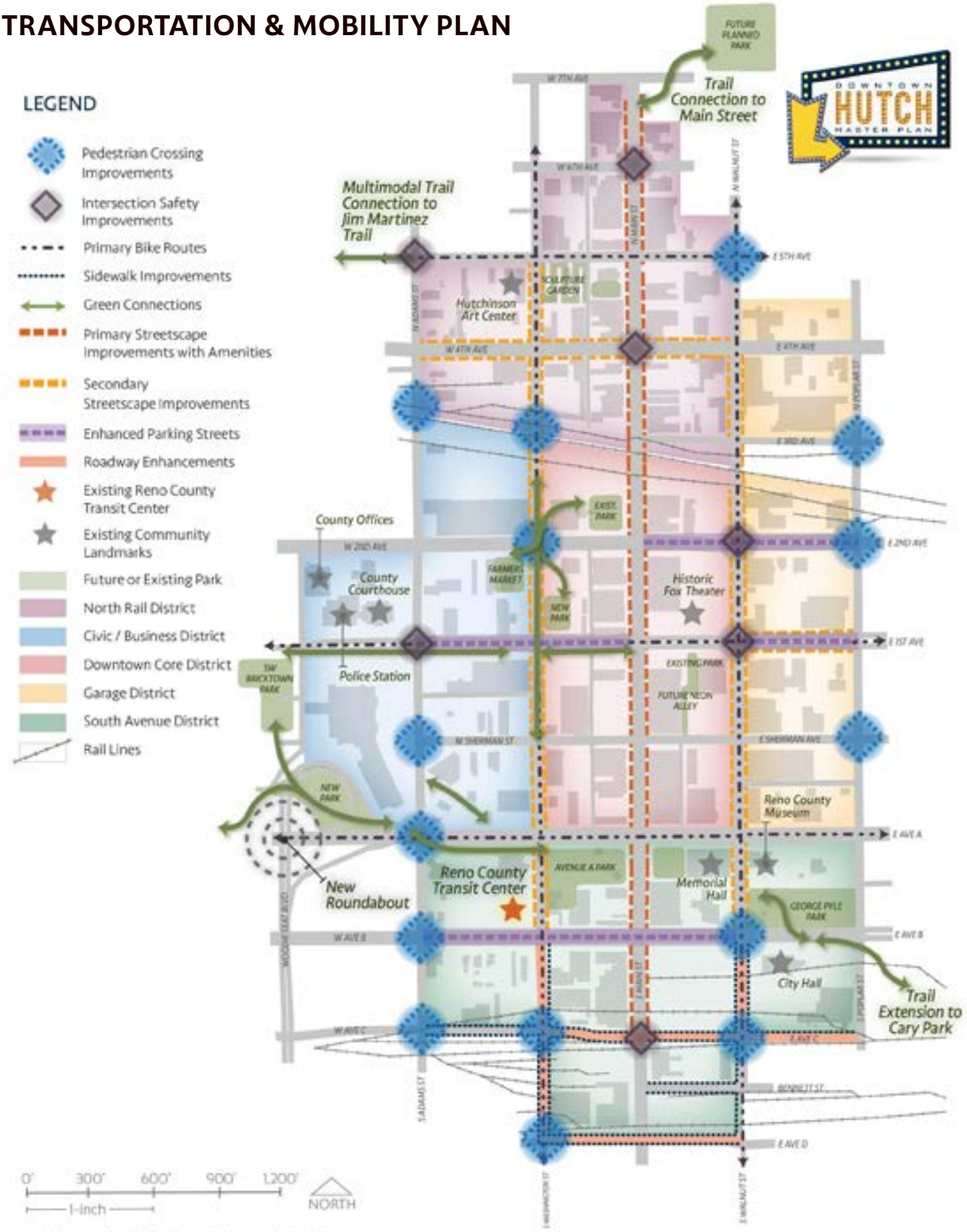
Strategy 4.9 – Promote and leverage the Amtrak station to foster greater regional connectivity and attract visitors to downtown

Strategy 4.10 – Improve connectivity from the west side of downtown from Avenue A to create a smoother and more accessible transition into downtown



Hutchinson, KS - Reno County Transit Center Transfer Station

TRANSPORTATION & MOBILITY PLAN



Data Sources: City of Hutchinson, UrbanFootprint, and Olsson Studio

Character and Public Spaces

Key Issues

1. Historic architecture, building façades, and culture of downtown are at risk as incompatible development takes place and buildings deteriorate over time.
2. Some building stock is aged and deteriorating.
3. There is a lack of green spaces, open spaces, and public gathering spaces for festivals, performances, etc.
4. There is a lack of a distinct, unified downtown brand.
5. The overall first impression of downtown could be improved.
6. There is demand for comfortable outdoor seating and outdoor dining options.
7. There is a strong desire for an outdoor venue or amphitheater and more events and festivals.
8. There is a need for additional downtown signage, wayfinding, and lighting downtown.
9. Beautification efforts need to be continued and expanded downtown.
10. There are a number of vacant properties and spaces on the first and second floors of buildings in downtown.
11. There is limited shade, seating, landscaping, and wind protection exists along streets and sidewalks.
12. Downtown has limited public art.

Goals

1. Create a **distinct brand** that establishes the general **identity, character, and aesthetics** of downtown, integrating both its historic culture and its desire for the future.
2. Promote **improvements to the public realm,** creating spaces that offer additional **programmable environments** for social activities, festivals, and related attractions.
3. Preserve and maintain **historic elements** of downtown including the historic architecture, building façades, and cultural remnants.
4. Establish downtown as a **primary public activity center** of the community.
5. Integrate and **enhance elements of a safe and thriving public realm** including street trees, landscaping, flowers, shade structures, signage, outdoor seating, lighting, and public art.
6. Create **pockets of uniqueness** within downtown that attract residents and visitors and create an assemblage of **interesting and interactive destinations** and an overarching character for downtown.
7. Cultivate a **striking first impression** for downtown including defined gateways and iconic street features that make downtown appealing, exciting, and memorable.
8. Encourage, foster, and develop a quality public realm that highlights the **uniqueness of new and historic destinations.**

Strategies

Strategy 5.1 – Ensure that new development, redevelopment, and infill is compatible with the scale, form, and function of established downtown character to cultivate an eclectic downtown aesthetic

Strategy 5.2 – Implement a unified plan for beautification efforts throughout downtown to enhance the enjoyment and appeal of downtown spaces

Strategy 5.3 – Use gateways, monumentation, and art to improve the overall impression of downtown

Strategy 5.4 – Attract and integrate the Arts into downtown over time to reflect the creativity and interests of the community

Strategy 5.5 – Rehabilitate downtown buildings that are vacant or have deteriorating historic building façades to bring them up to the standard of care and beauty of other downtown buildings

Strategy 5.6 – Increase the quality and quantity of outdoor public gathering spaces to create an assemblage of spaces that prompt recreational activity, social cohesion, and community building

Strategy 5.7 – Create organic transitions between indoor and outdoor spaces downtown to create continuity of activity and a strong and connected downtown

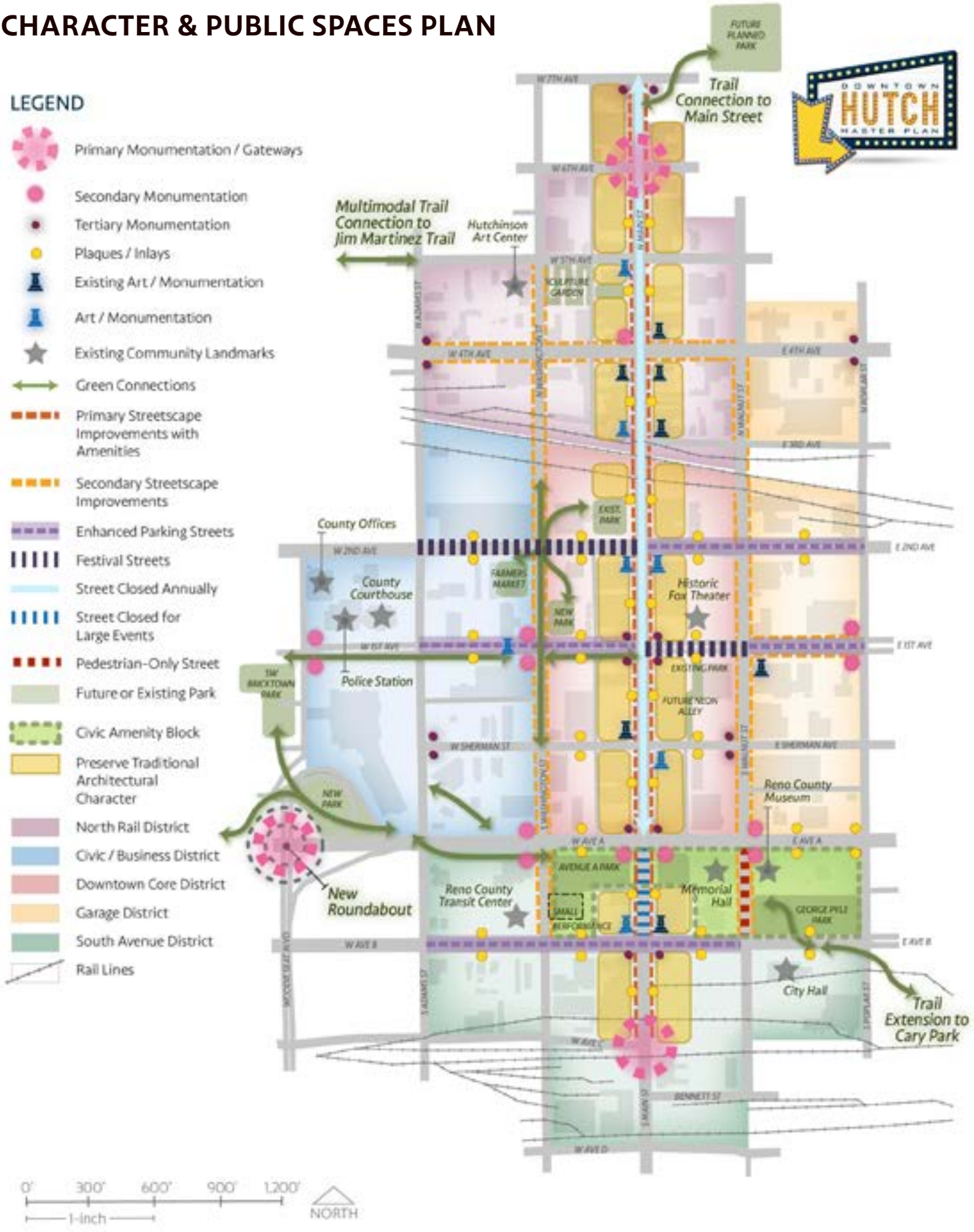
Strategy 5.8 – Implement a cohesive and connected public space "Civic Amenity Block" between Avenue A and Avenue B to cultivate an environment that welcomes activity and brings distinction to downtown

Strategy 5.9 – Expand streetscape enhancements to create continuity and aesthetic appeal throughout the downtown public right-of-way.



Hutchinson, KS

CHARACTER & PUBLIC SPACES PLAN



Data Sources: City of Hutchinson, UrbanFootprint, and Olsson Studio

Programming and Operations

Key Issues

1. Limited funding is available for downtown marketing and promotion.
2. There is limited quantity and quality of public spaces within downtown.
3. Downtown destinations do not appeal to all ages, demographics, and levels of ability.
4. Outdoor spaces are underutilized or not as well-maintained as they could be.
5. There are limited activity generators outside of Monday through Friday normal business hours.
6. There are limited resources for promotion of downtown activities and programs.
7. Downtown spaces could be better leveraged for events, festivals, and programs.
8. It is often challenging to navigate city codes to establish and maintain a downtown business.
9. Parking spaces along storefronts are often taken up by respective business owners and staff, reducing the number of available spaces for customers and visitors downtown.

Goals

1. Enhance and **invest in downtown marketing efforts,** promoting activities, destinations, and improvements using an established downtown brand.
2. Create **partnerships and open channels of communication** with established community organizations and governmental entities, creating more local and regional awareness and excitement for downtown and solidify relationships that will benefit the community as a whole.
3. Foster **unity and excitement** for downtown through intentional efforts to organize activities and events.
4. Attract and **incentivize new business** downtown.
5. Encourage a **more active and open business environment** with longer operational hours and a **critical mass of activity** downtown.
6. Create and **leverage funding opportunities** for downtown investment.
7. Improve the **day-to-day maintenance** and clean-up operations of downtown.
8. Implement solutions to **reduce the presence of homelessness** downtown.
9. Create easier **navigation of complicated regulatory requirements** that does not minimize the importance of health, safety, and welfare of the community.

Strategies

Strategy 6.1 – Establish a distinct and unified downtown brand to represent downtown's identity and value as a whole

Strategy 6.2 – Invest in marketing and promotional activities to create ongoing awareness and excitement for downtown businesses and events

Strategy 6.3 – Utilize appropriate public and private gathering spaces to host festivals, markets, and niche attractions and encourage visitors and community members to engage with downtown

Strategy 6.4 – Foster clear communication among downtown entities to plan, organize, and execute an organized agenda of downtown programs and events

Strategy 6.5 – Establish longer operational hours among downtown retail businesses to create an atmosphere of activity and choice, especially on nights and weekends

Strategy 6.6 – Streamline code compliance requirements to make it easier and more enjoyable to operate a downtown business

Strategy 6.7 – Establish downtown advocates who are well-connected, knowledgeable about downtown forces, and empowered to make quick decisions that promote and benefit downtown

Strategy 6.8 – Uphold a high standard of operational fluidity, including trash collection, regulatory enforcement, street clean-up, and other day-to-day operations to equip downtown for both planned and spontaneous use of public spaces

Strategy 6.9 – Aid and prevent homelessness downtown to protect the health and safety of all members of the community



Hutchinson, KS

Economic Health and Vibrancy

Key Issues

1. There are limited number and variety of dining, entertainment, and destination uses that cause people to come and stay downtown.
2. Several downtown businesses have limited operating hours, reducing foot traffic and downtown's ability to build critical mass of activity.
3. There are negative perceptions of downtown safety due to homelessness or lack of people and activity.
4. There is a lack of workforce for new and existing businesses limits growth.
5. There is a lack of grants, incentives, training, and funding programs to make it easier to start a business downtown.
6. Downtown funding is limited and only allows for basic maintenance and high priority projects.
7. Downtown offers limited activity generators including employment and destination activities to create daytime and nighttime activity.
8. There is a need for a greater concentration of walkable destinations, businesses, and greenspaces.
9. Downtown attractions accommodate a limited variety of interests, ages, and levels of ability.

Goals

1. Attract and retain **new development** including retail, dining, and entertainment attractions to create a **critical mass of economic activity** downtown.
2. Capitalize on existing downtown market strengths to **cultivate a niche destination** within local and regional markets.
3. Establish an array of downtown activities that **serve a variety of interests and demographics**, including attractions for young professionals, families, and seniors.
4. Make downtown an exciting destination for **every day of the week.**
5. Establish downtown as a great **live-work environment and eclectic employment hub**, offering an attractive and walkable space that easily transitions into **further economic activity**.
6. Increase the **variety of businesses and public spaces** within downtown that make it easy and enjoyable to **visit multiple establishments in a trip** downtown.
7. Leverage a unified downtown brand to establish **diversity and continuity in the market** and attract a **unique customer base**.
8. Offer short-term lodging and residential options for people to live downtown and visit over-night, creating an **appealing environment that meets 24-hour needs**.

Strategies

Strategy 7.1 – Leverage branded downtown districts to create pockets of unique but continuous economic activity throughout downtown

Strategy 7.2 – Identify downtown's market niche to better attract downtown customers and activity

Strategy 7.3 – Leverage downtown's history and culture to cultivate a dynamic and attractive market

Strategy 7.4 – Create a downtown that offers both permanent and temporary lodging, as well as attractive shopping, dining, and other destinations for full-time needs to provide options around the clock

Strategy 7.5 – Cultivate a critical mass of dining and entertainment destinations to make downtown a great place to spend time and money and experience a full night out

Strategy 7.6 – Create a greater concentration of walkable destinations, businesses, and greenspaces to encourage a more extended stay downtown

Strategy 7.7 – Lengthen operational hours, host regular events, and create a higher density of businesses and destinations to create regular activity and foot traffic downtown

Strategy 7.8 – Promote downtown as a great place to live and work, establishing a variety of businesses and housing types to create a full-time downtown

Strategy 7.9 – Expand the offerings of downtown attractions for all ages including families, young professionals, and seniors to make downtown more diverse and attractive for everyone

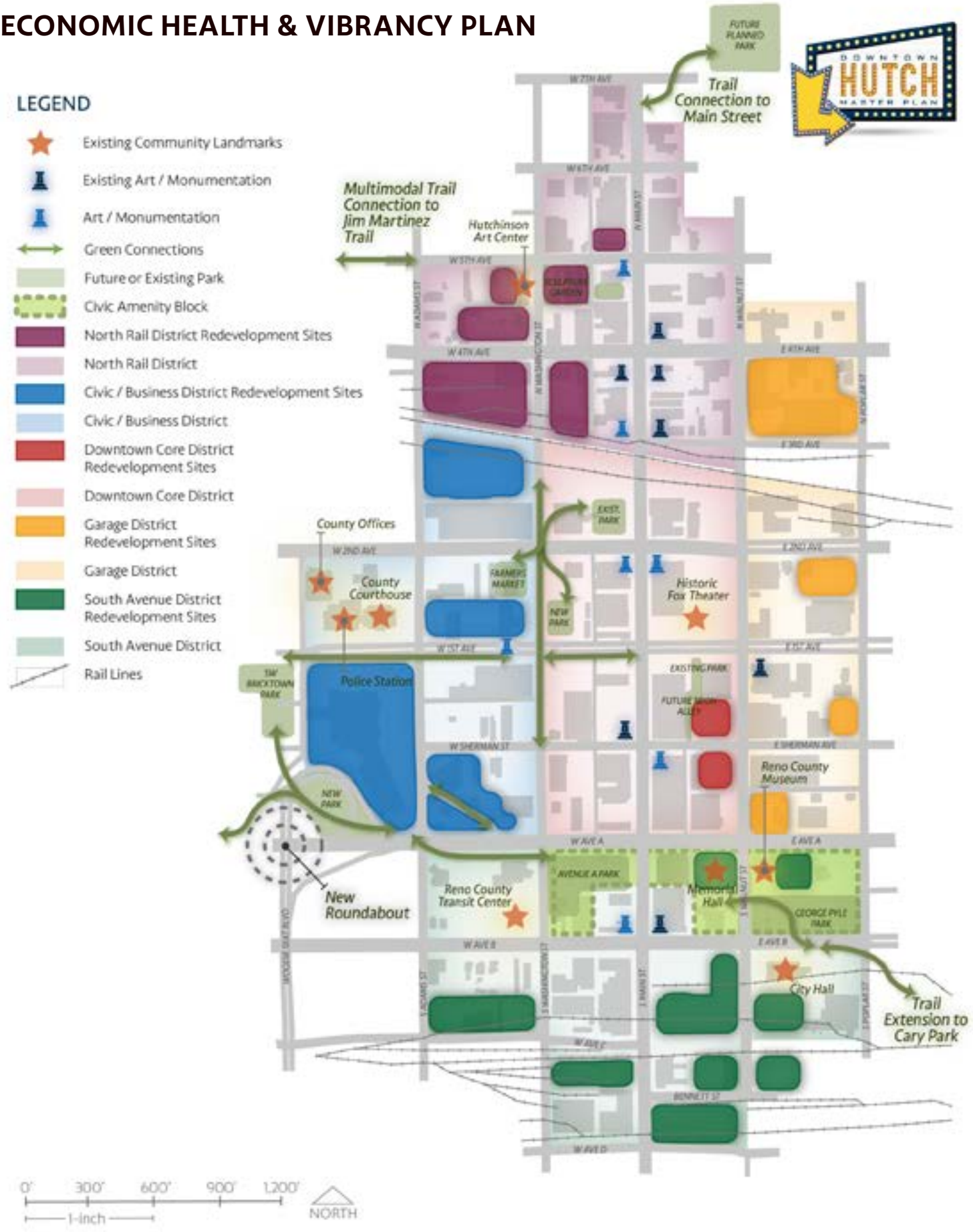
Strategy 7.10 – Create a downtown Business Improvement Association or District (BID) to establish a more united, vibrant, clean, and safe district

Strategy 7.11 – Employ numerous concurrent tactics to support downtown reinvestment and incentivize new business to make downtown an exciting and affordable place to start a business



Hutchinson, KS

ECONOMIC HEALTH & VIBRANCY PLAN



Data Sources: City of Hutchinson, UrbanFootprint, and Olsson Studio

Purpose and Vision for the Downtown Hutch Master Plan

The Downtown Hutch Master Plan represents a forward-thinking blueprint that lays the foundation for future growth and sustainability in the heart of Hutchinson. This document reflects the culmination of extensive research, analysis, and collaboration between various stakeholders and community members, all committed to the betterment of Downtown Hutchinson. The Master Plan's vision encompasses a wide spectrum of elements critical to urban development, including land use, transportation, infrastructure, economic strategy, design, and public spaces. It underscores the significance of a well-balanced, mixed-use environment that is not only economically vibrant but also socially and environmentally responsible.

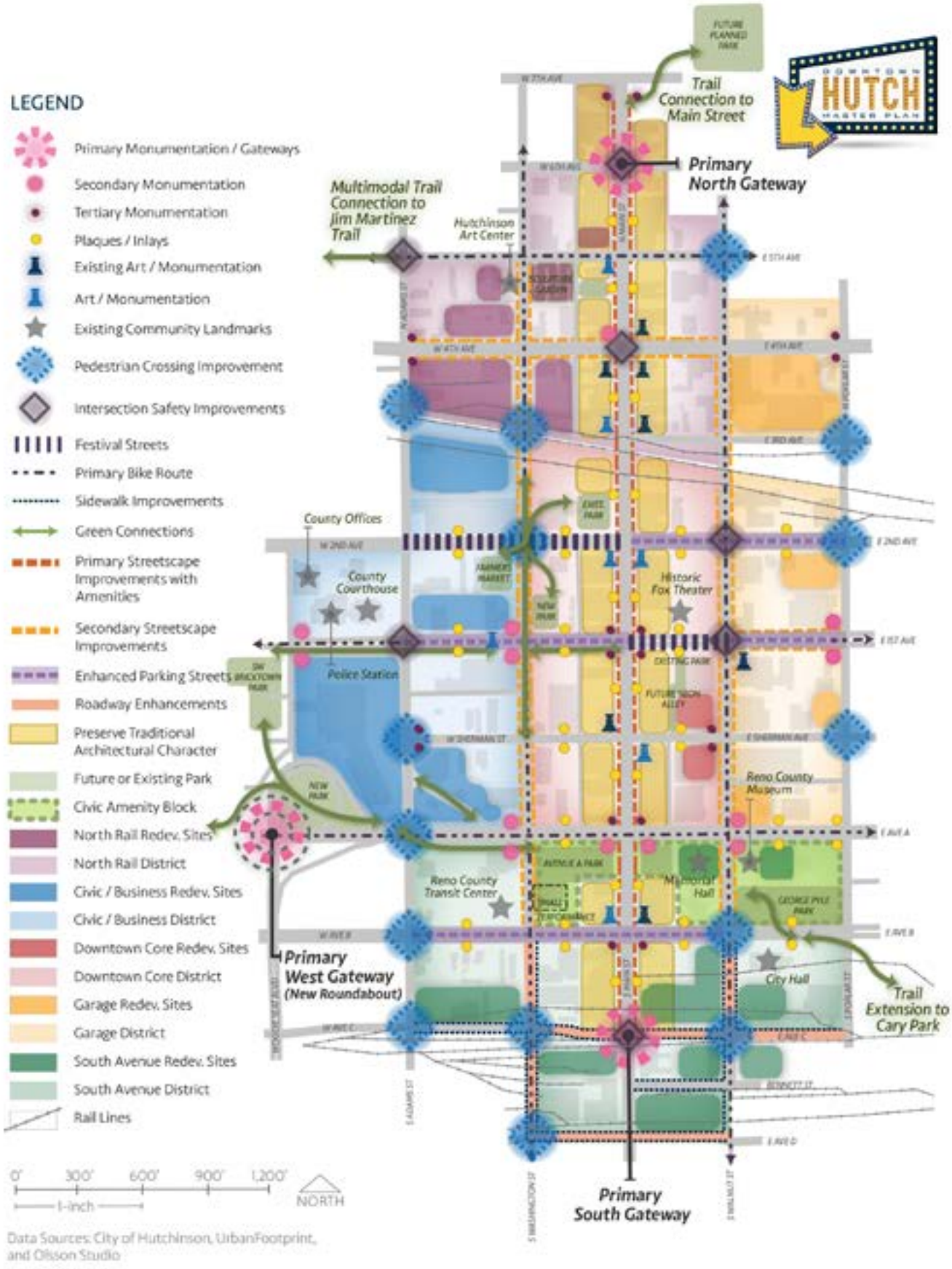
The strategies included in this document represent the voices of the Hutchinson community and next steps to achieve the community vision. The Plan encapsulates the collective vision for a vibrant and sustainable urban core that acts as a hub of economic opportunity, cultural richness, and community cohesion. Throughout the development of this Plan, insights have been gathered from downtown stakeholders and the public.

The Downtown Hutch Master Plan represents true a commitment to enhancing quality of life for all residents and visitors. It reinforces the importance of continued collaboration and open communication to steer Downtown toward a prosperous and inclusive future. As the Plan is implemented, it should serve as a living document that allows for the development of Downtown Hutchinson to provide for the demands and aspirations of the city's residents.

This Plan is dynamic and adaptable, recognizing that urban landscapes evolve over time. It prioritizes flexibility, allowing for adjustments in response to changing economic conditions, technological advancements, and the evolving needs of the community. It equips Downtown Hutchinson to navigate challenges and seize the opportunities that lie ahead. Through the continued dedication of Hutchinson community, downtown can be an ever more vibrant, inclusive, and thriving center of the community.

The Downtown Hutch Master Plan encompasses the recommendations for the future of downtown, and should act as a guide for future growth, development, and character.

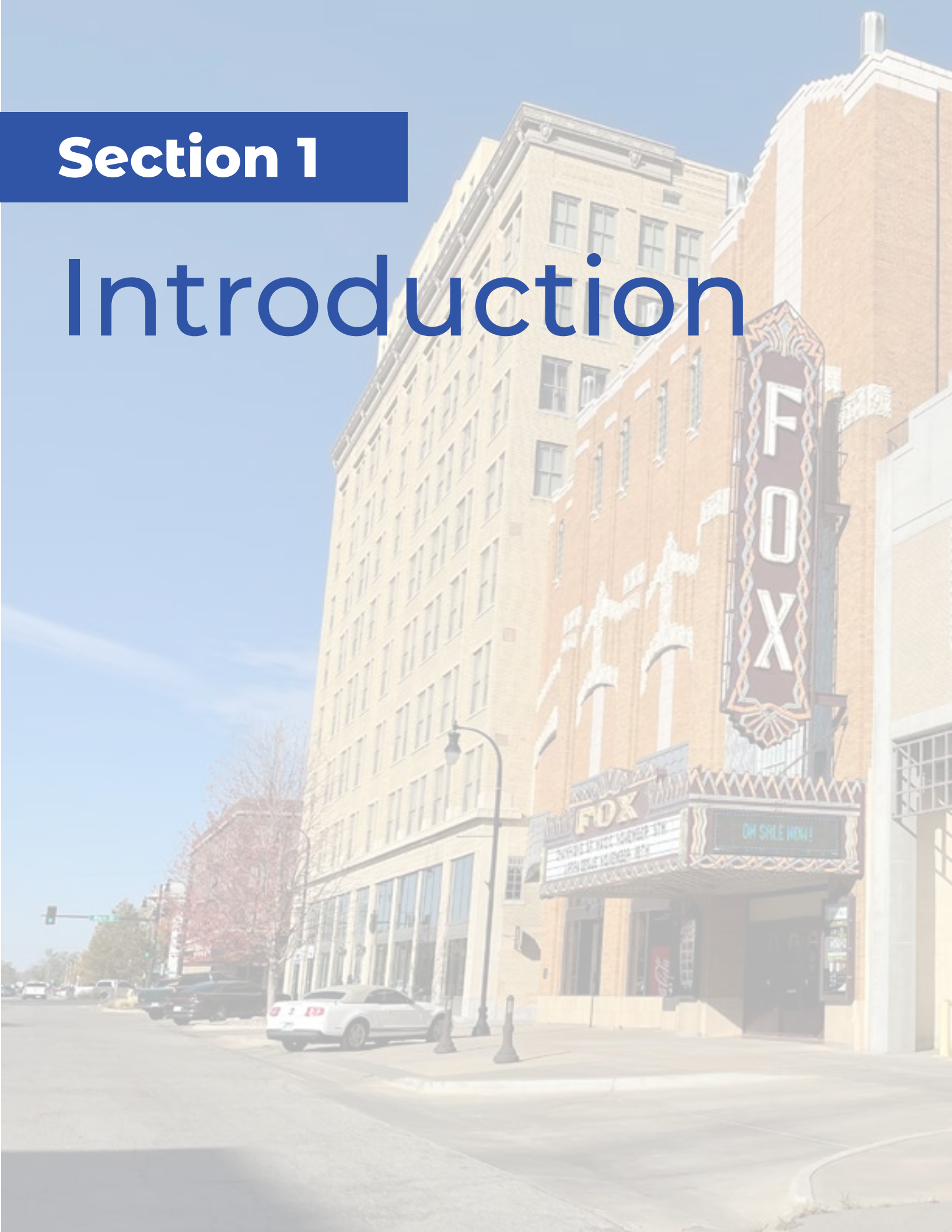
DOWNTOWN HUTCH MASTER PLAN



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Section 1

Introduction



Plan Overview

The Downtown Hutch Master Plan (the Plan) is a guiding document that focuses on the future of Downtown Hutchinson. It has been built in cooperation with the community and it is designed to address a wide variety of topics critical to downtown's continued success, including the following:

- The type, location, and scale of new development,
- Character and urban design standards that impact the overall look and feel of downtown,
- Economic development and highest and best uses of downtown properties,
- Use of publicly owned properties,
- Green spaces and outdoor public gathering areas,
- Public realm enhancements,
- Infrastructure improvements necessary to support future development and redevelopment, and
- Mobility patterns and transportation needs of residents and visitors.

The planning process took place over the course of a year and culminated in this integrated Plan that seeks to reflect the needs and desires of the community. The Plan should be used as a daily resource to guide decision-making as it relates to the growth, revitalization, and the development of Downtown Hutchinson.

The Why

The Downtown Hutch Master Plan has been developed in response to the community's continued desire for success in the core of their community. The character of downtown is reflective of a rich local legacy and this Plan has been developed as a grassroots initiative to plan for the continued success of downtown.

The intent of this Plan is to create a vision that reinforces the existing character and legacy of downtown's role as the heart and soul of this community, and to use that vision to develop a set of implementation steps that guide investment and development in the area. This Plan establishes the vision for downtown Hutchinson, established and embraced by this community. The planning process that took place to get to this point involved consensus building among various community groups and stakeholders including, but not limited to, property owners, business owners, public agencies, city staff, advisory groups, and residents.

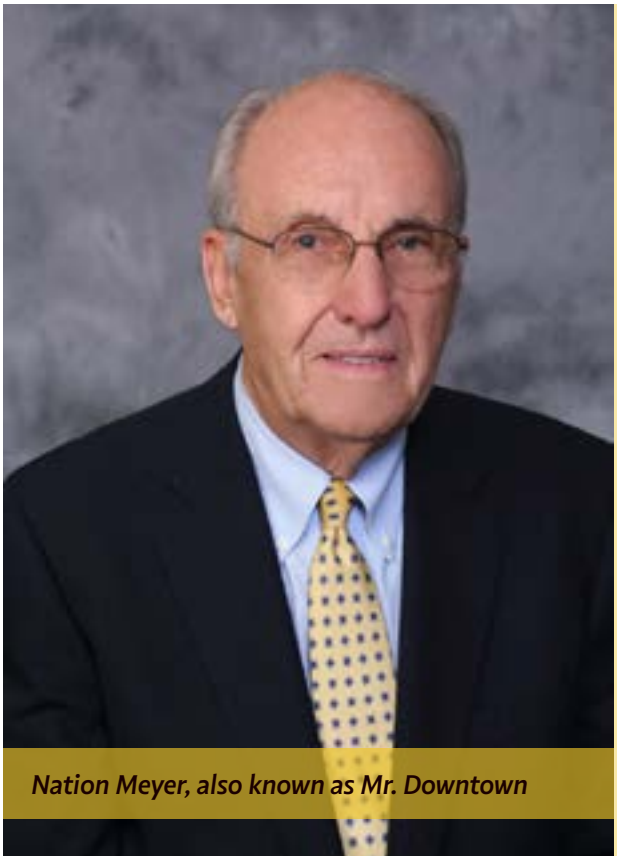
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The Plan establishes the vision and the road map for the future of Downtown Hutchinson including its development and its character. This long-range Plan will help Hutchinson to visualize what downtown is to become in its future.



Hutchinson, KS - The Historic Fox Theatre



Nation Meyer, also known as Mr. Downtown

Created In Loving Memory of ***Mr. Downtown***

This Plan has been drafted in memory of Nation Meyer, known by many as ***Mr. Downtown***. Mr. Meyer was very involved in the Hutchinson community and cared deeply for downtown. He truly believed in the importance of paying it forward and giving back to one's community.

At the age of 97, Mr. Meyer was still posing the question, "What are we going to do to ensure the future of a vibrant Downtown Hutchinson?" He was passionate about downtown throughout his entire life and the Downtown Hutch Master Plan has come to life as a strategic investment in the future growth and development of downtown, in loving memory of Nation Meyer.

Regional Context

Hutchinson is located within Reno County, in central Kansas and is approximately 50 miles northwest of Wichita. Hutchinson resides north of an intersection of several highways including State Highway K-61 which runs through the east part of Hutchinson, US-50 which runs east to west just south of town, and State Highway K-14 which runs northwest to southeast just west of Hutchinson. Hutchinson is located 50 miles northwest of Wichita and 200 miles southwest of Kansas City. Located on the Arkansas River in the northeastern part of Reno County, Hutchinson is the county seat and consists of approximately two-thirds of the total county population. Known as the Salt City, Hutchinson holds one of the largest salt deposits in the U.S. spanning 27,000 square miles under central and south-central Kansas.

Planning Area

The Downtown Planning Area (Planning Area) shown in **Figure 1.1** illustrates the area that has been studied and addressed in this Plan: Downtown Hutchinson. The Planning Area runs along Main Street from north to south, stopping just past 6th Street on the north side and at Avenue D on the south side. The Planning Area goes as far west as Jefferson Street and as far east as N. Poplar Street.

Planning Process

The planning process took place over the course of about a year and consisted of four primary phases:

- **Discover:** developing a baseline understanding of downtown through existing conditions analysis, review of existing plans and studies, and a market and economic analysis.
- **Engage:** conducting stakeholder and public engagement by creating multiple touch points with the community including a public survey, a planning and design charrette, open houses, and other opportunities to collect feedback.
- **Plan:** creating a road map for the future of downtown by drafting the vision and strategies of the Plan based on community input and findings from the Discover phase.
- **Refine:** further tailoring the plan to Hutchinson's needs and desires by working with community stakeholders and the public to refine the vision and strategies for downtown.



FIGURE 1.1 DOWNTOWN PLANNING AREA



Data Sources: City of Hutchinson, UrbanFootprint, and Olsson Studio

Plan Organization

The Plan is organized into eight sections and four appendices, detailed below.

- **Section 1** – Introduction. This section presents an introduction to the Plan, including the Plan's purpose and timeline, as well as an introduction to the Downtown Hutchinson Planning Area.
- **Section 2** – Downtown Hutch Tomorrow: Vision and Values. This section narrates and illustrates the characteristics of Hutchinson's desired downtown through a vision narrative and values that will guide development, redevelopment, and enhancements.
- **Section 3** – Land Use and Development. This section identifies the preferred and appropriate land uses and development areas throughout downtown.
- **Section 4** – Transportation and Mobility. This section examines transportation routes and types, alternative transportation modes, mobility barriers, and opportunities for alternative mobility improvements within the study area.
- **Section 5** – Character and Public Places. This section identifies the components of downtown that are or could be foundational to the character or history of downtown, including specific sites, aesthetics, and design practices.
- **Section 6** – Programming and Operations. This section evaluates the way that downtown functions as a social and operational entity and identifies opportunities to build upon the vision for downtown through operational improvements and local programming.
- **Section 7** – Economic Health and Vibrancy. This section describes how downtown can attract additional investment, bolster, and capitalize on existing business, enhance overall district operations, and diversify programming to create an enhanced sense of vibrancy.
- **Section 8** – ***Downtown Hutch Tomorrow: Action Plan***. This section presents specific implementation actions to achieve the goals and strategies of the previous sections.
- **Appendix A:** ***Downtown Today: Existing Conditions***. This appendix describes the history and current (2023) state of downtown, including details on current and forecast demographic factors, market potential and physical, natural, and regulatory conditions.
- **Appendix B**: ***Stakeholder and Public Engagement Summary***. This appendix presents a summary of the input received from the community through a variety of engagement tools and methods, both in-person and online. All received stakeholder and public comments are transcribed and available in this appendix.
- **Appendix C**: ***Summary of Relevant Plans and Studies***. This appendix presents a full review of existing plans and studies with relevance to downtown Hutchinson and describes their relationship to this Plan.
- **Appendix D:** ***Economic and Market Analysis***. This appendix is the full Economic and Market Analysis for the Planning Area that evaluates long-term market potential and development and redevelopment opportunities based on economic and demographic factors and market forces.

How to Use this Plan

This Plan is designed to live and breathe. It can adapt and respond to emerging issues and opportunities downtown. While it was compiled as a reflection of current conditions using the public and stakeholders' interests at the time, the Plan establishes a broad policy foundation to guide future growth and reinvestment in downtown Hutchinson for years to come.

The Plan is to be used to:

1. Provide policy guidance for elected and appointed officials when making decisions that affect the long-term needs of the community.
2. Help guide City staff members' day-to-day decision-making regarding the location, intensity and design of future downtown development and redevelopment.
3. Inform residents, property and business owners, developers and others of the priorities and expectations for downtown development.
4. Set forth a clear implementation strategy that advances the community's vision for downtown Hutchinson.

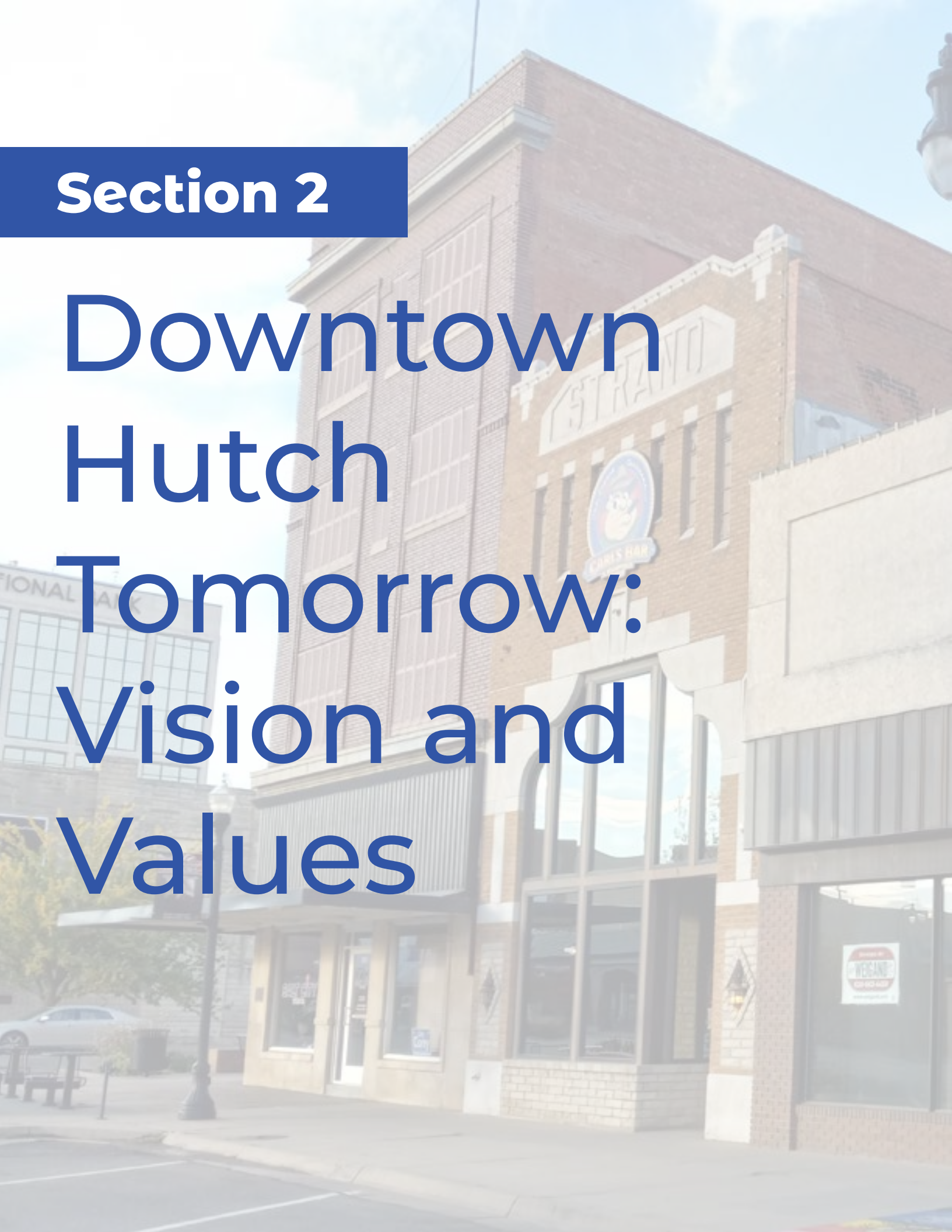


The Plan contains a hierarchy of information that provides a decision-making framework of multiple layers.

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Section 2

Downtown Hutch Tomorrow: Vision and Values



Our Vision for Downtown

The vision for Hutchinson's downtown is to create a people-centric place. The vision effectively establishes expectations for Downtown's growth and improvement through public and private investments. Addressing revitalization is not easy, but the focus for the future will be to make Downtown a premier destination for investment, housing, work, and play within Hutchinson. The Hutchinson Downtown Master Plan vision depicts the 10- to 20-year direction Hutchinson wants its downtown to take and illustrates the community's ideal future there. The vision is designed to inspire dedication and commitment from all community members while providing structure for future downtown planning and investment.

The vision statement was developed with community and stakeholder input. Extensive efforts were taken to engage and involve the community so that the voices of Hutchinson could be heard and reflected in this Plan. Multiple Avenues for community input were presented to allow for diversity of thought and the development of consensus, which lends to the credibility of the recommendations made in this document. The consensus building that took place during the planning process meant engaging discussions and the formulation of consensus surrounding what is possible, desirable, and appropriate for Downtown Hutchinson. The vision and values are born from the voices of the people of Hutchinson:

"Downtown Hutch is a thriving and dynamic cultural hub at the heart of the community, home to vibrant retail, dining, entertainment, and business destinations; active indoor and outdoor spaces; downtown living, and community pride."

Critical to the downtown vision is the idea that Downtown Hutchinson is a dynamic central hub—a destination that presents an important sense of identity and culture for the entire community. Community culture is made up of many elements, including: the people, what they do (i.e., entertainment, leisure, activities), what they hold dear (i.e., history, heritage, traditions, values), and how they exist together. The people of Hutchinson are excited for the potential of downtown, while remaining proud of their culture, history, and heritage.

The vision for Downtown Hutchinson will guide the way for the rest of the Plan, serving as a lamp post to guide the strategies that will ultimately shape the future of downtown.

Our Downtown Values

Building on the vision, downtown values have been identified throughout the planning process to capture Hutchinson's ideals and guide the community throughout the Plan's lifetime, regardless of evolving goals, strategies, or actions. The vision is supported by nine core values, detailed below. The values inform all aspects of this Plan, provide an organizing framework for this section, and highlight the layered approach necessary to achieve revitalization. Each value is supported by a discussion of where Hutch is today—including what is working and where there are opportunities for improvement—and a discussion of what the community would like Downtown Hutchinson to be in the future.

1. **Historic and Cultural Preservation.** Protect, preserve, and enhance the wealth of the historic buildings, façades, and culture in downtown.
2. **Lively Spaces.** Capitalize on redevelopment and rehabilitation throughout the downtown to provide for attractive and updated public and private spaces for all types of uses.
3. **Unified Downtown Brand.** Establish a unified brand and vision for downtown that integrates the history, values, and composition of the community, capturing its uniqueness and cultivating a unified vision for an eclectic and multifaceted downtown.
4. **Distinct but Cohesive Downtown Districts.** Unique subarea districts in downtown that allow and encourage variety in style, character, and uses within a cohesive downtown character that cultivates pockets of uniqueness and appeal.
5. **Vibrant Economy.** Invest in the development and maintenance of high-quality public and private downtown spaces that provide inherent flexibility for multiple purposes, attract vital economic activity, create opportunities to establish and operate distinct businesses, adapt to changing market demands, and expand the potential economic base of downtown.
6. **Connected Community.** Create an inclusive downtown through accessible infrastructure, safety improvements, connectivity enhancements, and diverse events and attractions that make downtown Hutchinson appealing and accessible to all.
7. **Business Friendly.** Create an environment that invites, attracts, and retains downtown business, making it enjoyable to establish and operate a business, navigate local requirements, and benefit from a healthy network of knowledge and resources.
8. **Full-Time Downtown.** Cultivate an environment where people can live, work, and play, offering all basic needs for visitors and downtown residents, alike, including residences, places of employment, restaurants, entertainment destinations, markets, shops, pharmacy, banking, recreational resources, and other needed services all hosted right downtown.
9. **Diverse Downtown.** Establish an environment that attracts residents and visitors of all ages, ethnicities, cultures, and levels of ability, reflecting the values and interests of those people through diverse economic activity, business, festivals, and art.



Downtown Hutchinson Planning & Design Charrette took place at Memorial Hall on April 12, 2023.

Key Issues Facing Downtown

The emerging issues facing Downtown were identified through community input, an analysis of the physical and cultural landscape of downtown, an economics and market analysis, and other means by which this plan was informed. Below are the key issues identified through the planning process, which will be addressed in the corresponding sections of this Plan.

See **Appendix A: *Downtown Hutch Today*** and **Appendix B: *Stakeholder and Public Engagement Summary*** to view findings from the existing conditions analysis and public engagement process.

Land Use and Development

1. Vacant/underutilized properties that detract from the success and momentum of downtown.
2. Lack of flexible/programmable spaces.
3. Property owners leasing properties that are not up to date, placing burden on the tenants to make improvements.
4. Code compliance is difficult and expensive, especially related to life safety and bringing existing older buildings up to code.
5. Lack of diverse housing options to help support economic activity, identity, and success.
6. Lack of mixed-use spaces to accommodate flexible and adaptable downtown uses.
7. Limited outdoor gathering opportunities integrated into first-floor businesses, such as sidewalk cafes and restaurants that include outdoor seating space.
8. Limited downtown destination options such as entertainment, restaurants, shopping, and public gathering space.
9. Lack of physical transitions from commercial/office retail to industrial enterprises
10. Limited number and variety of downtown dining options.



Hutchinson, KS

Transportation and Mobility



Hutchinson, KS

1. Maintenance of downtown streets, sidewalks, and public spaces is lacking in portions of downtown.
2. Need for safer pedestrian infrastructure downtown including sidewalks and intersections.
3. The multimodal connectivity of downtown destinations is lacking and in need of enhancements to promote safety and ease.
4. Downtown signage and wayfinding lacks attraction and appeal to promote local destinations and capture the attention of drivers and visitors.
5. Downtown needs improved transit and mobility opportunities for all.
6. Additional maintenance and improvements are needed to uphold the quality and function of downtown alleyways.
7. Downtown lacks lighting, seating, and safety features that enhance the pedestrian experience.
8. Infrastructure needed for bicycle ridership to and through downtown is lacking.
9. Traffic signals need to be modernized and synchronized to ensure more smooth flow of multimodal traffic.
10. Railroad tracks can create physical and audible interruptions as well as safety concerns downtown.

Character and Public Spaces

1. Historic architecture, building façades, and culture of downtown are at risk as incompatible development takes place and buildings deteriorate over time.
2. Some building stock is aged and deteriorating.
3. There is a lack of green spaces, open spaces, and public gathering spaces for festivals, performances, etc.
4. There is a lack of a distinct, unified downtown brand.
5. The overall first impression of downtown could be improved.
6. There is demand for comfortable outdoor seating and outdoor dining options.
7. There is a strong desire for an outdoor venue or amphitheater and more events and festivals.
8. There is a need for additional downtown signage, wayfinding, and lighting downtown.
9. Beautification efforts need to be continued and expanded downtown.
10. There are a number of vacant properties and spaces on the first and second floors of buildings in downtown.
11. There is limited shade, seating, landscaping, and wind protection exists along streets and sidewalks.
12. Downtown has limited public art.

Programming and Operations

1. Limited funding is available for downtown marketing and promotion.
2. There is limited quantity and quality of public spaces within downtown.
3. Downtown destinations do not appeal to all ages, demographics, and levels of ability.
4. Outdoor spaces are underutilized or not as well-maintained as they could be.
5. There are limited activity generators outside of Monday through Friday normal business hours.
6. There are limited resources for promotion of downtown activities and programs.
7. Downtown spaces could be better leveraged for events, festivals, and programs.
8. It is often challenging to navigate city codes to establish and maintain a downtown business.
9. Parking spaces along storefronts are often taken up by respective business owners and staff, reducing the number of available spaces for customers and visitors downtown.

Economic Health and Vibrancy

1. There are limited number and variety of dining, entertainment, and destination uses that cause people to come and stay downtown.
2. Several downtown businesses have limited operating hours, reducing foot traffic and downtown's ability to build critical mass of activity.
3. There are negative perceptions of downtown safety due to homelessness or lack of people and activity.
4. There is a lack of workforce for new and existing businesses limits growth.
5. There is a lack of grants, incentives, training, and funding programs to make it easier to start a business downtown.
6. Downtown funding is limited and only allows for basic maintenance and high priority projects.
7. Downtown offers limited activity generators including employment and destination activities to create daytime and nighttime activity.
8. There is a need for a greater concentration of walkable destinations, businesses, and greenspaces.
9. Downtown attractions accommodate a limited variety of interests, ages, and levels of ability.



Hutchinson, KS - The Landmark Hotel

Our Goals for Downtown

In response to the key issues facing downtown, goals have been developed for each section of this Plan, responding to findings from community engagement and the overall vision for downtown.

See **Appendix A: *Downtown Hutch Today*** and **Appendix B: *Stakeholder and Public Engagement Summary*** to view findings from the existing conditions analysis and public engagement process.

Land Use and Development

1. Create a physical environment that supports activated and varied land uses in a dynamic mixed-use environment.
2. Support diverse and attractive housing types that accommodate additional downtown living for people of all ages, incomes, and abilities.
3. Encourage redevelopment, reinvestment, and re-purposing of targeted downtown properties to maximize economic and aesthetic potential and spark further investment.
4. Develop a vibrant downtown atmosphere that has a variety of activities and destinations, as well as a strong sense of place.
5. Facilitate strategic improvements to vacant buildings and parcels to encourage use and reuse that fits the downtown market.
6. Expand the quantity and functionality of indoor and outdoor flexible spaces that can be used to host programmed events and a variety of downtown attractions over time.
7. Build a critical mass of social and economic activity that results in activated streets and thriving businesses.



Hutchinson, KS



Hutchinson, KS

Transportation and Mobility

1. Enhance the overall safety of downtown mobility through physical and operational improvements for all existing modes of transportation.
2. Facilitate easy access to and through downtown for all existing modes of transportation.
3. Implement and improve wayfinding and navigation tools to make downtown mobility safe and intuitive, connecting people to key destinations.
4. Maintain high quality health and safety of the downtown public right-of-way through infrastructure repairs and street clean-up.
5. Leverage downtown mobility assets including the Amtrak station and RCAT Transfer Station to enhance and improve downtown's functionality as a multimodal hub.
6. Create and strengthen downtown infrastructure that makes downtown a safe, enjoyable, and intuitive place to walk, bike, and park.
7. Construct a multimodal environment that encourages economic activity, social connectivity, and accessibility.
8. Integrate new and innovative technology and future-oriented infrastructure to accommodate future growth and demand downtown.

Character and Public Spaces

1. Create a distinct brand that establishes the general identity, character, and aesthetics of downtown, integrating both its historic culture and its desire for the future.
2. Promote improvements to the public realm, creating spaces that offer additional programmable environments for social activities, festivals, and related attractions.
3. Preserve and maintain historic elements of downtown including the historic architecture, building façades, and cultural remnants.
4. Establish downtown as a primary public activity center of the community.
5. Integrate and enhance elements of a safe and thriving public realm including street trees, landscaping, flowers, shade structures, signage, outdoor seating, lighting, and public art.
6. Create pockets of uniqueness within downtown that attract residents and visitors and create an assemblage of interesting and interactive destinations and an overarching character for downtown.
7. Cultivate a striking first impression for downtown including defined gateways and iconic street features that make downtown appealing, exciting, and memorable.
8. Encourage, foster, and develop a quality public realm that highlights the uniqueness of new and historic destinations.

Programming and Operations

1. Enhance and invest in downtown marketing efforts, promoting activities, destinations, and improvements using an established downtown brand.
2. Create partnerships and open channels of communication with established community organizations and governmental entities, creating more local and regional awareness and excitement for downtown and solidify relationships that will benefit the community as a whole.
3. Foster unity and excitement for downtown through intentional efforts to organize activities and events.
4. Attract and incentivize new business downtown.
5. Encourage a more active and open business environment with longer operational hours and a critical mass of activity downtown.
6. Create and leverage funding opportunities for downtown investment.
7. Improve the day-to-day maintenance and clean-up operations of downtown.
8. Implement solutions to reduce the presence of homelessness downtown.
9. Create easier navigation of complicated regulatory requirements that does not minimize the importance of health, safety, and welfare of the community.

Economic Health and Vibrancy

1. Attract and retain new development including retail, dining, and entertainment attractions to create a critical mass of economic activity downtown.
2. Capitalize on existing downtown market strengths to cultivate a niche destination within local and regional markets.
3. Establish an array of downtown activities that serve a variety of interests and demographics, including attractions for young professionals, families, and seniors.
4. Make downtown an exciting destination for every day of the week.
5. Establish downtown as a great live-work environment and eclectic employment hub, offering an attractive and walkable space that easily transitions into further economic activity.
6. Increase the variety of businesses and public spaces within downtown that make it easy and enjoyable to visit multiple establishments in a trip downtown.
7. Leverage a unified downtown brand to establish diversity and continuity in the market and attract a unique customer base.
8. Offer short-term lodging and residential options for people to live downtown and visit over-night, creating an appealing environment that meets 24-hour needs.



Hutchinson, KS

Residents and stakeholders provide input at the public Open House on April 11, 2023. The input exercises included questions related to land use, transportation and mobility, character and public spaces, programming and operations, and economic health and vibrancy. Results of the exercises were used as the foundation for the Master Plan's recommendations.

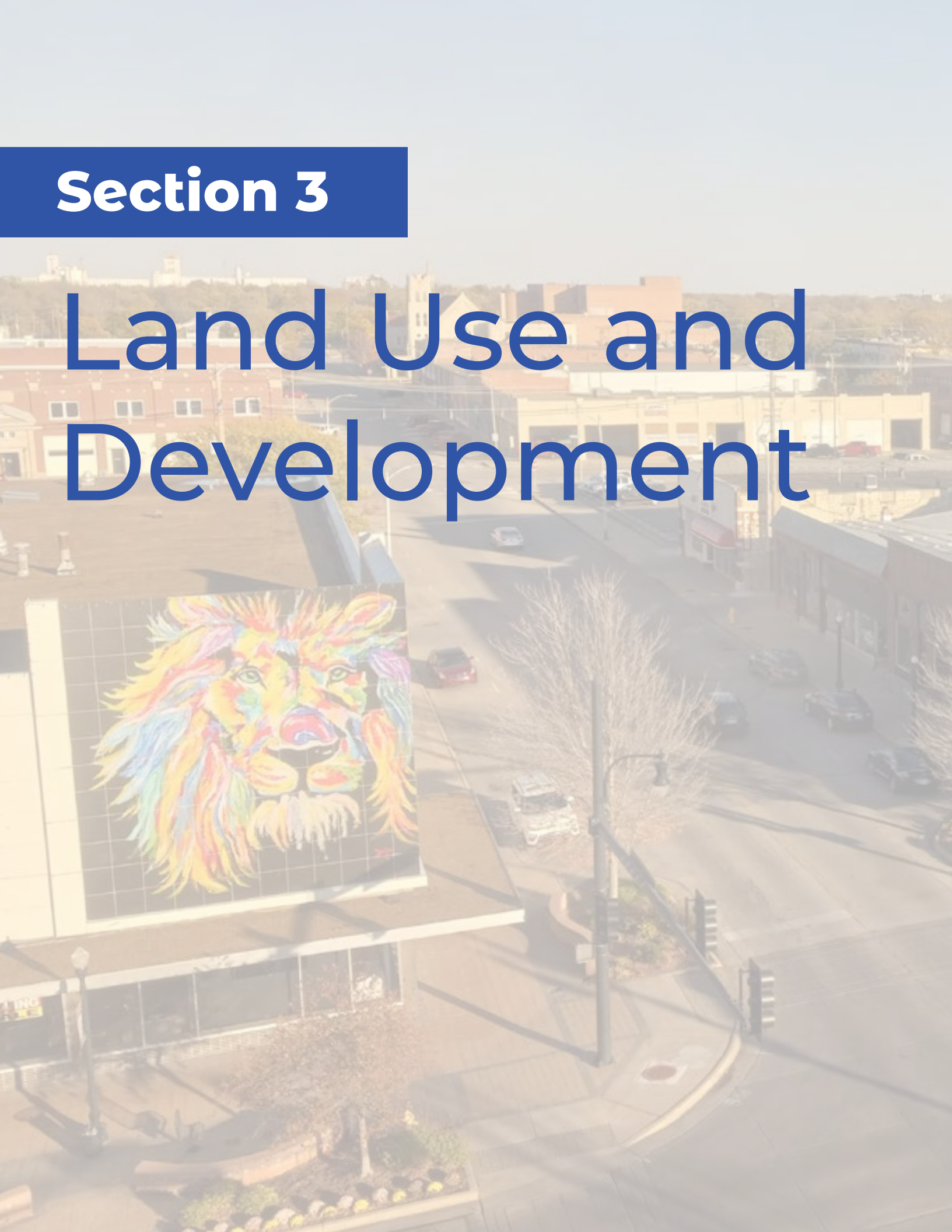


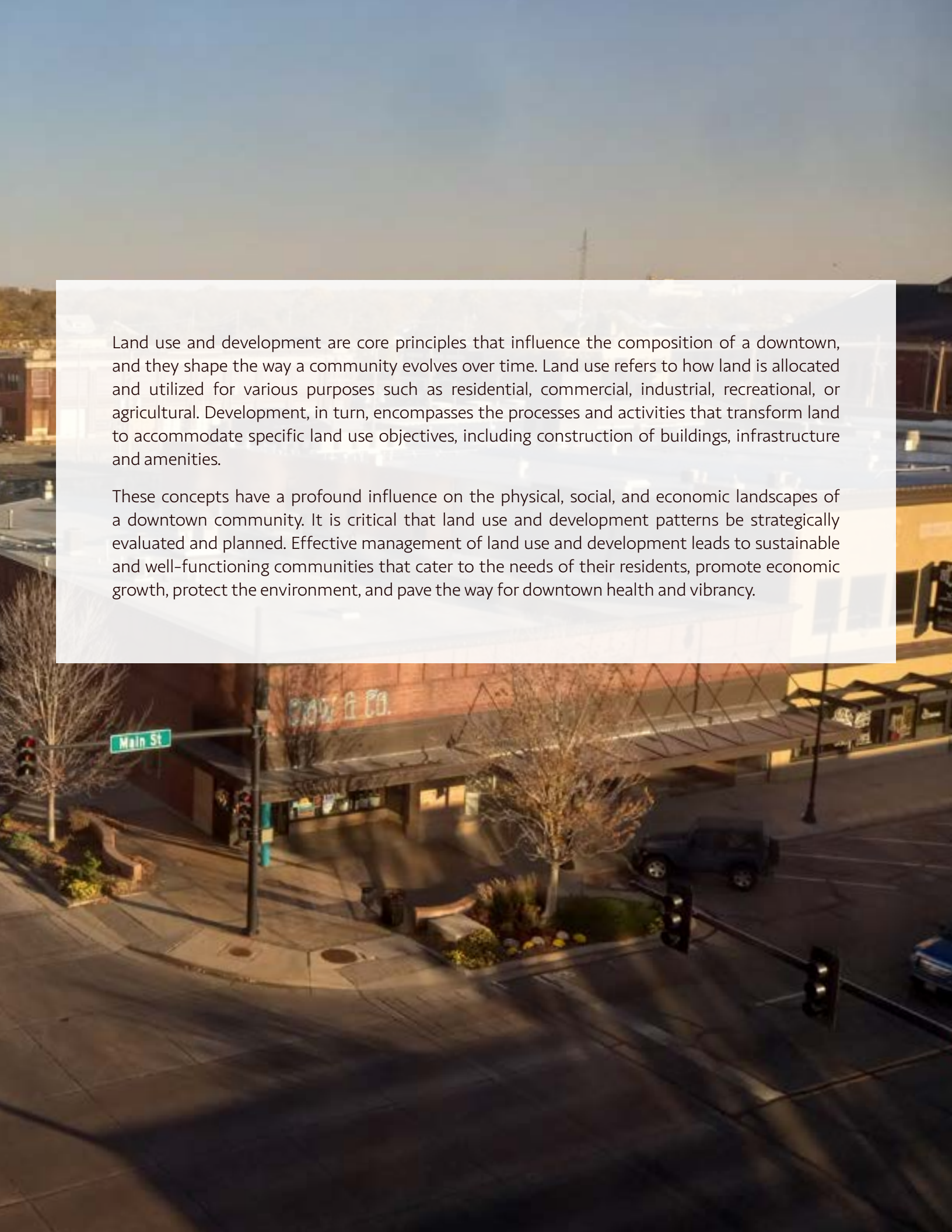
Hutchinson, KS

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Section 3

Land Use and Development





Land use and development are core principles that influence the composition of a downtown, and they shape the way a community evolves over time. Land use refers to how land is allocated and utilized for various purposes such as residential, commercial, industrial, recreational, or agricultural. Development, in turn, encompasses the processes and activities that transform land to accommodate specific land use objectives, including construction of buildings, infrastructure and amenities.

These concepts have a profound influence on the physical, social, and economic landscapes of a downtown community. It is critical that land use and development patterns be strategically evaluated and planned. Effective management of land use and development leads to sustainable and well-functioning communities that cater to the needs of their residents, promote economic growth, protect the environment, and pave the way for downtown health and vibrancy.

Key Issues

1. Vacant/underutilized properties that detract from the success and momentum of downtown.
2. Lack of flexible/programmable spaces.
3. Property owners leasing properties that are not up to date, placing burden on the tenants to make improvements.
4. Code compliance is difficult and expensive, especially related to life safety and bringing existing older buildings up to code.
5. Lack of diverse housing options to help support economic activity, identity, and success.
6. Lack of mixed-use spaces to accommodate flexible and adaptable downtown uses.
7. Limited outdoor gathering opportunities integrated into first-floor businesses, such as sidewalk cafes and restaurants that include outdoor seating space.
8. Limited downtown destination options such as entertainment, restaurants, shopping, and public gathering space.
9. Lack of physical transitions from commercial/office retail to industrial enterprises
10. Limited number and variety of downtown dining options.

Goals

1. Create a physical environment that supports **activated and varied land uses** in a dynamic **mixed-use environment**.
2. Support **diverse and attractive housing types** that accommodate additional downtown living for people of all ages, incomes, and abilities.
3. Encourage **redevelopment, reinvestment, and re-purposing** of targeted downtown properties to maximize economic and aesthetic potential and spark further investment.
4. Develop a vibrant downtown atmosphere that has a **variety of activities and destinations**, as well as a **strong sense of place**.
5. Facilitate strategic **improvements to vacant buildings and parcels** to encourage use and reuse that fits the downtown market.
6. Expand the quantity and functionality of **indoor and outdoor flexible spaces** that can be used to host programmed events and a variety of downtown attractions over time.
7. Build a **critical mass of social and economic activity** that results in **activated streets and thriving businesses**.

Strategies

Strategy 3.1 – Establish distinct downtown districts that reinforce the variety and makeup of the various areas in downtown that are similar in character, scale, form, and function

Strategy 3.2 – Identify catalyst sites for development and redevelopment to target further public and private investment downtown

Strategy 3.3 – Protect historic architecture and other cultural landmarks to preserve the rich and distinct character of downtown

Strategy 3.4 – Encourage and incentivize private investment downtown to spur economic development and a greater degree of care for private properties

Strategy 3.5 – Increase the quantity and quality of housing and lodging downtown to create an environment where people are excited to choose among several options to live or stay downtown

Strategy 3.6 – Encourage appropriate mixed-use development to permit flexibility in uses and cultivate an eclectic assemblage of destinations over time

Strategy 3.7 – Adapt and reuse vacant buildings to establish highest and best uses of properties and fill gaps in downtown activity

Strategy 3.8 – Attract and retain a variety of dining, entertainment, and lodging destinations to stimulate economic growth and create an active downtown that offers excitement and choice

Strategy 3.9 – Establish flexible public and private spaces that serve as community gathering hubs to support both planned and organic community organizing

Strategy 3.10 – Build natural transitions of land uses and building façades to create eclectic and organic passage throughout downtown



Hutchinson, KS



Hutchinson, KS

Strategy 3.1

Establish distinct downtown districts that reinforce the variety and makeup of the various areas in downtown that are similar in character, scale, form, and function

The Downtown Hutchinson Planning Area is 0.327 square miles (209.5 acres), running 0.913 miles along Main Street. Main Street extends south beyond the project area to the gateway to Carey Park. The size of the downtown area itself presents the opportunity for further designation to capture the nuances of each area. While Downtown Hutchinson is certainly a unified destination, areas within downtown are unique and function very differently from one another. Each sub-section has its own defining characteristics, built form, priorities, and potential.

Creating designated districts within downtown will help to better define the destinations, scale, and appropriate development types, as well as generate critical mass in each area. The challenges and opportunities facing Downtown Hutchinson arise from the need for a cohesive and connected downtown balanced with respect to the role and function of each area. Downtown will remain unified and cohesive, but districts should be identified to celebrate the distinctions and varied attractions that are offered.

To better highlight the attractions and distinctions of each downtown area, five districts are identified, as shown in **Figure 3.1 Character Districts Plan**. They include:

North Rail District

Garage District

Civic/Business District

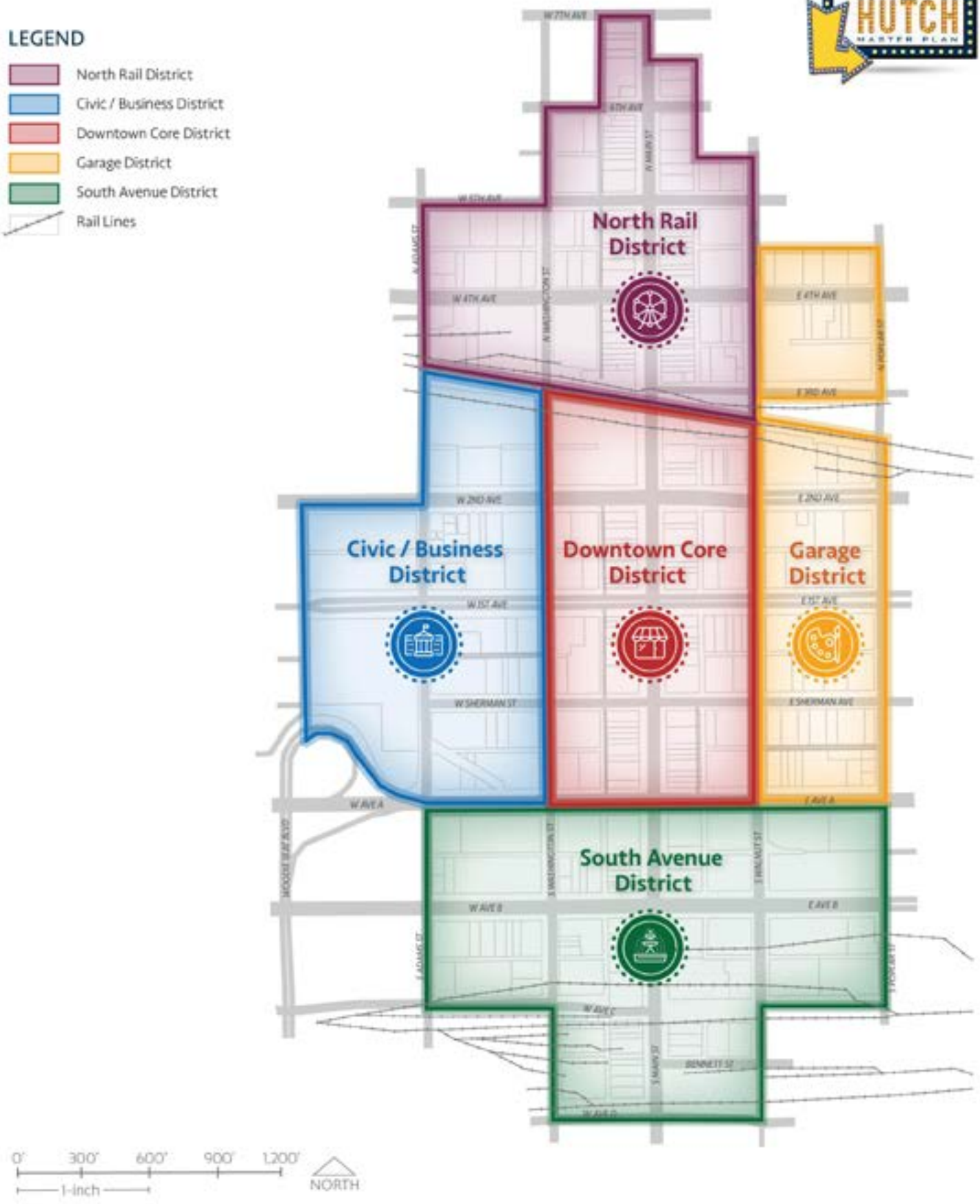
South Avenue District

Downtown Core District

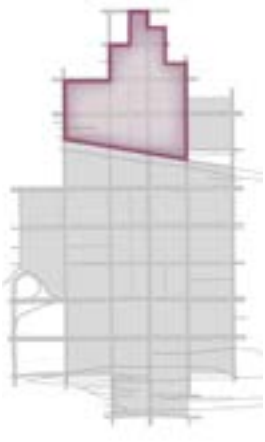
These five districts were informed by: (1) existing features, (2) community feedback on housing types and commercial activities, (3) results of the economic and market analysis, and (4) functional considerations for future development. Understanding the larger downtown within the context of special districts allows for greater specificity and detail in the identification of issues and recommendations, versus a traditional future land use plan that would paint downtown with a blanket description of "mixed-use" area. To address land use and development throughout downtown, this section of the Plan defines the purpose and role of each district, the recommended uses and development, and preferred character and built form. These districts will lead to special efforts in each district, including potential policy changes and development and design guidelines.

These considerations and resulting district purpose and land use descriptions are detailed in the following sections.

FIGURE 3.1 CHARACTER DISTRICTS PLAN



Data Sources: City of Hutchinson, UrbanFootprint, and Olsson Studio



North Rail District

The North Rail District is an entertainment, commerce, and arts district. This district is home to lively, vibrant nightlife, and great venues and destinations. The North Rail District prioritizes the location and concentration of regionally servicing retail and entertainment uses. This includes retailers that have a regional draw, as well as concentrations of retail that draw visitors from outside of the city. Uses that generate sales tax are a priority within this district area. Complementary uses such as office, entertainment, high-density housing, and services may be appropriate as limited secondary uses, provided they are interconnected to create mixed-use urban centers. Many successful entertainment districts have a significant historic or heritage component, incorporating existing buildings within an existing network of streets and public spaces—a perfect opportunity for Downtown Hutchinson.

Preferred Uses and Development Patterns

- **Commercial/retail uses** (boutiques, artisan markets, specialty food market, art galleries, music stores, craft shops, art supply store, record store, vintage and retro gaming stores, wine bars, entertainment venues).
- **Office commercial** (small and medium scale office developments and redevelopments, often adjacent to commercial uses).
- **Neighborhood commercial** (convenience stores, laundromat, pharmacy, café, quick-serve restaurants).
- **Mixed-use** (first floor retail with residential on upper floors).
- **Medium-density multifamily residential** (low- to mid-rise apartment buildings, rowhomes, townhomes, and duplexes).
- **Parks, recreation, and community open space** (community parks, trails, sculpture gardens, and plazas).



Springdale, AR - Outdoor dining at Big Sexy Food restaurant
Source: Meredith Mashburn

Preferred Character and Built Form

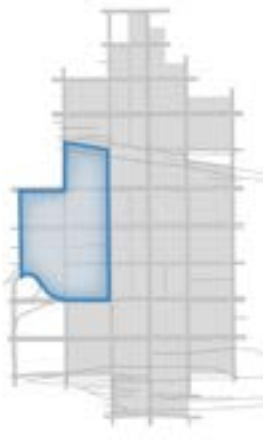
- Peak activity hours characterized by dynamic activity at night, exhibiting variation in activity over the course of a day, week, and year. Bars, restaurants, and nightclubs have hours of operation that differ from other commercial and downtown office uses, creating different peak levels of use and traffic.
- Restaurants, bars and nightclubs, movie theatre multiplexes, unique attractions such as video arcade and virtual reality games, and hotels and conference centers. Many also incorporate more traditional cultural attractions such as theaters and museums.
- Entertainment programming staging a wide variety of events ranging from popular music concerts and historical re-enactments to individual street performers.
- Preserve and reuse existing buildings and building façades.
- Some on-site, structured parking.



Mount Airy, NC - Market Street Arts & Entertainment District
Source: mountairydowntown.org



Rogers, AR - Downtown Rogers Entertainment District
Source: Arkansas Money & Politics

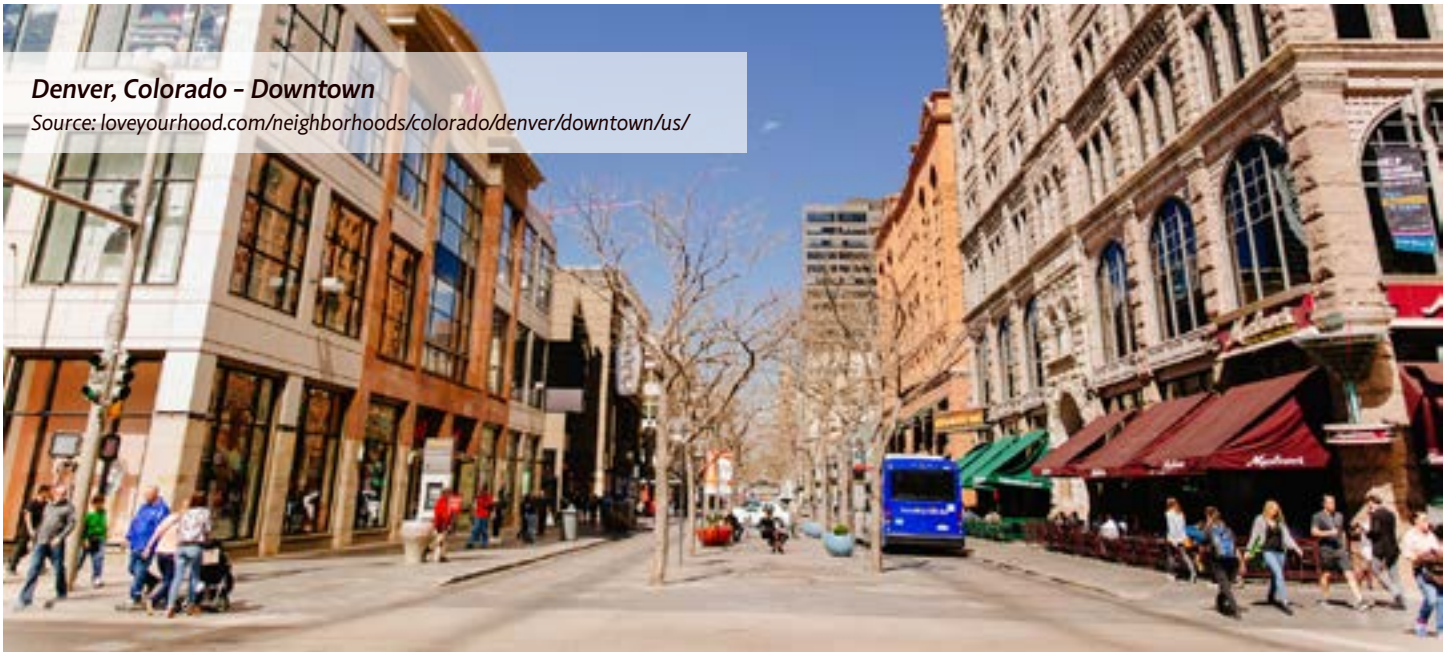


Civic/Business District

The Civic/Business District is the home of civic life, great live-work spaces, mixed-use residential, office spaces, conventions, and hotels. Civic life is dynamic, lively, and supported by other uses to make it convenient and enjoyable to spend time there. The Civic/Business district will host a variety of public and private employment options, an array of cafes and restaurants suitable for lunch breaks and happy hours, mixed-use buildings with residential offerings, hotels and conference centers to host conventions and people in town for business, and integrated public spaces that attract businesses to Downtown Hutchinson.

Preferred Uses and Development Patterns

- **Commercial/retail uses** (medium to high-density hotels, coffee shops, variety of restaurants and fast casual dining, pharmacies and healthcare clinics, wine and liquor stores, bars).
- **Office commercial** (small and medium scale office developments and redevelopments, often adjacent to commercial uses).
- **Neighborhood commercial uses** (convenience stores, laundromat, pharmacy, café, quick-serve restaurants).
- **Institutional uses** (county offices, county courthouse, police station, conference centers, etc.)
- **Mixed use** (first floor retail with residential on upper floors).
- **High-density multifamily residential** (stand-alone multi-family apartments or condominiums, or dense residential in upper floors of existing buildings or new buildings).
- **Medium-density multifamily residential** (low- to mid-rise apartment buildings, rowhomes, townhomes).
- **Parks, recreation, and community open space** (downtown urban parks, trails, and plazas).



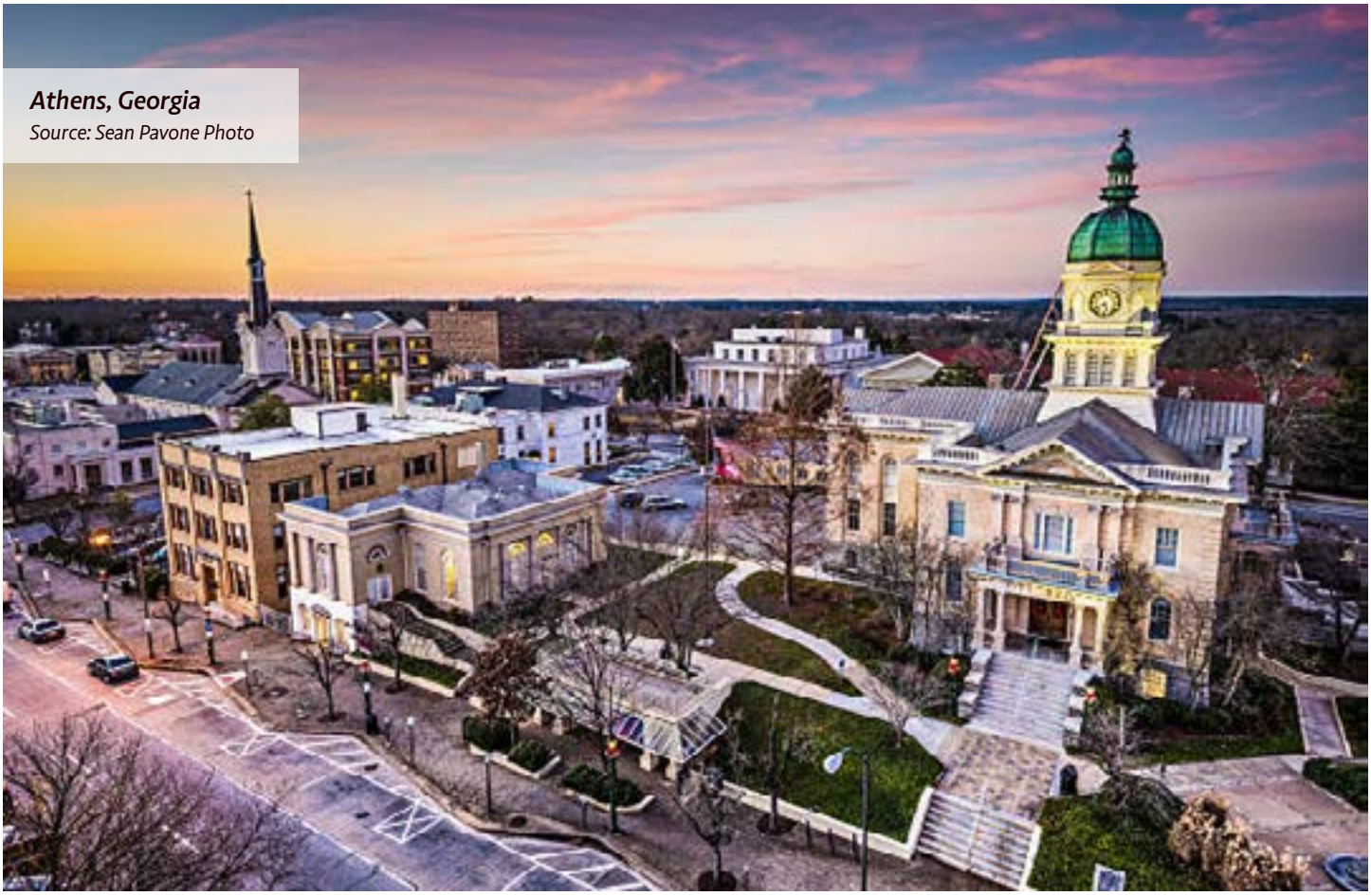
Denver, Colorado - Downtown
Source: loveyourhood.com/neighborhoods/colorado/denver/downtown/us/

Preferred Character and Built Form

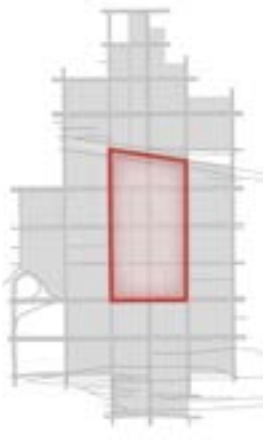
- Redevelopment of existing office buildings to integrate modern, civic-oriented architecture.
- New one- to three-story mixed-use buildings aligned along public streets and sidewalks.
- 0-to-20-foot setbacks (may vary) to provide façade interest, areas for entry plazas, site furnishings, and landscape areas.
- Variety of parking including on-street angled and parallel parking as well as off-street surface parking behind buildings with mid-block entrances or as public lots. Future public structured parking located behind buildings with mid-block entrances.



Kansas City, KS - Downtown
Source: www.visitkansascityks.com



Athens, Georgia
Source: Sean Pavone Photo



Downtown Core

The Downtown Core is a dynamic mixed-use environment that functions as the city's core for commercial and service employment. The district supports dense multifamily apartment and loft residential to maintain a 24/7 mixed-use environment. The Downtown Core offers a mix of retail types intended to provide goods or services directly to the community and cater to its diverse employee, resident, and visitor populations. The Downtown Core is the heritage tourism hub with integrated civic public spaces that accommodate community events and outdoor recreation.

Preferred Uses and Development Patterns

- **Commercial/retail** (restaurants, cafes, boutiques, banks, office buildings, hotels, medical centers, hardware stores, specialty shopping, boutiques, bookstores, antiques, home furnishings, etc.)
- **Office commercial** (small office spaces primarily on upper floors of mixed-use buildings (medical offices, insurance agencies, etc.)
- **Neighborhood commercial** (convenience stores, laundromat, pharmacy, café, quick-serve restaurants, etc.)
- **Mixed-use** (commercial/retail on ground floor, office and residential on upper floors, live-work buildings).
- **Parks, recreation, and community open space** (downtown urban parks and plazas)



Bastrop, TX
Source: Visit Bastrop

Preferred Character and Built Form

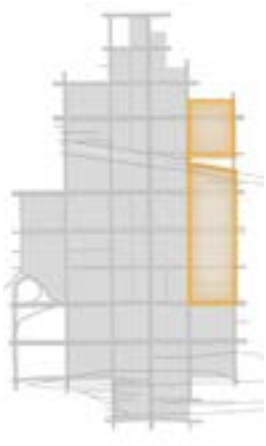
- Historic and renovated urban mixed-use buildings with storefronts on the ground floor.
- Existing and new one- to three-story buildings located along or near public streets and sidewalks to create street-level activity, interesting streetscapes, and pedestrian spaces.
- New buildings exhibiting urban forms or mixed-use style commercial and retail buildings.
- Adaptive reuse of existing structures where feasible and appropriate, including building renovations with façade improvements and front yard aesthetics.
- On-street angled and parallel parking.
- Off-street surface parking behind buildings with mid-block entrances, alley entrances or as public lots.
- Future structured public parking located behind buildings with mid-block entrances.
- No new surface parking recommended adjacent to street unless building is located at front of property line or parking as a single bay of parking (browser lane) adjacent to major roads.
- Standalone pad sites and suburban architecture discouraged in this area.



Coffee shops, art galleries, cafes, small businesses, churches & courthouses make downtowns vibrant.
Source: Freddie Cabrera



Bar Harbor, ME
Source: Visit Maine



Garage District

The Garage District is characterized by adaptive reuse of industrial spaces, home to start-up spaces, production space, studios, and dense residential live-work spaces. The Garage District presents an opportunity for Downtown Hutchinson to host innovative urban design alongside adaptive reuse and revitalization.

Re-purposed historic industrial structures and land that fosters a combination of smaller scale, low-impact production activity is combined with a variety of other land uses. This district provides for a true live-work environment in Hutchinson by allowing artisanal and small manufacturing, fabrication, assembly, and workshop uses compatible with housing and retail. The scale of industrial use is relatively fine-grained, with a range of overall forms, including occupying multi-story, former industrial structures as well as the development of new building types. Any adaptive reuse or new construction should be encouraged to have space set aside for production activities.

Preferred Uses and Development Patterns

- **Commercial/retail uses** (photography studios and labs, thrift stores, art supply stores, bookstores, restaurants with patio or rooftop dining, artisanal and small manufacturing, fabrication, assembly, and workshops).
- **Office commercial** (small and medium-size office developments).
- **Neighborhood commercial** (convenience stores, laundromat, pharmacy, café, quick-serve restaurants).
- **Mixed-use** (live-work spaces and studios, commercial on ground floor, office and residential on upper floors).
- **High-density multifamily residential** (stand-alone multi-family apartments or condominiums, or dense residential in upper floors of existing buildings or new buildings).
- **Medium-density multifamily residential** (adaptive reuse of industrial spaces into low- to mid-rise apartment buildings, rowhomes, townhomes).
- **Light industrial** (mechanic shops, small warehouses, wholesale trade, radio or TV stations, related employment centers).
- **Parks, recreation, and community open space** (downtown urban parks and plazas).



Denver, CO - The Source is an adaptive reuse of a historic brick industrial building into a new "open market" focusing on artisanal food and beverage.
Source: renewdenver.org

Preferred Character and Built Form

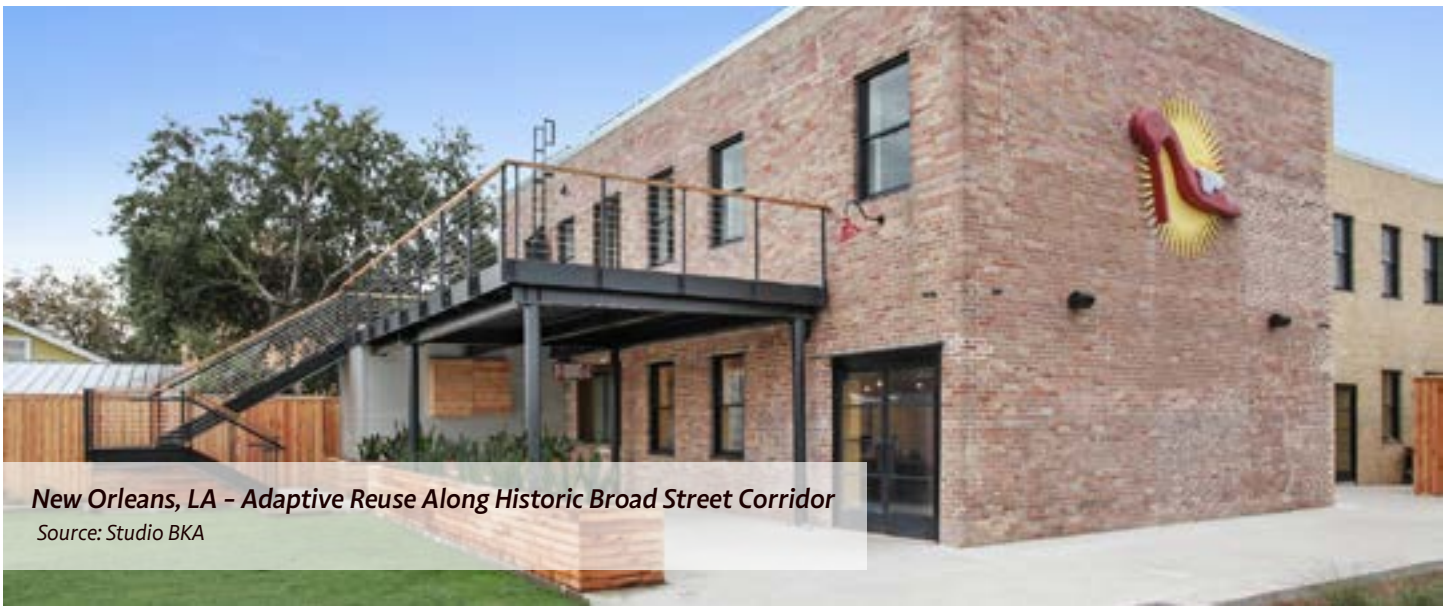
- Range of overall forms and building scales including multi-story, former industrial structures as well as the development of new building types.
- Buildings primarily two to four stories in height.
- New development and renovations of existing buildings imitating the materials, form, and details as much of the pattern of historic architecture present in the district as possible and appropriate. This is more important for the ground floor than upper floors.
- All surface parking lots utilizing screening, landscaping, and other treatments to provide a street wall effect along roadway frontages.
- Parking oriented to the rear of properties and accessed from alleys or side streets where feasible. Surface parking should not be located fronting Washington Avenue.



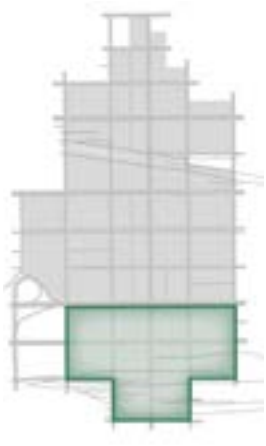
Mount Airy, NC
Source: mountairydowntown.org



Washington D.C - New Union Garage Apartments
Source: www.builderonline.com



New Orleans, LA - Adaptive Reuse Along Historic Broad Street Corridor
Source: Studio BKA



South Avenue District

South Avenue is a lower-density mixed-use district downtown that represents a balance between urban amenities and commercial activity. Typically characterized by a blend of residential, commercial, and green spaces, this concept encourages a harmonious coexistence of diverse functions while preserving a more open, vibrant atmosphere. Low-rise buildings, often with landscaped courtyards or parks are interspersed with small-scale retail shops, cafes, patios, coffee shops, and local businesses. South Avenue is home to exceptional communal spaces, fun storefronts, interesting finds, and new and unique housing options. This area fosters a relaxed and pedestrian-friendly atmosphere, promoting social interaction and community engagement while still offering access to essential services and amenities. The integration of residential and commercial uses encourages a 24/7 vibrancy, with people living and working in close proximity, invigorating the local economy.

Preferred Uses and Development Patterns

- **Commercial/retail uses** (corner stores and markets, boutiques, fitness centers and wellness studios, garden centers, boutique hotels, farmers markets, restaurants including patio or rooftop dining options, when possible).
- **Office commercial** (small and medium-sized office developments).
- **Mixed-use** (commercial on ground floor, residential on upper floors).
- **Medium-density multifamily residential** (including newly developed rowhomes, townhomes, duplexes)
- **Single-family residential** (small single-family homes).
- **Parks, recreation, and community open space** (community parks, festival streets, and plazas).



Windsor, CA
Source: www.sonomacounty.com

Preferred Character and Built Form

- Continuous traditional street wall maintained with buildings located at or near the sidewalk, with minimal or no front and side yard setbacks, and oriented to the front of the property.
- Buildings primarily two to four stories in height, with taller buildings (five to six stories) possible in select locations.
- Adaptive reuse of existing structures encouraged where feasible and appropriate.
- Mixed-use development encouraged with ground floor uses that contribute to the activity and excitement along the sidewalks and streets. In general, residential and office uses should be discouraged in favor of commercial businesses on the ground floor.
- Residential uses in the form of multi-level mixed-use buildings with ground floor commercial.
- New development and renovations of existing buildings imitate the materials, form, and details of historic architecture present in downtown as possible and appropriate. This is more important for the ground floor than upper floors.
- Parking oriented to the rear of properties and accessed from alleys or side streets where feasible. Surface parking not located fronting Main Street. Enhanced parking streets located along Avenue B.
- All surface parking lots utilize screening, landscaping, and other treatments to provide a street wall effect along roadway frontages.



Concord, CA - Todos Santos Plaza
Source: www.visitconcordca.com



Birmingham, MI
Source: www.cnu.org

General Land Use Classifications Defined

Consideration of land use classifications is critical in achieving the vision set forth for downtown, shaping the form and function of the built environment, and fostering a unified sense of place through appropriate land uses and development patterns. The purpose of identifying distinct downtown districts is to further identify intended future land uses and built forms that work together toward the established vision for downtown while building upon the existing land uses and development patterns.

Local land-use policies shape the form and characteristics of cities and neighborhoods, affecting people's access to housing, jobs, schools, open space, public services, and transportation. While the city has existing classifications for land uses, which should be referred to for implementation, the land use terminology set forth in Table 3.X describes the form and function of uses to be included in Downtown Hutchinson and will serve as a guide for development and redevelopment in the districts over time.

LAND USE TERM	PURPOSE, PLACEMENT, AND CHARACTER WITHIN DOWNTOWN
Commercial / Retail	Office commercial uses provides for development such as professional and administrative offices and certain personal services that serve the downtown and are compatible with adjoining uses. It encompasses a wide range of business types, including corporate headquarters, small and medium-sized enterprises, professional service providers and other commercial ventures. The character of these spaces can vary widely, from sleek, modern units to small, revitalized historic buildings.
Office Commercial	Office commercial uses provides for development such as professional and administrative offices and certain personal services that serve the downtown and are compatible with adjoining uses. It encompasses a wide range of business types, including corporate headquarters, small and medium-sized enterprises, professional service providers and other commercial ventures. The character of these spaces can vary widely, from sleek, modern units to small, revitalized historic buildings.
Neighborhood Commercial	Neighborhood commercial land uses are characterized by smaller-scale enterprises and convenient retail centers that typically serve a single neighborhood. These areas serve as hubs of commercial and social activity, supplying nearby residents with daily products and services. In this land use category, pharmacies, barbershops, corner stores, banks, and professional offices are examples of suitable enterprises. This land use is intended to provide services to support nearby residents through independent establishments, creating an atmosphere that is compatible with residential areas while also preserving the historic character of downtown.
Mixed-Use	The Mixed-Use category include buildings or small areas that have some combination of more than one land use, including residential, commercial, retail, service, and recreational uses. In mixed-use zones, higher densities are encouraged. Residential uses can include apartments on the second story above storefront retail or entertainment. Other areas not directly adjacent to this commercial axis can accommodate a greater variety of higher-density residential options, including townhomes, multiplexes, and lofts. This land use is intended to promote development patterns that emphasize community interaction, create pedestrian- and bicycle-friendly spaces, and create a vibrant environment and culture where residents can easily access their daily destinations.

High-Density Multifamily Residential	High-density multifamily Residential is characterized by the dense and efficient use of space to accommodate a significant number of housing units within a single building or complex. This type of housing can accommodate a large number of residents within a limited footprint. Developments within this land use usually consist of apartment buildings or condominium complexes that can range from mid-rise to high-rise structures. High-Density Multifamily Residential can promote a vibrant and walkable urban neighborhood by concentrating people, businesses, and cultural amenities in close proximity in order to support the needs of a densely populated community.
Medium-Density Multifamily Residential	Medium-density multifamily refers to housing configurations where multiple dwelling units are situated within the same building or on a relatively compact parcel of land. Common examples include townhouses, row houses, duplexes, and low- to mid-rise apartment buildings. This land use preserves some aspects of suburban living, such as green spaces and a degree of privacy, while operating in a smaller footprint with other residential units. This land use can be versatile, catering to various demographic groups, including young professionals, families, and empty nesters.
Single-Family Residential	This land use is designated for single dwelling units including detached houses of varying sizes and can help promote a mixed-use urban environment that combines livings spaces with commercial, cultural, and recreational amenities. These living spaces are often concentrated in designated districts or corridors to preserve the urban character of an area and minimize disruption to existing commercial activities. This type of land use frequently includes a degree of privacy, outdoor space, and allows the owner control over their property. Additionally, these residences should contribute positively to the density and diversity of the downtown population, and adds to a balanced, livable, and dynamic community.
Institutional	Institutional uses include facilities for public, governmental, social, educational, philanthropic, institutional, or religious uses. They may include community facilities, fire and police facilities, schools, churches, and any additional land used for municipal purposes or utilities. These uses are generally permitted in any area and designated areas include existing businesses and uses. Special design provisions may be made for public parking structures, playgrounds, outdoor plazas, and event spaces.
Light Industrial	Light Industrial is characterized by warehouses, flexible spaces, low-impact employment uses, and businesses engaged in light manufacturing. These uses serve as employment hubs. As this land use is adjacent to other mixed-uses, it is essential that the building design, aesthetics, streetscapes, parking, illumination, and connectivity adhere to specific design guidelines. Light industrial uses also includ technology and flex land uses. Employment uses often have operational needs that are in conflict with the aesthetics and character of downtown, i.e. outdoor storage of materials, loading docks, trash compactors, large paved lots, etc. In these cases it is important to provide screening/fencing for these uses so they will not negatively affect the overall aesthetics and character of downtown.
Parks, Recreation, and Community Open Space	This land use includes both indoor and outdoor public spaces that meet the community needs for recreation, events, and outdoor gatherings—for example, pocket parks, neighborhood parks, gardens, plazas, and flexible spaces for gatherings and events to activate the streetscape. This category includes community open space, ranging from large, planned city parks to smaller undeveloped parcels. Tiny neighborhood parks, athletic fields, pools, playgrounds, community gardens, farmers' markets, walking trails, and small public plazas are all examples of this land use.

Strategy 3.2

Identify catalyst sites for development and redevelopment to target further public and private investment downtown

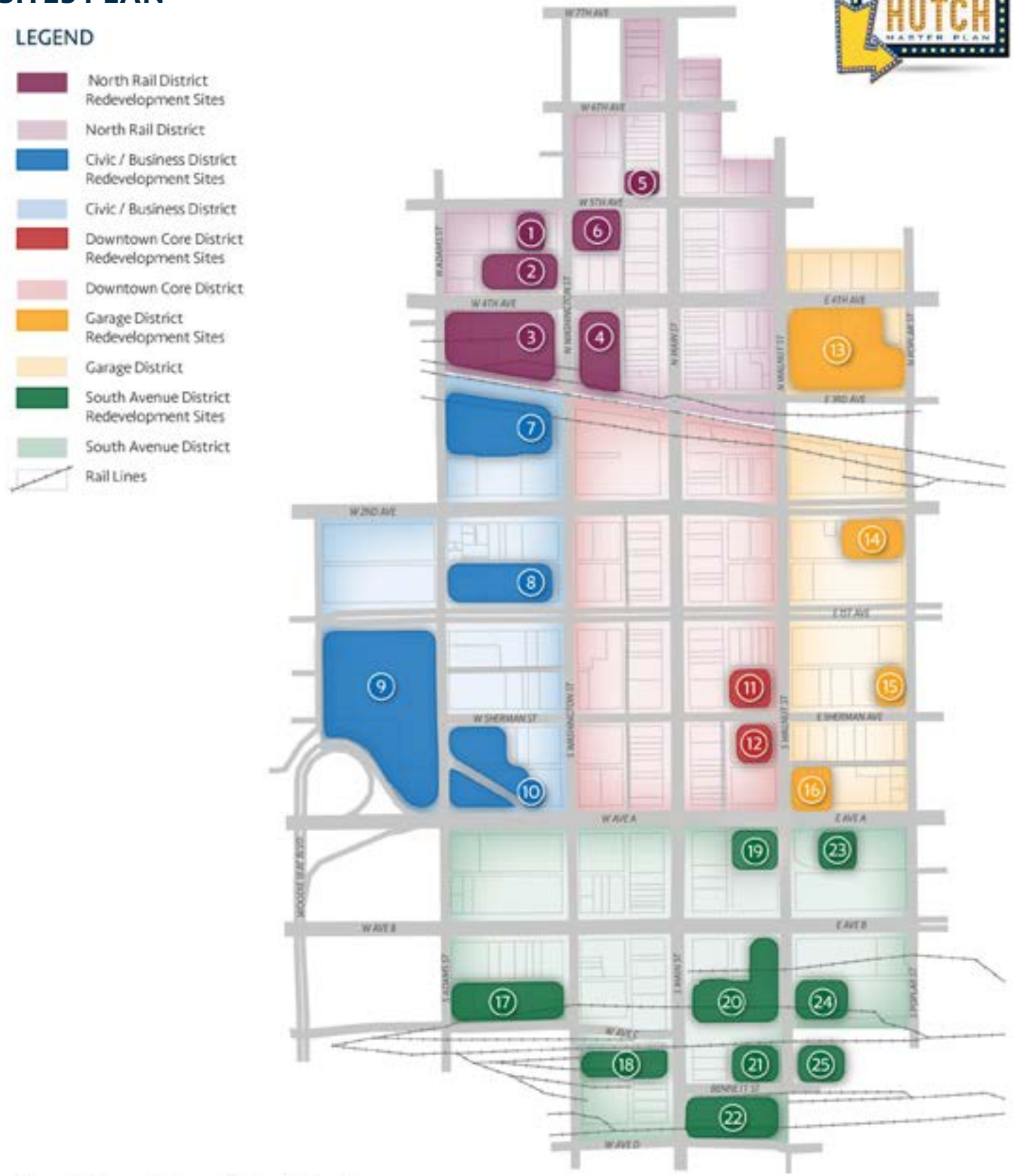
The principal goal in revitalization of the Planning Area is to reinvigorate existing assets, capitalize on potential opportunities, and increase economic activity to encourage additional private investment. This activity will help in creating a vibrant mixed-use urban environment that leverages its status as a national historic district, its stock of historic buildings, and the presence of such community assets and attractions as the Fox Theatre, Memorial Hall, Flag Theatre, and Hutchinson Art Center. This section of the study identifies existing development and redevelopment opportunities that the market could support long-term and will help catalyze and contribute to the revitalization of Downtown Hutchinson.

In addition to the future occupancy of vacant downtown buildings with retail, office, hotel, and residential uses identified in **Appendix D: *Economic and Market Analysis***, prospective development sites have been identified, focusing on surface parking lots, under-utilized properties, and noncontributing structures. These properties would be developed in phases over a long-term time horizon. The most suitable future development and redevelopment sites within the Planning Area are outlined in **Figure 3.2,** providing a description of the current land use and potential redevelopment uses. The location of each site is depicted by **Figure 3.2, *Downtown Hutchinson Development and Redevelopment Sites.***



Hutchinson, KS

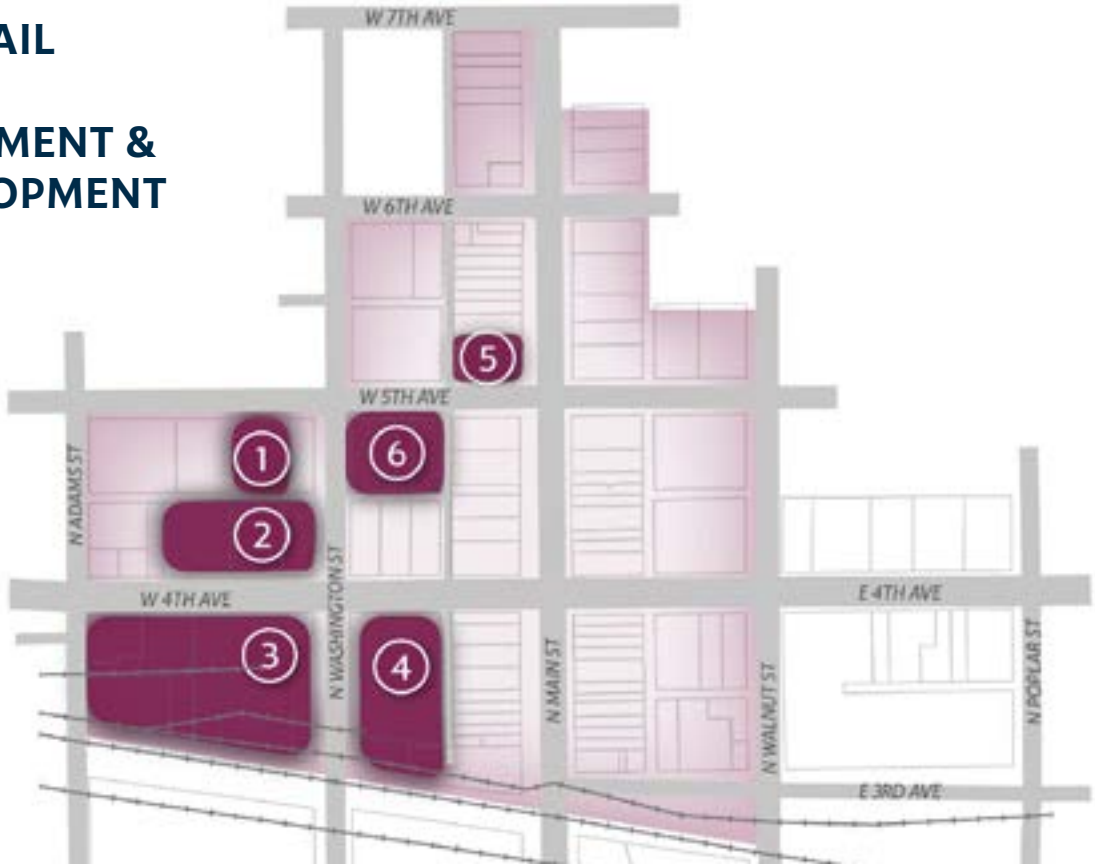
FIGURE 3.2 DEVELOPMENT & REDEVELOPMENT SITES PLAN



Data Sources: City of Hutchinson, UrbanFootprint, and Olsson Studio

North Rail District

NORTH RAIL DISTRICT DEVELOPMENT & REDEVELOPMENT SITES



1. **Lot just west of the southwest corner of West 5th Avenue and North Washington Street.** This vacant lot is primed for new small scale neighborhood commercial development across the street from single-family residential homes. (Commercial)

2. **North side of West 4th Avenue from North Washington Street west to almost North Adams Street.** The existing uses of this location include the Hutchinson Inn and two, one-story commercial buildings. This potential future development site can be used for a medium or high-density residential use. (Residential)*

3. **South side of West 4th Avenue between North Washington and North Adams Streets.** This area is currently occupied by a two-story office building and surface parking lot, a Pizza Hut, and Rice's Exhaust Service. The area offers the opportunity for adaptive reuse as a potential development site for a large-scale apartment building. (Commercial)*

4. **Southeast corner of West 4th Avenue and North Washington Street.** This lot is currently occupied by an aging motel. The area offers the opportunity for mixed-use development with first floor commercial and office space or residential on upper floors. (Mixed-Use)

5. **Northwest corner of West 5th Avenue and Main Street.** The corner of this intersection currently hosts the Landmark, a residential building which is primed for redevelopment and reinvestment. This lot offers the opportunity for medium- to high-density residential use. (Residential)

6. **Southeast corner of West 5th Avenue and North Washington Street.** These lots currently host unpaved private parking lots and a commercial establishment. These lots offer the potential for attractions such as a sculpture garden and a children's museum or STEM center to create a hub of creativity, learning, and play.

Civic/Business District

CIVIC / BUSINESS DISTRICT DEVELOPMENT & REDEVELOPMENT SITES



7. **South of railway between North Adams Street and North Washington, north of West 2nd Avenue**. The vacant land at this site is a potential development site for apartments or townhomes. (Residential)

8. **North side of West 1st Avenue between North Washington and North Adams Streets.** On the North side of 1st Avenue between Washington and Adams streets are three, one-story commercial buildings, surface parking lot, and vacant lot. Due to the proximity to Main Street, there is potential to create a professional office corridor including co-workspace/incubator space. (Commercial)

9. **Southwest corner of West 1st Avenue and North Adams Street.** This location holds a former department store now occupied by SDI/Mid-America Point of Sale and a Dollar General. There is potential for this site to become a convention center with an adjacent hotel or employment site. The Jim P. Martinez Sunflower Trail connection is located on the premise, potentially creating more foot traffic for towards main street and providing a convenient mode of transportation for those visiting at the convention center, hotel, or employment site. (Mixed-Use)

10. **Northeast corner of West Avenue A and South Adams Street.** Cooper Tire Service, convenience store, 1-story industrial building, and vacant land sit on a corner near N Main Street connecting South Hutchinson and Hutchinson. This site would be ideal for the potential a mixed-use employment and residential development or convention hotel. (Mixed-Use)

Downtown Core

DOWNTOWN CORE DISTRICT DEVELOPMENT & REDEVELOPMENT SITES



11. **Northwest corner of East Sherman Avenue and South Walnut Street.** Due to its proximity to Main Street, this surface parking lot would be great for increased density – mixed-use with commercial and residential or a hotel that would tie into an improved alleyway that would also lead to 1st Avenue. This would allow safer and easier modes of transportation for those navigating downtown at the potential development. (Mixed-Use)

12. **Southwest corner of East Sherman Avenue and South Walnut Street.** Across the street from the potential increased density – mixed-use development, this parking lot would be a fantastic way to mirror the new development by developing another commercial and residential development to allow for another alternative for residents and visitor to enjoy. (Mixed-Use)

Garage District

GARAGE DISTRICT DEVELOPMENT & REDEVELOPMENT SITES



13. **Northeast corner of East 3rd Avenue and North Walnut Street.** There is currently a one-story brick building on this site. It is recommended to expand the redevelopment site to include the entire city block into a potential entertainment or music venue or medium high-density residential. (Commercial)

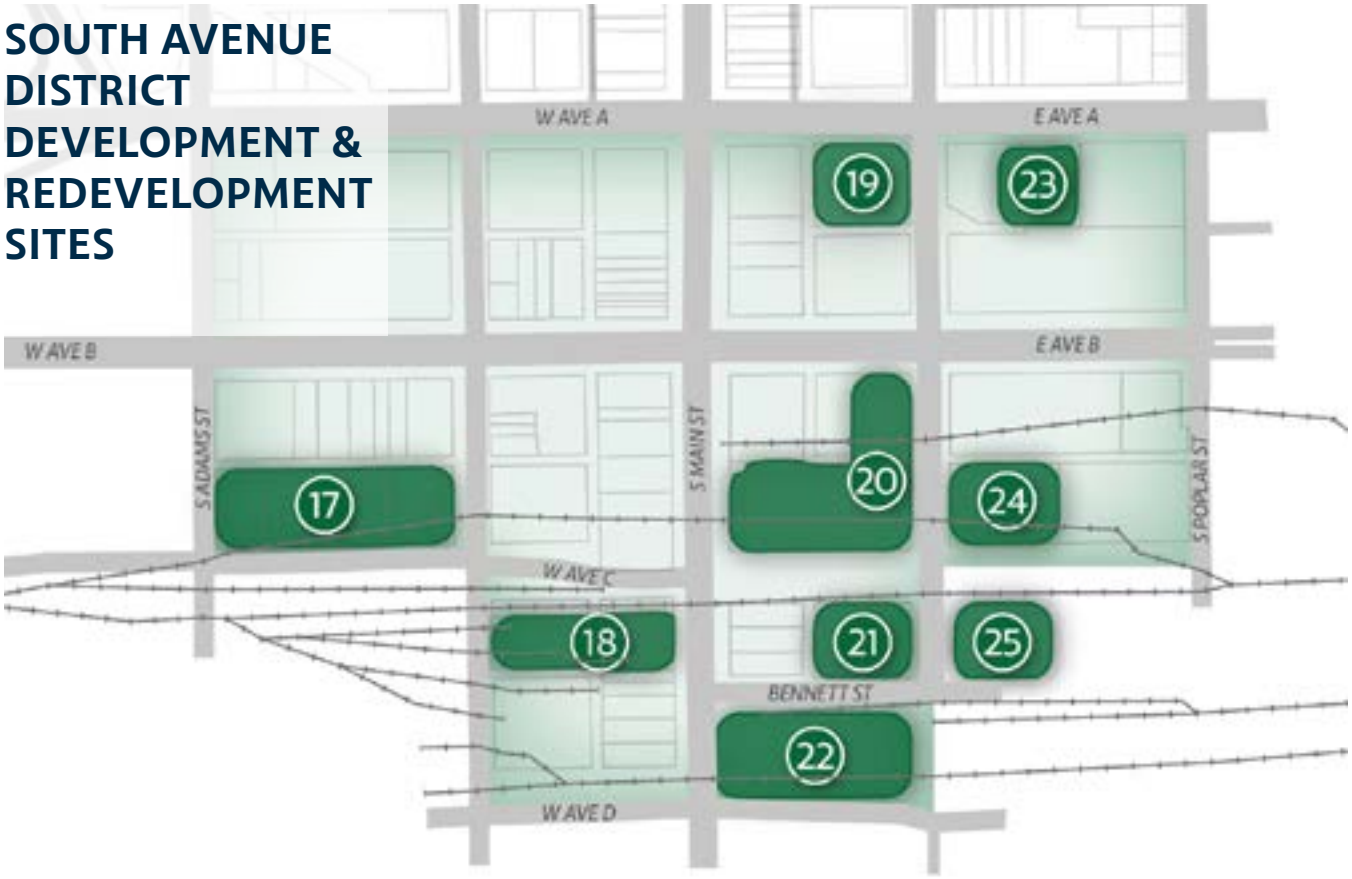
14. **Southwest corner of East 2nd Avenue and North Poplar Street.** The area includes a surface parking lot for downtown visitors and USPS vans, and one-story commercial building. The site is ideal for an apartment or mixed-use development with commercial space on the ground floor with apartments above. (Mixed-Use)

15. **Northwest corner of E Sherman Avenue and North Poplar Street.** The vacant land at this intersection is the potential site for medium-density residential or one-story commercial building. With multiple residential buildings located close to the site, this could help attract employment and future residents downtown. (Commercial)

16. **East of the northeast corner of East Avenue A and South Walnut Street.** Located east of the former Salt City Business College sits an individual single-family home. The redevelopment can be focused on expanding the area to include a two-story industrial building that could help bring employment downtown. The combined site for adaptive reuse of the industrial building and the house can be razed to accommodate for on-site parking. (Commercial)

South Avenue District

SOUTH AVENUE DISTRICT DEVELOPMENT & REDEVELOPMENT SITES



17. **North side of West Avenue C between South Adams and South Washington Streets.** This site is currently occupied by a metal building, industrial building, small building, and vacant property. It is recommended that this site's potential use as medium-density residential. (Residential)

18. **South side of West Avenue C between South Washington Streets and Main Street.** The vacant site is along the railroad tracks and the South Washington Street brick road and Main Street frontage offers the potential for mixed-use development with ground floor commercial and residential or office in the upper floors. A Hutchinson-specific downtown design of the mixed-use development, including the railway and brick road, could help build character. (Mixed-Use)

19. **Southwest corner of East Avenue A and South Walnut Street.** Memorial Hall is primed for redevelopment. This multipurpose space has both historic and cultural value to the community, and with reinvestment, it can be transformed into a more modern and multi-functional space that continues to be both a landmark and a huge addition to the community. (Civic Facilities)

20. **Northwest corner of East Avenue C and South Walnut Street.** This potential site has surface parking lots that wrap around the block. It has Main Street frontage that offers the potential for mixed-use development with ground floor commercial and residential or office space in upper floors. (Mixed-Use)

21. **Southwest corner of East Avenue C and South Walnut Street.** This vacant land at the corner is a potential site for medium to high-density residential development. Improving the infrastructure leading towards Main Street could allow for increased automobile and foot traffic coming from the development. (Residential)

22. **North side of East Avenue D, northwest corner of East Avenue D and Main Street.** This vacant land offers a terrific opportunity to help build towards a downtown core of structures due to its proximity to Main Street. The site could create a mixed-use development with ground floor commercial and residential or office space in the upper floors. (Mixed-Use)

23. **Just east of the southeast corner of East Avenue A and South Walnut Street.** The surface parking lot and expanded to include adjacent HGE Credit Union branch are ideal for a potential use as medium-density residential or single-tenant office building. (Residential)

24. **Northeast corner of East Avenue C and South Walnut Street.** The vacant land at this site is a potential site for medium to high-density residential development. (Residential)

25. **Southeast corner of East Avenue C and South Walnut Street.** Vacant land and one-story industrial building occupied by Central Electric Motor Specialties are recommended as a potential site for medium to high-density residential development. (Residential)

Potential STAR Bond Projects

Specific projects should be considered for a STAR Bond funding in order to kickstart development and implementation of the downtown vision. Below is a list of such projects that are especially primed for development and redevelopment with STAR Bond funding.

PRIVATE PROJECTS FOR FUNDING

- Site #5 (North Rail District): The Landmark for multifamily residential.
- Site #6 (North Rail District): For an interactive children's museum, STEM center, or science center
- Site #10 (Civic/Business District): For a convention center and hotel.
- Site #11 (Downtown Core District): For a modern chain hotel with first-floor upscale dining.
- Site #12 (Downtown Core District): For mixed-use with first-floor commercial and residential on upper-floors.
- Site #13 (Garage District): For entertainment venue/attraction.
- Site #20 (South Avenue District): For mixed-use with commercial/residential.

PUBLIC PROJECTS FOR FUNDING

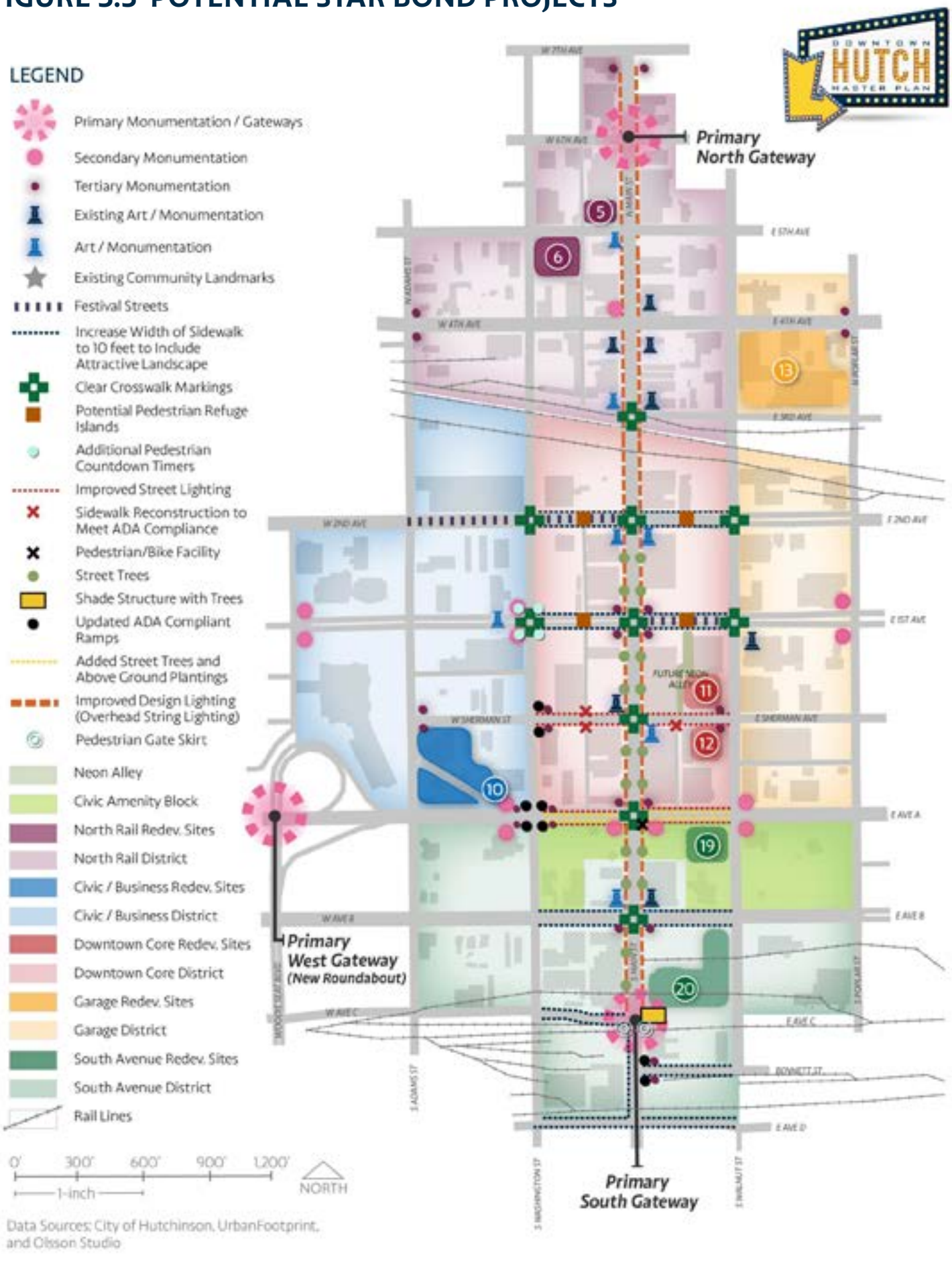
- Site #19: Memorial Hall.
- Civic Amenity Block – park space enhancements, outdoor amphitheater, festival streets, streetscape. (Refer to Strategy 5.8)
- Downtown gateways and monumentation. (Refer to Strategy 5.3)
- Festival streets. (Refer to Strategy 5.7)
- Neon Alley. (Refer to Strategy 5.7)
- Public wayfinding signage, maps, and directional cues to facilitate downtown navigation and identify key destinations for the Downtown Core and South Avenue District

    Integrate branded district signage to facilitate downtown navigation

    At intersections on Main Street and 2nd Avenue, and Avenue A place map kiosks for businesses, landmarks, and transportation

    Place off street map kiosks signs to businesses and landmarks for downtown along Avenue B, and Avenue D

FIGURE 3.3 POTENTIAL STAR BOND PROJECTS



Data Sources: City of Hutchinson, UrbanFootprint, and Olsson Studio

- Pedestrian safety and aesthetic enhancements in the Downtown Core District

  2nd Avenue from North Washington Street to North Walnut Street

  - Clear crosswalk markings
  - Increase width of sidewalk to 10' to include attractive landscape
  - Additional pedestrian countdown timers
  - Potential pedestrian refuge islands

  1st Avenue from North Washington Street to North Walnut Street

  - Clear crosswalk markings
  - Increase width of sidewalk to 10' to include attractive landscape
  - Additional pedestrian countdown timers
  - Potential pedestrian refuge islands

  Sherman Street from North Washington Street to North Walnut Street

  - Clear crosswalk markings
  - Improved street lighting
  - Sidewalk reconstruction to meet ADA compliance

  Avenue A From South Washington Street to South Walnut Street

  - Updated ADA compliant ramps on Main Street and South Washington Street
  - Improved Street lighting
  - Additional street trees and above ground plantings

  Main Street from East 3rd Avenue to Avenue A

  - Improved design lighting (overhead string lighting)
  - Clear crosswalk markings
  - Pedestrian/bike facilities
  - Additional street trees for shade

- Pedestrian safety and aesthetic enhancements in the South Avenue District

  Main Street from Avenue C to Avenue D

  - New 10 foot sidewalks on the west side of Main Street going north and crossing over the train track
  - Hinged Pedestrian Gate Skirt and ADA compliant ramps at the train track crossing

  Along Avenue B, Main Street, W Avenue C, Bennett Street, and West Avenue D includes:

  - ADA compliant ramps
  - Additional street lighting
  - Increase width of sidewalk to 10' to include attractive landscape
  - Clear crosswalk markings
  - Additional street trees
  - Shade structures along with benches

Strategy 3.3

Protect historic architecture and other cultural landmarks to preserve the rich and distinct character of downtown

Downtown Hutchinson has a valuable and enviable built form —with two nationally designated historic districts and a large stock of historic buildings, Hutchinson has major assets from which to continually establish a unique identity for downtown. The Fox Theatre, Memorial Hall, Flag Theatre, Hutchinson Art Center, Antique District, and Smith's Market are principal anchors and draw visitors downtown. The two nationally registered historic districts provide the Planning Area with two key opportunities and advantages in supporting future revitalization efforts. First, the designation brings with it a sense of stature and **recognition and can be used as a selling point** for economic development and heritage tourism. Second, the **tax advantages for property owners** who reinvest in their buildings provided by the national and state historic tax credits will not only help increase the property value of their own properties but the surrounding properties as well. By doing so, this could motivate other property owners to take advantage of the tax credits and help maintain and increase the value of all properties in the district over time.

Historic districts provide an opportunity to foster **heritage tourism** and increase demand for lodging. Hutchinson may seize opportunities to leverage historic architecture by creating boutique hotels and larger, branded hotels may be developed within existing historic buildings to attract and host tourists.

The historic masonry buildings and architectural character create a solid foundation to build upon and expand. As development and redevelopment are proposed in downtown, it is important that each building and site proposed be analyzed for its appropriateness within its district. The site layout, and setbacks, parking location, and architectural style should complement the existing character and development patterns.



Hutchinson, KS - The Stevens Building

Building and site elements that should be encouraged include, but are not limited to:

- Appropriate and historically sensitive window size, placement, and style;
- High transparency at the street/pedestrian level;
- Appropriate and historically sensitive building materials;
- Minimal to no setback;
- Parking located at the rear or side of the building; and
- Appropriate and historically sensitive awnings, signage, and lighting.


Hutchinson, KS - Memorial Hall

Several methods and tools should be utilized separately or in combination to preserve and enhance historic downtown buildings. Hutchinson may leverage these strategies to encourage private investment in building enhancements and the preservation of existing buildings in historic downtowns like that of Hutchinson.

- **Revolving Loan Funds.** Investors and businesses often do not have the funds available to deal with the costs of property rehabilitation and renovation. Revolving loan funds can help fill the gap by providing capital to a property or business owner who pays the loan back over time to replenish the funds which are then lent to others working to restore another building. These loan funds can be utilized by local governments, private financial institutions, federal grant programs, or local philanthropic organizations.

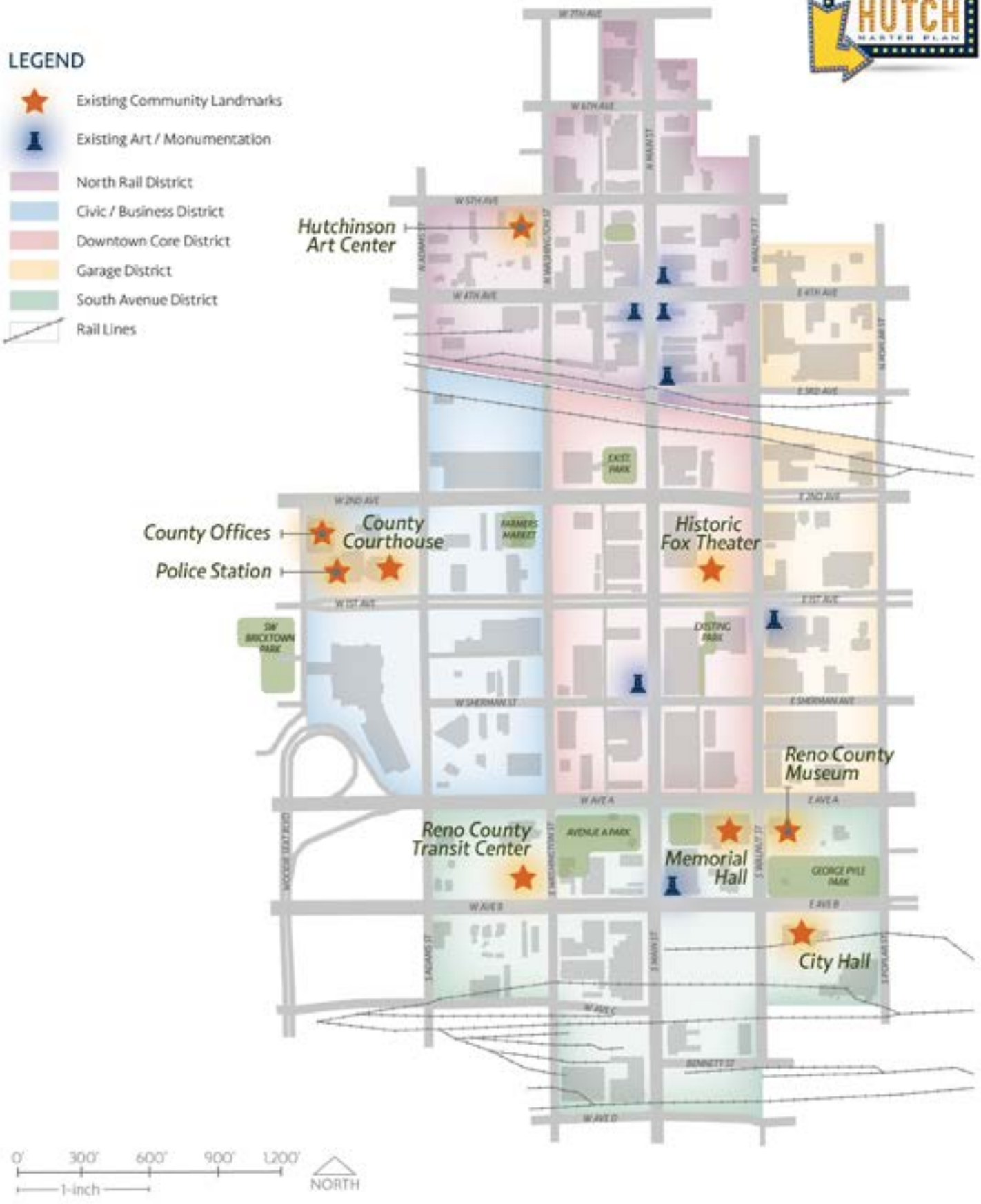
- **Modified Development Codes.** A city's building and zoning codes can create unintentional barriers to the economic feasibility of reusing historic buildings. Conversion of the upper floors of buildings to residential uses are often the most negatively affected by these regulations. While having standards protecting health and safety is paramount, municipal codes can be modified, or subsidies offered, to make such reuse less financially burdensome to building owners.

- **State Historic Rehabilitation Tax Credit.** The Kansas Historic Rehabilitation Tax Credit was created in 2001 and since that time the program has generated over 1 billion dollars in investment in historic buildings throughout Kansas. The requirements to participate in the State Tex Credit Program are: (1) the work must be done to a listed building, (2) the qualified expenses must be paid by the owner of the building and must add up to more than $5,000, and (3) the application must be submitted before work begins. Credits are issued based upon the total spent on qualified costs for the project. Upon approval a certificate is then issued to the owner with the credit amount. The credits may be used to offset the Kansas Income Taxes of the property owner. (Kansas Historical Society)



Hutchinson, KS - Reno County Courthouse Renovations

FIGURE 3.4 EXISTING LANDMARKS & MONUMENTATION



Data Sources: City of Hutchinson, UrbanFootprint, and Olsson Studio

Strategy 3.4

Encourage and incentivize private investment downtown to spur economic development and a greater degree of care for private properties

Downtown revitalization efforts tend to be most successful when they result from joint planning, financing, and implementation ventures like up-front incentives, tax abatement, publicly provided infrastructure, low-interest loans, grants, and many others. The City has existing partnerships with state and local organizations like the Kansas Chamber of Commerce, Hutchinson/Reno County Economic Development, and Greater Hutchinson and has accomplished several successful projects in recent years.

Downtown revitalization strategies should **leverage a strategic combination of both public and private investment** to spur economic development and care for private properties. One approach is to leverage public investments such as the acquisition, clearing, and development of sites or offer subsidies and tax incentives that attract private investment. Hutchinson may opt to **draft Request for Proposals (RFPs) for developers** to bid on the development or redevelopment of priority sites within the Planning Area in order align with the city's visions for those downtown sites. RFPs inform prospective vendors of the product or service you wish to acquire, communicating the downtown needs and expectations so that vendors can present their ability to meet the requirements, and ultimately meet those needs.

Historic preservation and revitalization require three major pieces of community buy-in in order to succeed. First, **commitment by local leadership** is a must that includes elected officials, business and property owners, developers, social organizations, and residents. The larger and more diverse the stakeholder group, the better chance for success. Second, a feasible and sustainable **strategy for revitalization** must be defined and implemented among community leaders. Third, since successful revitalization is a long process, the effort must be able to **sustain support within the community over time**. This type of strategy requires continuous cultivation and must consider multi-year implementation to maintain momentum and achieve fully realized successes.



Hutchinson, KS - Hutchinson/Reno County Chamber of Commerce Building

Public Private Partnerships (P3s)

National Council for Public-Private Partnerships (NCPPP) defines a public-private partnership as "a contractual agreement between a public agency (federal, state, or local) and a private sector entity." Through this agreement, the skills and assets of each sector (public and private) are shared in delivering a service or facility for the use of the general public. In addition to the sharing of resources, each party shares in the risks and rewards potential in the delivery of the service and facility. These public-private partnerships are known as PPPs (P3s) and refer to the structured partnership between the public sector and private sector (typically a business) to solve a problem more efficiently and effectively than either could accomplish on their own. It is important to:

Understand private sector needs. Finding the right alignment of interests builds the strongest partnerships, making it essential to understand what makes a project appealing to private sector investors.

Pick politically smart projects. Successful P3s require a practical understanding of what is possible in a constantly evolving political environment with changing public preferences and values.

Find the right revenue stream. P3s do not provide free financing—they require cities to find durable and resilient revenue streams that will fund the investment over the long-term.

Actively engage with stakeholders. P3s are inherently complex agreements that requirement extensive public engagement to ensure the best interests of the community are upheld and that the terms are executed to the highest standards.

Thoroughly analyze the return on the public's investment. This requires analyzing scenarios and projections years into the future to determine if the public's investment will be recovered and if it provides a sufficient positive return to the community.

Strategy 3.5

Increase the quantity and quality of housing and lodging downtown to create an environment where people are excited to choose among several options to live or stay downtown

Hutchinson needs to offer a range of housing choices that appeal to its many demographics, income levels, and stages of life. Downtown offers a unique urban opportunity to attract those interested in walkability and live-work-play scenarios. From young adults to empty nesters, **many individuals are attracted to downtown living** and convenient access to dining, entertainment, culture, and community events. The influx of activity helps to activate the street and extend the hours of activity for local businesses downtown. The development of **infill housing helps downtown** areas in two critical ways: first, by increasing densities to create critical mass that supports local non-residential uses; and second, by providing residential units to create street level activity and visual characteristics expected in mixed-use cores.

As a result of anticipated population growth, new housing need in Hutchinson from 2023 through 2040 is projected to be between 1,030 and 1,750 additional dwelling units. The housing demand is estimated to be segmented 65 percent owner occupied and 35 percent renter occupied. Additional housing is supportable in the Planning Area, though an enhanced urban environment will better support the livability of downtown.

Portions of Main Street consisting of **historical buildings are suitable for conversion of upper floors for residential** use include: 1) between 3rd Avenue and 5th Avenue and 2) between 1st Avenue and 2nd Avenue.

Buildings that may possess the potential to support **adaptive reuse for residential development** include: 1) 5-story Landmark building at the northwest corner of 5th Avenue and Main Street; 2) 2-story warehouse at 100 East Avenue A, and 3) Sunflower Electric building at 100 West 2nd Avenue.

Downtown Hutchinson's large stock of vacant upper floor commercial space provides the opportunity to accommodate residential housing units through adaptive reuse. In addition, new construction is viable on currently underutilized properties. Three potential **new residential development** sites include: (1) northeast corner of Main Street and Hobson Avenue; (2) the northeast corner of Walnut Street and Hobson Avenue; and (3) northeast corner of Dewey Avenue and Oak Street.

Opportunity exists for **new infill residential development** in the form of single-family homes, duplexes, and small townhome developments in the West Main Street, West Residential Transition, East Residential Transition, and Central Core Approach Subareas.

Housing Availability and Its Impacts

By year-end 2022, Hutchinson's overall residential dwelling unit vacancy rate stood at 4.1 percent. The limited inventory of vacant apartments available for immediate occupancy places a constraint on households seeking to move to Hutchinson or existing residents seeking a new place of residence. The Planning Area has ten apartment properties totaling 314 dwelling units. Five apartment properties totaling 135 dwelling units are market-rate with five income-based properties totaling 179 dwelling units. The surveyed market-rate apartment properties are operating at a cumulative vacancy rate of 1.5 percent.

The existing market-rate and income-based rental apartments in the Planning Area are operating at or near full occupancy, suggesting strong market need and the potential to support additional market-rate and income-based rental units.

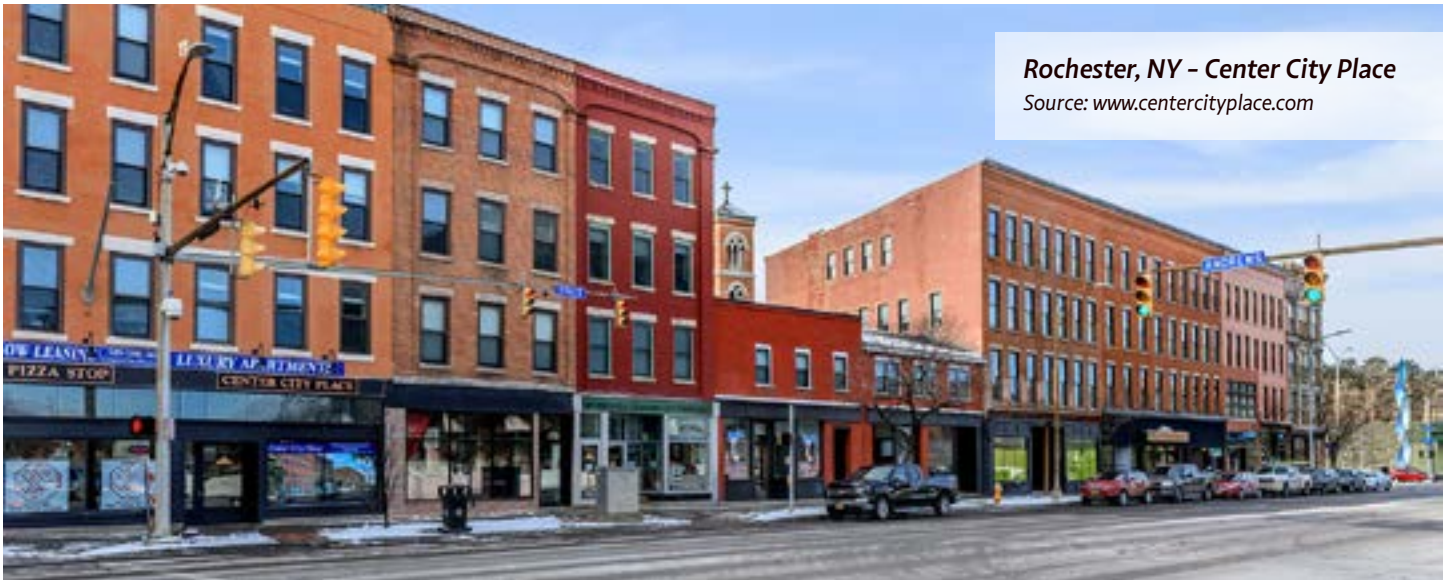
Low levels of vacancy and limited affordable housing are two leading factors contributing to the issue of homelessness in Hutchinson. While other factors certainly influence individuals' abilities to find and sustain housing, Hutchinson may be able to address the lack of affordable alternatives for unhoused people living downtown by incentivizing the development of affordable downtown housing. Market-rate housing must be incentivized and encouraged to cultivate a downtown environment that accommodates downtown living for people of varying incomes, cultures, and levels of ability.



Hutchinson, KS - The Link Apartments



Charleston, SC
Source: www.charlestonhomelistings.com



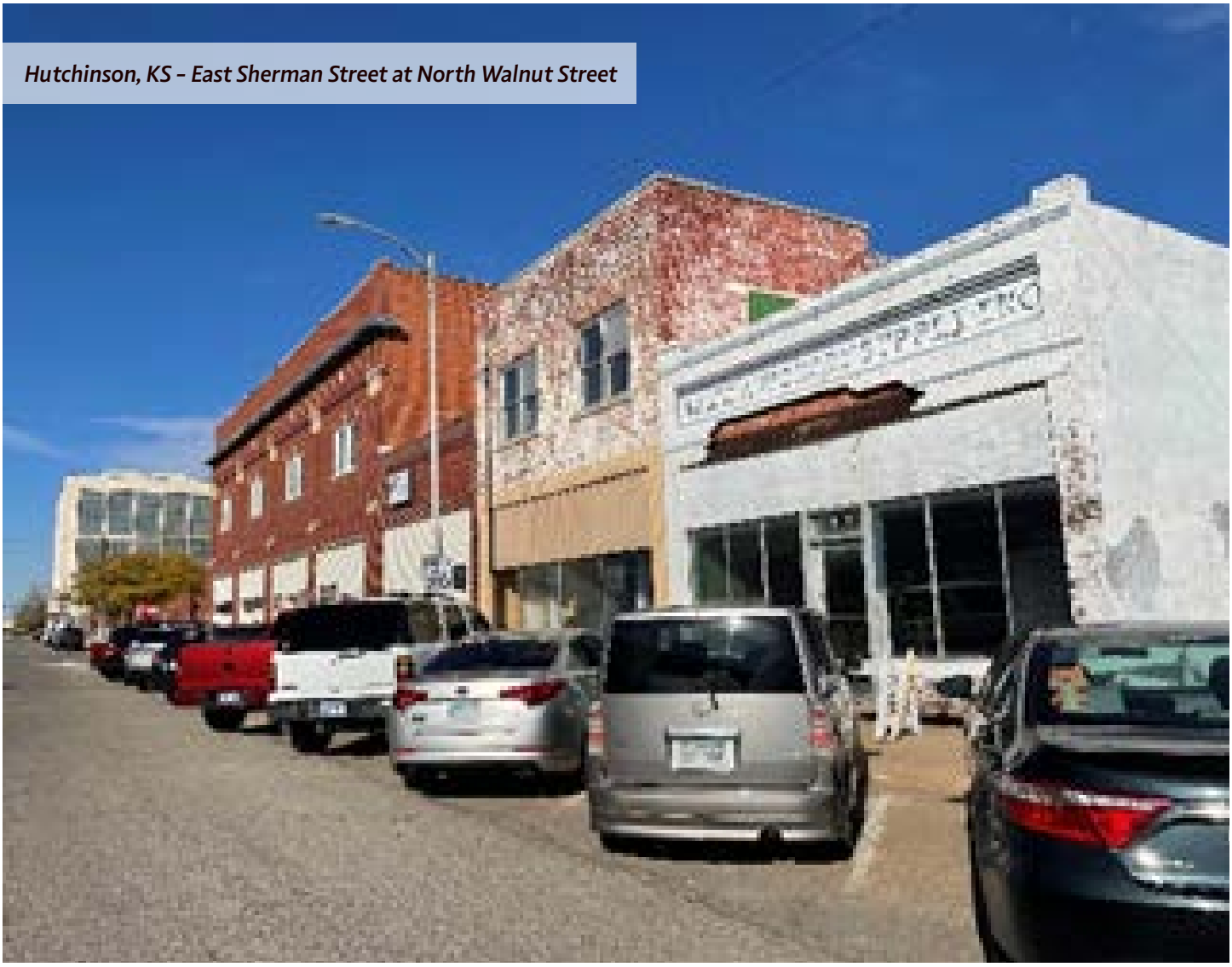
Rochester, NY - Center City Place
Source: www.centercityplace.com

Strategy 3.6

Encourage appropriate mixed-use development to permit flexibility in uses and cultivate an unique collection of destinations over time

Many downtown buildings currently contain opportunity for a unique mix of uses. While this is a critical first step, the makeup of downtown businesses is equally—if not more—important. The term "mixed-use," has various meanings and applications. A common assumption is that mixed-use generally refers to a storefront with housing above—when in fact, many combinations of land uses can and should be applied across the downtown community.

Mixing land use makes for three-dimensional, pedestrian-oriented places that layer compatible land uses, public amenities, and utilities together at various scales and intensities. This variety of uses allows for people to live, work, and play in one dynamic place, which then becomes an attractive destination for people from other areas of the City and the region.



Hutchinson, KS - East Sherman Street at North Walnut Street



Herndon, VA - A rendering of Comstock's planned mixed-use development in downtown.
Source: Comstock Holding Cos. | CoStar News

While mixed-use can take on many forms, it is typically categorized as either (1) vertical mixed-use buildings; (2) horizontal mixed-use blocks; or (3) mixed-use walkable neighborhoods.

- **Vertical Mixed-Use Building.** Combines different uses in the same building. Lower floors should have more public uses with more private uses on the upper floors. For example, the ground floor could have retail, second floor and up having professional offices, and uppermost floors being some form of residential, such as flats or a hotel. In more urban areas, an entire block or neighborhood may be composed of vertical mixed-use buildings.
- **Horizontal Mixed-Use Blocks.** Combines single-use buildings on distinct parcels in a range of land uses within one block. In more urban areas, this approach avoids the financing and coding complexities of vertical layered uses while achieving the goal of placemaking that is made possible by bringing together complementary uses.
- **Mixed-Use Walkable Neighborhoods.** With the infinite number of various possibilities, mixed-use walkable neighborhoods combine vertical and horizontal use mixing in an area ideally within a five-to-10-minute walking distance.

Each type of mixed-use has its place within Hutchinson, and it is critical that each type is permitted by right within the Planning Area. Mixed-use must be permitted downtown and should be permitted and encouraged, but not required, within the property and building. An organic mix of land uses is often dynamic, eclectic, and diverse, resulting in walkable, active, and attractive downtowns.

Strategy 3.7

Adapt and reuse vacant buildings to establish highest and best uses of properties and fill gaps in downtown activity

Downtown Hutchinson is unique in many ways, most notably its inventory of historic buildings and façades. The community undeniably considers the architecture and historic character as an opportunity to create memorable experiences and attractions in Hutchinson. There is considerable opportunity to build upon downtown's existing market niche by embracing the remaining stock of older buildings and encouraging or incentivizing their adaptive reuse. Infill development is recommended when adaptive reuse is impossible, compatible, and complementary within the downtown area.

Hutchinson should **adopt an adaptive approach to filling downtown spaces**, allowing buildings to be subdivided and rented out separately to provide more options for small commercial tenants and suitable start-up locations downtown.

Adaptive reuse is a powerful tool in the revitalization of a downtown, but it must be exercised with careful consideration for existing character, history, heritage, and land use. Adaptive reuse may be leveraged to create new and unique destinations within a downtown, but it should maintain or even amplify the downtown character in design. While modern architecture and innovative land uses should be encouraged, **it is critical that context-sensitive design is exercised with care**.



Hutchinson, KS



Hutchinson, KS



Hutchinson, KS

Strategy 3.8

Attract and retain a variety of dining, entertainment, and lodging destinations to stimulate economic growth and create an active downtown that offers excitement and choice

Hutchinson desires to cultivate its vision for a lively, safe, and vibrant downtown that serves its people's needs both day and night. This requires the development of a wide variety of business types, with a special emphasis on specialty retail, entertainment attractions, and nightlife. Downtown Hutchinson should stand out for its niche retail offerings, attractive experiences, unique public spaces, and diverse residential options. A variety of dining, entertainment, and lodging destinations should be available for downtown residents and visitors alike.

Additional attractions in the Planning Area are necessary to generate increased visitation and economic activity. With the development of more retail, dining, and entertainment destinations, heightened activity and economic momentum will likely spur additional activity and attract new business. Diverse and compatible development should be encouraged and accommodated to create a walkable variety of land uses so that one may patron in one trip.

A diverse mix of land uses might include: a boutique, a café, and a bike shop in the same area, all adjacent to offices or housing. Additional examples include a family entertainment center, sports facility, conference center, museum, movie theater, restaurants, outdoor dining, or a unique sports and entertainment venue such as indoor/outdoor pickleball courts with a restaurant and bar.

A curated cluster of dining, drinking, and entertainment destinations would similarly serve as an attraction and increase visitation and economic activity in Downtown Hutchinson. The section of Main Street between 4th and 6th Avenues has the potential to evolve into an entertainment district given the presence of vacant buildings, Salt City Brewery, and the Hutchinson Art Center. Adaptive reuse of the vacant Landmark building at Main Street and 5th Avenue with a ground floor restaurant and hotel or apartments on the upper floors would heighten the image of this section of Main Street and serve as a catalyst for further economic growth downtown.

Hutchinson's Chamber of Commerce, City leaders, and those involved in economic development for downtown should **intentionally search out and market to these business types, even offering incentives** that will help Downtown Hutchinson attract and retain a variety of dining, entertainment, and lodging destinations.



Bar Harbor, ME
Source: Visit Maine

Strategy 3.9

Establish flexible public and private spaces that serve as community gathering hubs to support both planned and organic community organizing

One of downtown Hutchinson's objectives is to incorporate versatile public and private spaces that act as dynamic gathering hubs, accommodating both planned events and spontaneous community organizing. To do that, specific indoor and outdoor spaces need to be identified as part of a network of flexible and programmable spaces that can host and accommodate various businesses, events, and creative land uses. Restaurants, entertainment destinations, and event venues are a few examples of private gathering spaces.

Building and programming public spaces is a critical part of developing an intentional, place-based revitalization strategy. Public gathering spaces can include recreation centers, parks, plazas, and the transition areas between downtown destinations.



Buckeye, AZ - park plan rendering
Source: Olsson Studio



Brighton, MI - Streetscape enhancements
Source: Giffels Webster



Mount Airy, NC
Source: www.mountairydowntown.org/

Attributes of successful flexible spaces include:

Flexible Design: Downtown's public and private spaces should be designed with versatility and accessibility in mind. Hutchinson should encourage the design of spaces with adaptable layouts, allowing for easy reconfiguration to accommodate a wider range of activities and event types and sizes (i.e., cultural events, local markets, and spontaneous social interactions). Consider incorporating modular furniture, movable partitions, and flexible technology to facilitate seamless transitions between various activities.

Accessibility and Connectivity: Downtown's flexible spaces should be accessible to all community members, regardless of age, ability, or background. Spaces should be designed to adhere to universal design principles, including the implementation of ramps, rails, benches, and inclusive restroom facilities that adhere to the standards of the Americans with Disabilities Act and cater to diverse needs.

Multi-functionality: Successful downtowns have an array of major functions and attractions including employment, residences, entertainment, local events, and shopping. Outdoor public spaces and attractive indoor and outdoor businesses create diversity that draws people downtown for a variety of reasons. These businesses are linked together through dynamic and enjoyable destinations made up of private businesses and institutions. These linkages and transitional spaces should act as destinations within themselves, offering unique outdoor dining options, intriguing alleyways, and pedestrian-oriented streets.

With implementation of this strategy, Hutchinson will benefit from unique and programmable gathering spaces that serve as catalysts for social interaction, cultural exchange, and collaboration, ultimately strengthening the social fabric between residents and enhancing the vibrancy and resiliency of the community and its economy.



Birmingham, MI
Source: www.cnu.org

Strategy 3.10

Build natural transitions of land uses and building facades to create eclectic and organic passage throughout downtown

Building organic transitions through downtown land use, character, and mobility design are key.

The Planning Area is centered along Main Street extending from Avenue D north to roughly 6th Avenue, a length of ten full city blocks. Given the impressive length and total area of the downtown, **improving land use transitions, transitions of character, and walkability is critical** to promoting business retention and expansion.

Individual districts of economic activity should be expanded upon, as described in Strategy 3.1, and the necessary pedestrian improvements and character transitions must be developed in and adjacent to these districts to maintain the continuity of downtown.

Enhanced physical connections include a variety of elements such as green pathways, sidewalk improvements, streetscape improvements with amenities, and safe alleyway connections.

New development and redevelopment of existing sites and buildings should be reflective of the districts in which they reside (refer to Strategy 3.1). They should be compatible with the scale and character of the district, as well as use. Design in the public realm should reinforce overall downtown themes, character, and streetscape, but may also have details unique to the district.

Other design elements such as unique lighting (e.g., pedestrian scale streetlamps or festoon lights), projecting signage, murals, and public artwork will contribute to the development of a continuous, warm, and inviting setting among downtown land uses. Additional landscaping may be integrated using planter boxes and movable pedestrian furnishings to provide a tighter knit space for outdoor dining or simple public gatherings. Elements such as fencing and screening around trash and recycling receptacles or utility boxes will make alleys feel more intentionally designed and pedestrian-oriented while allowing space for the functional needs of shops and restaurants.



Hutchinson, KS

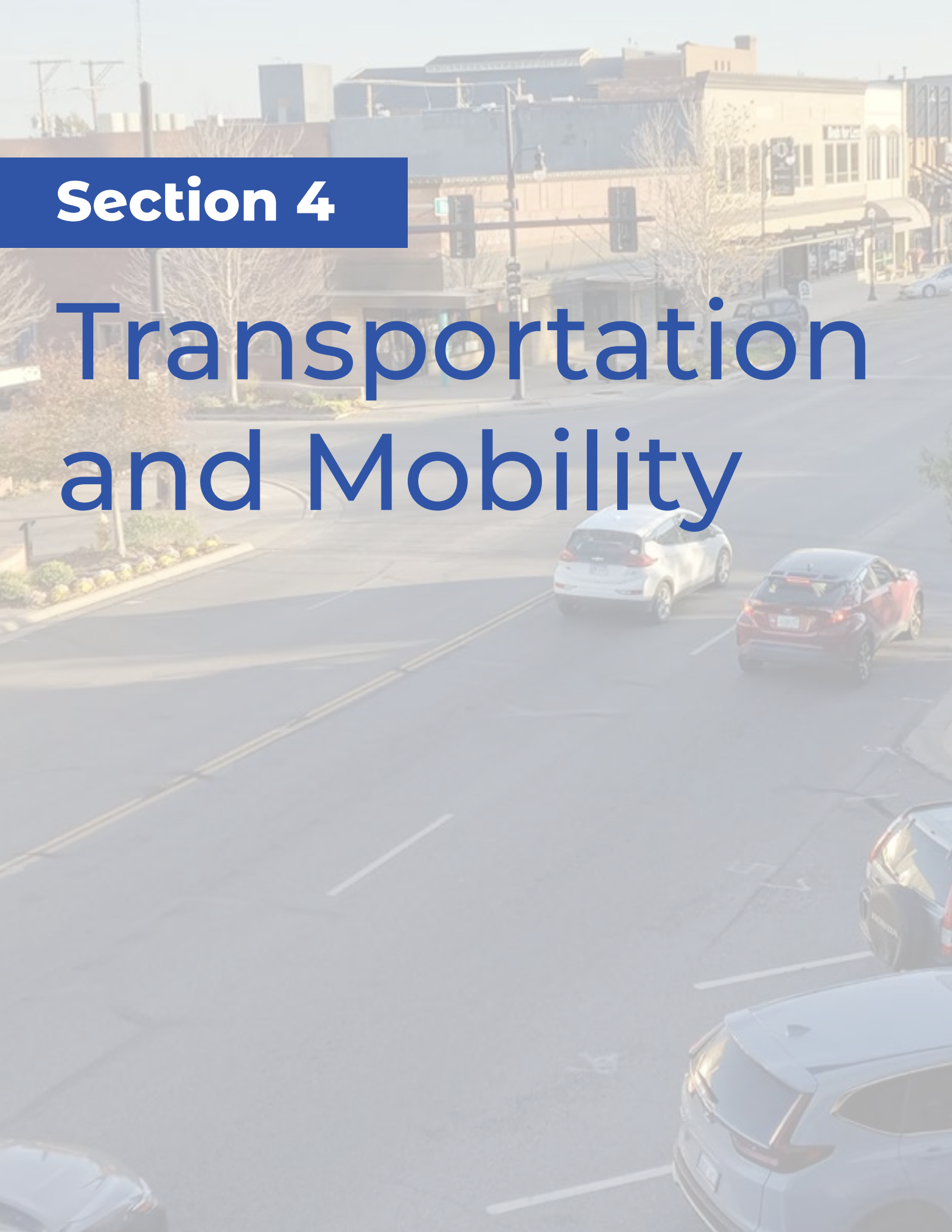


Hutchinson, KS

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Section 4

Transportation and Mobility





Transportation and mobility are critical to a downtown's ability to function and flourish. Transportation includes the design, organization, and management of infrastructure and services that facilitate the movement of people and goods within and between areas. Mobility, in turn, focuses on the accessibility, affordability, and sustainability of transportation options, emphasizing the ease with which individuals can navigate and connect within the urban environment.

The significance of transportation and mobility lies in their role as catalysts for economic development, social connectivity, and environmental sustainability. Effective transportation systems enhance access to employment, education, healthcare, and recreational opportunities, while also driving economic growth. Additionally, they play a vital role in mitigating congestion, reducing pollution, and addressing climate change, making them critical considerations in shaping the future of a downtown.

Key Issues

1. Maintenance of downtown streets, sidewalks, and public spaces is lacking in portions of downtown.
2. There is need for safer pedestrian infrastructure downtown including sidewalks and intersections.
3. The multimodal connectivity of downtown destinations is lacking and in need of enhancements to promote safety and ease.
4. Downtown signage and wayfinding lacks attraction and appeal to promote local destinations and capture the attention of drivers and visitors.
5. Downtown needs improved transit and mobility opportunities for all.
6. Additional maintenance and improvements are needed to uphold the quality and function of downtown alleyways.
7. Downtown lacks lighting, seating, and safety features that enhance the pedestrian experience.
8. Infrastructure is needed for bicycle ridership to and through downtown.
9. Traffic signals need to be modernized and synchronized to ensure a smoother flow of multimodal traffic.
10. Railroad tracks can create physical and audible interruptions as well as safety concerns downtown.

Goals

1. Enhance the **overall safety** of downtown mobility through **physical and operational improvements** for all existing modes of transportation.
2. Facilitate e**asy access to and through downtown** for all existing modes of transportation.
3. Implement and **improve wayfinding and navigation tools** to make downtown mobility safe and intuitive, **connecting people to key destinations.**
4. Maintain high quality **health and safety of the downtown public right-of-way** through infrastructure **repairs and street clean-up.**
5. Leverage downtown mobility assets including the Amtrak station and RCAT Transfer Station to **enhance and improve downtown's functionality as a multimodal hub.**
6. Create and strengthen downtown infrastructure that makes downtown a **safe, enjoyable, and intuitive place to walk, bike, and park.**
7. Construct a multimodal environment that **encourages economic activity, social connectivity, and accessibility.**
8. Integrate new and **innovative technology and future-oriented infrastructure** to accommodate future growth and demand downtown.

Strategies

Strategy 4.1 – Improve the overall safety and functionality of multimodal connectivity to make it reasonable and intuitive to travel to and through downtown

Strategy 4.2 – Enhance the safety and connectivity of downtown walkability to make it easy and enjoyable to traverse downtown on foot

Strategy 4.3 – Enhance the safety of downtown intersections to create a more enjoyable and accessible place for every mode of transportation

Strategy 4.4 – Construct and maintain bicycle corridors to make biking downtown safer and more enjoyable

Strategy 4.5 – Improve the overall standard of maintenance for downtown streets, sidewalks, alleyways, and intersections to enhance the aesthetics and safety of the public right-of-way

Strategy 4.6 – Create a unified plan for updated downtown wayfinding to facilitate safe and intuitive navigation through downtown and access key destinations

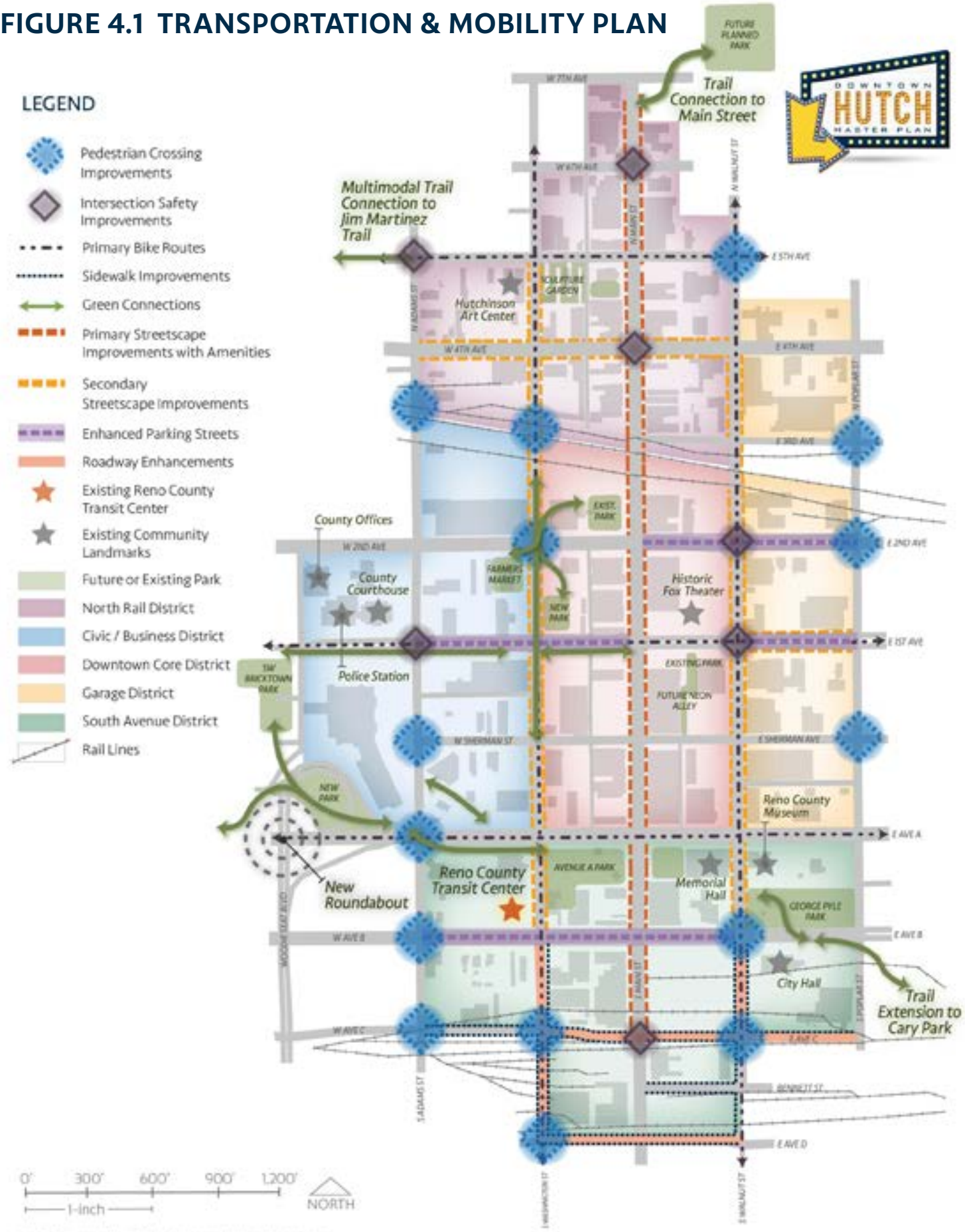
Strategy 4.7 – Add or upgrade mobility safety features to create a smooth flow of multimodal traffic

Strategy 4.8 – Improve RCAT transit access to downtown destinations to offer a more inclusive variety of choice in ways to access downtown

Strategy 4.9 – Promote and leverage the Amtrak station to foster greater regional connectivity and attract visitors to downtown

Strategy 4.10 – Improve connectivity from the west side of downtown from Avenue A to create a smoother and more accessible transition into downtown

FIGURE 4.1 TRANSPORTATION & MOBILITY PLAN



Data Sources: City of Hutchinson, UrbanFootprint, and Olsson Studio

Strategy 4.1

Improve the overall safety and functionality of multimodal connectivity to make it reasonable and intuitive to travel to and through downtown

Safety is critical to the downtown experience. It is important that Hutchinson continue to invest in infrastructure upgrades that prioritize vehicle, pedestrian, transit, and cyclist safety using a multifaceted approach to addressing downtown transportation needs. Main Street is the most traveled road for those navigating to and through downtown, and it is connected to a network of other streets and points of connectivity that allow visitors and residents to traverse downtown. The Reno County Area Transit (RCAT) station should be connected to a bike lane corridor and add crosswalks with visibility enhancements allowing all users to have the option to safely walk or bike to their destination.

Traffic-calming measures should be strategically evaluated and implemented throughout the public right-of-way, including elements such as speed bumps, chicanes, raised intersections, and reduced speed limits to help create a safer environment for all road users. These measures should be implemented most generously in places where vehicle traffic is most dangerous to pedestrians and cyclists.

Smart traffic management systems may be integrated throughout downtown to enhance the coordination of various modes of transportation, minimizing congestion, and reducing the potential for accidents. Smart traffic management systems provide an integrated and organized approach to improving safety on city streets through connected technology. These systems help support improved emergency responses, infrastructure costs, and predictive insights through the analysis of smart traffic sensors.

Regular maintenance and repair of existing infrastructure should also be a priority to ensure that roads, sidewalks, and bike lanes remain in good condition. Without proper maintenance and repair, poorly maintained multimodal infrastructure can possibly lead to more incidents, and delays, thus impacting safety as well as economic activity. These upgrades will work in tandem to improve the overall safety and functionality of the downtown transportation network, making it easier and more enjoyable to walk, bike, ride, or drive downtown.



Hayward, CA - Intersection Signalization
Source: www.hayward-ca.gov/



Hingham, MA - Traffic calming
Source: www.hinghamanchor.com



Plano, TX - Intersection differentiation
Source: www.dallasnews.com



Middleburg, VA - Brick crosswalks
Source: WTOP/Neal Augenstein



Philadelphia, PA - Mid-block crosswalks help prioritize pedestrians by giving them more locations to cross streets.
Source: Paul Sableman | Flickr

Strategy 4.2

Enhance the safety and connectivity of downtown walkability to make it easy and enjoyable to traverse downtown on foot

Investing in **pedestrian-oriented infrastructure** is essential. The installation of well-marked crosswalks, pedestrian islands, and countdown timers can enhance safety for all walkers. Wider sidewalks with attractive landscaping, seating, and shade structures will not only provide comfortable spaces for pedestrians but also contribute to the aesthetic appeal of the area. Creating designated pedestrian pathways separated from vehicle traffic can create safer and more inviting routes.

Connected footpaths, pedestrian hybrid beacons, rectangular rapid flashing beacons, and bicycle lanes can decrease pedestrian and bicycle injury risk. Narrower streetscapes may promote slower driving than wide, open streetscapes, thereby enhancing both livability and safety. Enhancements to the streetscape may also increase green space, enhance the sense of community, and reduce crime and tension.

Living in neighborhoods with greater street connectivity, more streetlights and bike paths, and other similar environmental characteristics is also associated with **higher levels of walking, increased physical activity, and better overall community health**. To help guide residents and visitors towards new living habits, this plan looks to implement new transportation and mobility infrastructure improvements throughout the Planning Area.

Pedestrian wayfinding plays a pivotal role in creating accessible and navigable areas to help guide users to different attractions and businesses such as key landmarks like the Historic Fox Theatre and Memorial Hall. Effective **wayfinding signage, maps, and directional cues** not only prevent confusion but also enhance safety by helping pedestrians navigate unfamiliar paths and intersections. Creating additional new sidewalks and improvements on Avenue C and Avenue D downtown will connect residents and visitors to new potential development areas. Not to mention, this helps create a new sense of connection to an area of downtown not traveled by most.

Local, regional, and federal funding opportunities should be evaluated and actively pursued in order to fund pedestrian infrastructure improvements. Potential funding opportunities may be available through the U.S. Department of Transportation or the Kansas Department of Transportation.

Refer to **Figure 4.1** for specific recommendations for downtown walkability enhancements.



Pedestrian-only pathways and designated crosswalks promote safety and walkability.
Source: making-cities-safer.com/walkability-set-city-free/

Strategy 4.3

Enhance the safety of downtown intersections to create a more enjoyable and accessible place for every mode of transportation

Elevating the safety of downtown intersections that prioritize accessibility and enjoyment for all modes of transportation will help increase the overall protection for users downtown. An assessment of intersection design and traffic patterns reveals that downtown intersections must integrate safety and aesthetic enhancements to increase the overall enjoyment of downtown mobility.

To enhance intersection safety these safety countermeasures should be implemented:

- Pedestrian countdown timers.
- Audible crossing signals.
- Backplates with retro-reflective borders.
- Clear crosswalk markings.
- Dedicated Left- and Right-Turn Lanes at Intersections.



Source: www.planetizen.com

Incorporating dedicated bike lanes and advanced stop lines for cyclists can reduce conflicts between bikes and vehicles. Regular monitoring and data-driven adjustments to intersection designs based on usage patterns can help maintain safety standards over time.

Intersection Safety Enhancements refers to the implementation of various measures and strategies aimed at reducing the frequency and severity of accidents at intersections. This involves improvements in infrastructure, traffic control devices, signage, and the adoption of advanced technologies to enhance the safety of vehicles, pedestrians, and cyclists as they cross or interact at intersections. Refer to **Figure 4.1** for recommendations on downtown intersections. These enhancements should be added at the following intersections.

- Main St. and 6th Ave.
- Main St. and 4th Ave.
- N. Adams St. and W. 5th Ave.
- N. Walnut St. and E. 2nd Ave.
- N. Walnut St. and E. 1st Ave.
- N. Adams St. and W. 1st Ave.
- Main St. and Ave. C.

Pedestrian Crossing Improvements involve the enhancement of designated areas where pedestrians can safely cross the street. This includes measures such as installing crosswalks, pedestrian signals, refuge islands, raised crossings, and other infrastructure upgrades aimed at making pedestrian crossings safer, more visible, and more accessible for pedestrians of all levels of physical ability. These improvements should be added at the following intersections:

- N. Walnut St. and E. 5th Ave.
- Rail line crossing on N. Adams St.
- Rail line crossing on N. Washington St.
- N. Poplar St. and E. 3rd Avenue.
- N. Washington St. and W. 2nd Ave.
- N. Poplar St. and E. 2nd Ave.
- S. Adams St. and W. Sherman St.
- Poplar St. and E. Sherman Ave.
- S. Adams St. and W. Ave. A.
- S. Adams St. and W. Ave. B.
- S. Walnut St. and E. Ave. B.
- S. Adams St. and W. Ave. C.
- S. Washington St. and W. Ave. C.
- S. Walnut St. and E. Ave. C.
- S. Washington St. and W. Ave. D.

Enhanced Parking Streets should be improved in specific portions of the Planning Area. Enhancements should include smart parking systems, green parking, vehicle charging stations, and accessibility. Ensuring ADA-compliant accessible parking spaces, ramps and pathways for people with disabilities will allow for all users to easy access all locations in downtown. In order to determine the overall needs and accompanying design of the enhanced parking streets elements and their cost, detailed design studies will need to be conducted. These improvements should be specifically be evaluated for the following street sections:

- 2nd Ave. following from, Main St. to N. Poplar St.
- 1st Ave. following from, N. Adams St. to Main St.
- Ave. B following from, S. Adams St. to S. Walnut St.
- 1st Ave. following from, N. Walnut St. to N. Poplar St.

Roadway Enhancements should be made in specific portions of the Planning Area. Enhancements should include pavement markings and signage, roadside beautification, intersection upgrades, and complete streets. Redesigning roadways with a focus on accommodating all users, including pedestrians, cyclists, and public transportation, to create safer and more accessible streets. In order to determine the overall needs and accompanying design of the enhanced roadway enhancements and their cost, detailed design studies will need to be conducted. These improvements should be evaluated for the following street sections:

- Washington St. following from, W. Ave. B to W. Ave. D.
- Walnut St. following from, E. Ave. B to E. Ave. C.
- Ave. C following from S. Washington St. to S. Poplar St.
- Ave. D following from S Washington St. to S. Walnut St.

Strategy 4.4

Construct and maintain bicycle corridors to make biking downtown safer and more enjoyable

Given that Main Street and other heavily trafficked corridors in the Planning Area do not currently include bike lanes, emphasis should be placed on making biking safer and more enjoyable downtown. Suitable routes should be identified to connect people to key destinations and ensure that these corridors are integrated with existing infrastructure to help downtown businesses connect with future and existing customers or patrons. Incorporating p**roper signage, clear land markings, and well-designed intersections** with dedicated bike signals will work to facilitate traffic flow and reduce potential conflicts between cyclists and drivers.

Regular maintenance of bike lanes, pathways, and related infrastructure will enhance the safety and functionality of all users over time. Public **bicycle racks** should be available at convenient locations in the public right-of-way to facilitate and encourage the use of bicycles downtown.

Bike sharing programs should be implemented, funded, and promoted within downtown as a crucial element in making the downtown an attractive and accessible place to navigate without a personal vehicle. These programs provide bicycles for rent for short-term use at designated anchoring stations throughout a given area. Numerous third-party companies that offer bicycle share programs, like the Hutch Recreation Commission, could partner with the City of Hutchinson or Hutchinson/Reno Chamber of Commerce to supply, maintain, and administer the equipment necessary to promote this program. Bike sharing stations could be placed at key destinations such as Memorial Hall, City Hall, The Chamber of Commerce, George Pyle Park, Avenue A Park, and Southwest Bricktown Park. By connecting these destinations downtown, it will not only contribute to the overall vitality and connectivity of the area but also encourage an active lifestyle for all users.



Source: cyclingmagazine.ca/

Bike lanes should be defined and implemented as part of the public right-of-way, protected and defined by striping, signage, bollards, and pavement markings for the preferential or exclusive use of bicyclists. Bike lanes enable bicyclists to ride at their preferred speed without interference from prevailing traffic conditions and facilitate predictable behavior and movements between bicyclists and motorists.

Bike lanes should be added to the following corridors:

- Washington St. following from W. 6th Ave. to W. Ave. D, extending outside the Planning Area north and south on Washington St.
- Walnut St. following from just below E. 6th Ave. to E. Ave. D, extending outside the Planning Area going north and south on Walnut St.
- 1st Ave following from N Jefferson St. to N. Poplar St., extending outside of the Planning Area going east and west on 1st Ave.
- Ave. A following from Woodie Seat Blvd. to S. Poplar St., extending outside of the Planning Area going east and west on Ave. A.

The **network of bicycle improvements** is shown in **Figure 4.1,** working as one integrated system to make biking safer and more enjoyable downtown. These recommendations align with the identified bicycle corridors from the City of Hutchinson Bicycle and Pedestrian Master Plan.

Local, regional, and federal funding opportunities should be evaluated and actively pursued in order to fund bicycle infrastructure improvements and bike sharing programs. Potential funding opportunities may be available through the U.S. Department of Transportation or the Kansas Department of Transportation.



Protected Bike Lane Infrastructure
Source: cubestixmk.xyz/product_details/42448022.html

Strategy 4.5

Improve the overall standard of maintenance for downtown streets, sidewalks, alleyways, and intersections to enhance the aesthetics and safety of the public right-of-way

Maintenance of the downtown streets, sidewalks, alleyways, and intersections greatly increases the aesthetics and safety of the public right-of-way. An **updated comprehensive maintenance plan** can be developed, outlining regular inspection schedules and maintenance routines including procedures for prompt repairs of potential potholes, cracks, and uneven surfaces on streets and sidewalks, encouraging a smoother and safer walking, biking, riding, or driving experience. **Regular cleaning and removal of debris, litter, and overgrown vegetation** from sidewalks and alleyways contribute to a cleaner and more appealing environment.

Collaboration between local businesses and the community can preserve and uphold accountability for the standard of maintenance dictated in the comprehensive maintenance plan. Partnerships may be established to **share responsibility and resources** for maintenance efforts among public and private entities caring for both public and private outdoor spaces throughout downtown. Local businesses may be engaged in beautification initiatives such as the addition of landscaping, planters, or artistic installations along sidewalks to enhance the visual appeal of the area. **Education campaigns** directed at residents and business owners about their role in maintaining the public right-of-way can help foster a sense of community pride and a heightened degree of care for downtown spaces. However, the City should continue to take ownership and responsibility of the maintenance of public streets, sidewalks, alleyways, intersections, and other public spaces to improve the quality of the public right-of-way.



Greenville, NC
Source: www.greenvillenc.gov

Strategy 4.6

Create a unified plan for updated downtown wayfinding to facilitate safe and easy navigation through downtown and access key destinations

Finding key destinations downtown should be made simple and easy for visiors. Downtown wayfinding should be designed to be used throughout the year, making it safe and easy to find the destinations, attractions, and accommodations. Wayfinding updates should replace the aging downtown signage that currently exists downtown, using **modern, branded signage** to further distinguish Downtown Hutchinson as an exciting and inviting place.

Current wayfinding infrastructure should be evaluated and high-traffic areas, popular landmarks, and key points of interest should be identified in order to evaluate the effectiveness of existing signage.

Based on this analysis, a coherent and visually consistent wayfinding system should be designed, incorporating **clear and easily understandable signage, maps, and directional indicators**. Different modes of transportation, including walking, biking, public transit, and vehicle use should be considered and a multifaceted approach to downtown wayfinding should be implemented to make navigating downtown safe and easy for all modes of transportation. While vehicle wayfinding will require larger and taller signage along the public right-of-way, pedestrian wayfinding may take the form of interactive maps on street corners, or sandwich boards below eye level along the sidewalk. Some wayfinding signage will be permanent, designed for all-year use, while other wayfinding tools will be temporary, or designed to change throughout the year.

Special attention should be paid to **wayfinding at key mobility hubs and entrance points of downtown**, including along Main Street from both the North and the South, the Reno County Area Transit (RCAT) service station, the Amtrak station, and other key transportation points identified in the process.



Hutchinson, KS



Hattiesburg, MS - Wayfinding Signage
Source: www.hattiesburgms.com

Strategy 4.7

Add or upgrade mobility safety features to create a smooth flow of multimodal traffic

To establish a smooth flow of multimodal traffic downtown, there should be a focus on adding or upgrading mobility safety features that cater to various modes of transportation. Congestion hotspots, potential conflict zones, and areas of high pedestrian activity should be identified.

New upgrades should be integrated to allow for new, modernized, and synchronized transportation technology to be implemented, and create a smooth flow of traffic downtown. Potential upgrades include: **synchronized traffic signals** that prioritize pedestrian crossing times, **dedicated turning lanes for vehicles,** and clear digital and physical **signage indicating bike lanes and pedestrian pathways** can help contribute to ease and safety of traffic flow. The implementation of smart traffic management systems can dynamically adjust signal timing based on real-time traffic patterns, reducing delays, and enhancing the efficiency of all transportation modes.

Prioritizing the safety of vulnerable road users, such as pedestrians and cyclists, through features like **raised sidewalks, protected bike lanes, and pedestrian refuge islands** will help with intersection safety enhancements around downtown and foster a safer and more inclusive environment. Intersections like Avenue C and Main Street, and E. 1st Avenue and N. Walnut Street are prime candidates for such enhancements.



Offset curb extensions on residential or low volume downtown streets create a chicane effect that slows traffic speeds considerably. Chicanes increase the amount of public space available on a corridor and can be activated using benches, bicycle parking, and other amenities.

Source: National Association of City Transportation Officials - Urban Street Design Guide | nacto.org

Strategy 4.8

Improve RCAT transit access to downtown destinations to offer a more inclusive variety of choice in ways to access downtown

Reno County Area Transit (RCAT) connects users throughout Hutchinson and serves a pivotal role in providing a diverse and inclusive range of transportation options for the residents and visitors of downtown. The RCTA Transit Center (Transit Center) is located downtown at the northwest corner of Avenue B and Washington. Downtown transit access should continue to expand, and current RCAT routes and schedules should be evaluated to identify service gaps within the downtown area. The City, the Chamber of Commerce, County, and other Hutchinson institutions should **work with RCAT to promote its existing services**, and potentially partner with RCAT through temporary or long-term financial partnership to **expand services and offer more viable and reliable public transportation** to make it more viable to visit or live downtown without a personal vehicle.

Micro-transit solutions that can connect RCAT routes to key downtown locations should be explored. These on-demand services could cater to specific needs, offer shorter wait times, and accommodate diverse schedules, providing a seamless link between RCAT and downtown destinations, and cultivating a more diverse and multifaceted downtown mobility system.

RCAT should work closely with local businesses and organizations to identify transportation needs and work together to develop **specialized public transportation programs** tailored to unique needs, such as late-night services for restaurant and entertainment employees or discounted group rates for events. Real-time tracking and user-friendly mobile apps for RCAT services should be evaluated and potentially funded to improve accessibility and transparency, enabling riders to plan their journeys more effectively.

Local, regional, and federal funding opportunities should be evaluated and actively pursued to fund public transportation improvements including additional vehicles, facility improvements, staff training, technology, and other enhancements. Potential funding opportunities may be available through the Federal Transit Administration or the Kansas Department of Transportation.



Hutchinson, KS - Reno County Area Transit (RCAT)
Source: Reno County Communications

Strategy 4.9

Promote and leverage the Amtrak station to foster greater regional connectivity and attract visitors to downtown

Throughout Kansas, there are only six Amtrak stations, and Downtown Hutchinson hosts one of them. To **promote regional connectivity and attract visitors** to the area, partnerships with regional chambers of commerce and neighboring cities can lead to collaborative marketing efforts that highlight the convenience and accessibility of the Amtrak station as a gateway to the region. Collaborative campaigns to emphasize the historical significance and cultural attractions of Downtown Hutchinson, position the Hutchinson Amtrak station as a central point for exploration and connectivity. Local entities should **partner with Amtrak to promote downtown events and attractions** to promote ridership and pique interest in downtown.

Special travel packages, discounted fares, or bundled experiences may be offered to travelers who use the Amtrak station, encouraging them to discover the unique offerings of Downtown Hutchinson and its surroundings. Investing in urban improvements, such as well-maintained pedestrian pathways, clear wayfinding signage, and welcoming landscaping, can create an attractive and inviting atmosphere for arriving visitors who ride the Amtrak. Furthermore, **the Amtrak station could serve as a hub for local cultural events**, art installations, farmers market, and pop-up markets, creating a vibrant and engaging atmosphere that draws visitors and locals alike.

Hutchinson should promote Amtrak internally to its own community, **boasting the unique mobility resource** that has the potential to connect them to destinations across the county. Amtrak should be considered a major resource to the community, and a potential attraction to businesses and individuals thinking of moving to Downtown Hutchinson.



Hutchinson, KS - AMTRAK Passenger Train
Source: The Hutchinson News

Strategy 4.10

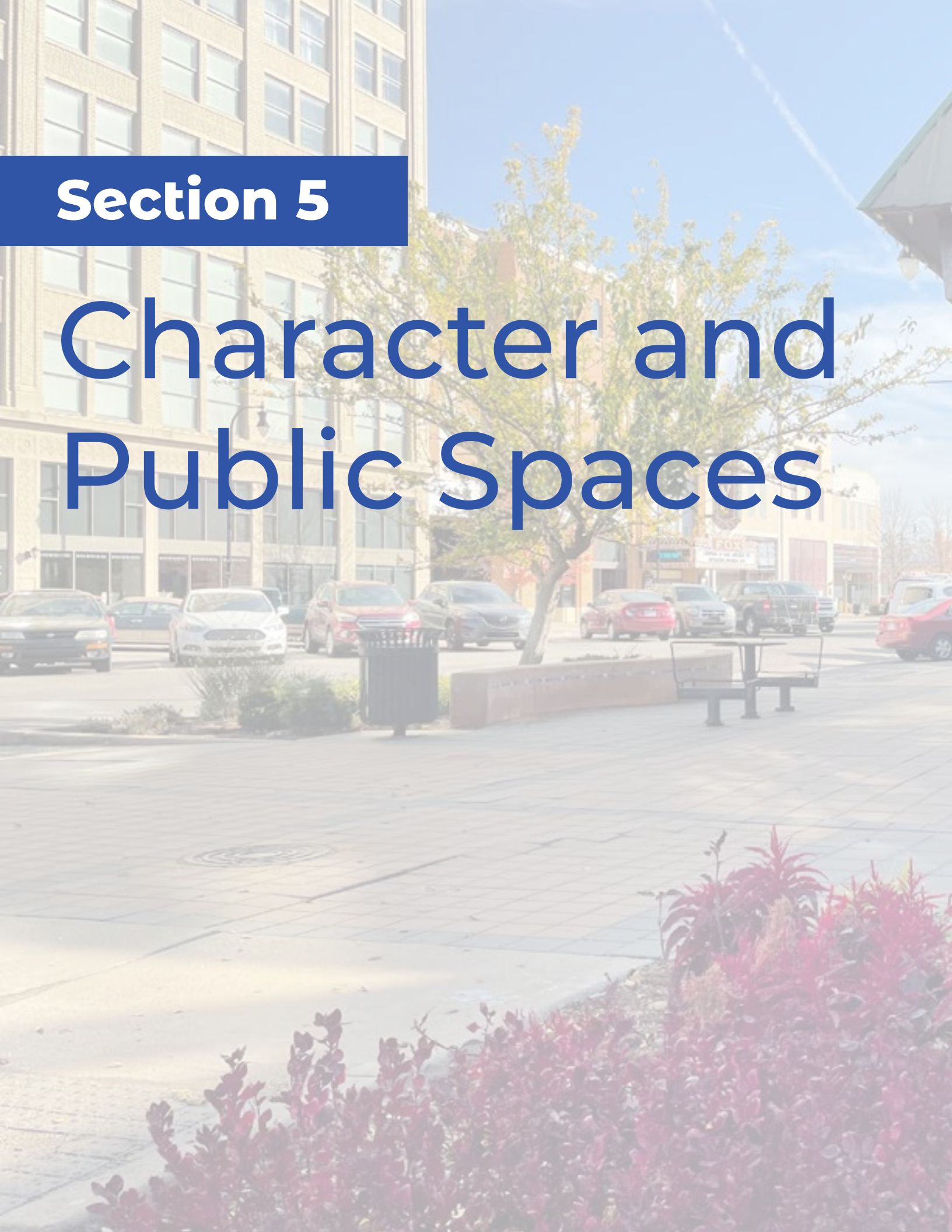
Improve connectivity from the west side of downtown from Avenue A to create a smoother and more accessible transition into downtown

Unlike traditional four-way intersections, roundabouts offer continuous traffic flow without the need for traffic lights. As vehicles navigate the circular design, the need for abrupt stops is minimized, reducing the risk of traffic jams. The development of **the planned new roundabout** will allow the journey from the intersection of W Avenue A and Woodie Seat Boulevard to have an easy transition flow of traffic to and from the west side of downtown towards Main Street. The new flow of traffic from the west side towards the rest of downtown will also enhance safety by diminishing the likelihood of high-speed collisions, thereby creating a more secure passage for both motorists and pedestrians.

New pedestrian crossing improvements, new bicycle corridors, and the planned roundabout present an opportunity to create a **smoother and more accessible transition downtown for multiple modes** of transportation. By including designated pedestrian walkways and well-marked crosswalks, the roundabout accommodates foot traffic, enabling a safer and more convenient route for pedestrians venturing from the west side into the downtown core. Including new bike lanes within the roundabout design encourages eco-friendly commuting options and promotes a healthier, more mobile lifestyle.



Hutchinson, KS - Woodie Seat Freeway (prior to 2023 updates)
Source: www.renogov.org



Section 5

Character and Public Spaces



Critical to the identity of a downtown are its character and public spaces. Downtown character is felt in the distinct, cohesive, and unique qualities that define a place, encompassing architectural styles, aesthetics, community design, cultural heritage, and the overall ambiance of an area. In tandem are the parks, streets, plazas, and public areas where people connect with their community and their environment.

The character and distinction of public spaces are pivotal to a downtown's sense of community, social cohesion, and civic pride. Local history and culture play a crucial role in creating memorable and inviting environments that enhance the well-being and connectivity of residents. Character and public spaces are fundamental components of the aesthetics and cultural meaning of a downtown and are integral to the overall vitality of a place.

Key Issues

1. Historic architecture, building façades, and culture of downtown are at risk as incompatible development takes place and buildings deteriorate over time.
2. Some building stock is aged and deteriorating.
3. There is a lack of green spaces, open spaces, and public gathering spaces for festivals, performances, etc.
4. There is a lack of a distinct, unified downtown brand.
5. The overall first impression of downtown could be improved.
6. There is demand for comfortable outdoor seating and outdoor dining options.
7. There is a strong desire for an outdoor venue or amphitheater and more events and festivals.
8. There is a need for additional downtown signage, wayfinding, and lighting downtown.
9. Beautification efforts need to be continued and expanded downtown.
10. There are a number of vacant properties and spaces on the first and second floors of buildings in downtown.
11. There is limited shade, seating, landscaping, and wind protection exists along streets and sidewalks.
12. Downtown has limited public art.

Goals

1. Create a **distinct brand** that establishes the general **identity, character, and aesthetics** of downtown, integrating both its historic culture and its desire for the future.
2. Promote **improvements to the public realm,** creating spaces that offer additional **programmable environments** for social activities, festivals, and related attractions.
3. Preserve and maintain **historic elements** of downtown including the historic architecture, building façades, and cultural remnants.
4. Establish downtown as a **primary public activity center** of the community.
5. Integrate and **enhance elements of a safe and thriving public realm** including street trees, landscaping, flowers, shade structures, signage, outdoor seating, lighting, and public art.
6. Create **pockets of uniqueness** within downtown that attract residents and visitors and create an assemblage of **interesting and interactive destinations** and an overarching character for downtown.
7. Cultivate a **striking first impression** for downtown including defined gateways and iconic street features that make downtown appealing, exciting, and memorable.
8. Encourage, foster, and develop a quality public realm that highlights the **uniqueness of new and historic destinations.**

Strategies

Strategy 5.1 – Ensure that new development, redevelopment, and infill is compatible with the scale, form, and function of established downtown character to cultivate an eclectic downtown aesthetic

Strategy 5.2 – Implement a unified plan for beautification efforts throughout downtown to enhance the enjoyment and appeal of downtown spaces

Strategy 5.3 – Use gateways, monumentation, and art to improve the overall impression of downtown

Strategy 5.4 – Attract and integrate the Arts into downtown over time to reflect the creativity and interests of the community

Strategy 5.5 – Rehabilitate downtown buildings that are vacant or have deteriorating historic building façades to bring them up to the standard of care and beauty of other downtown buildings

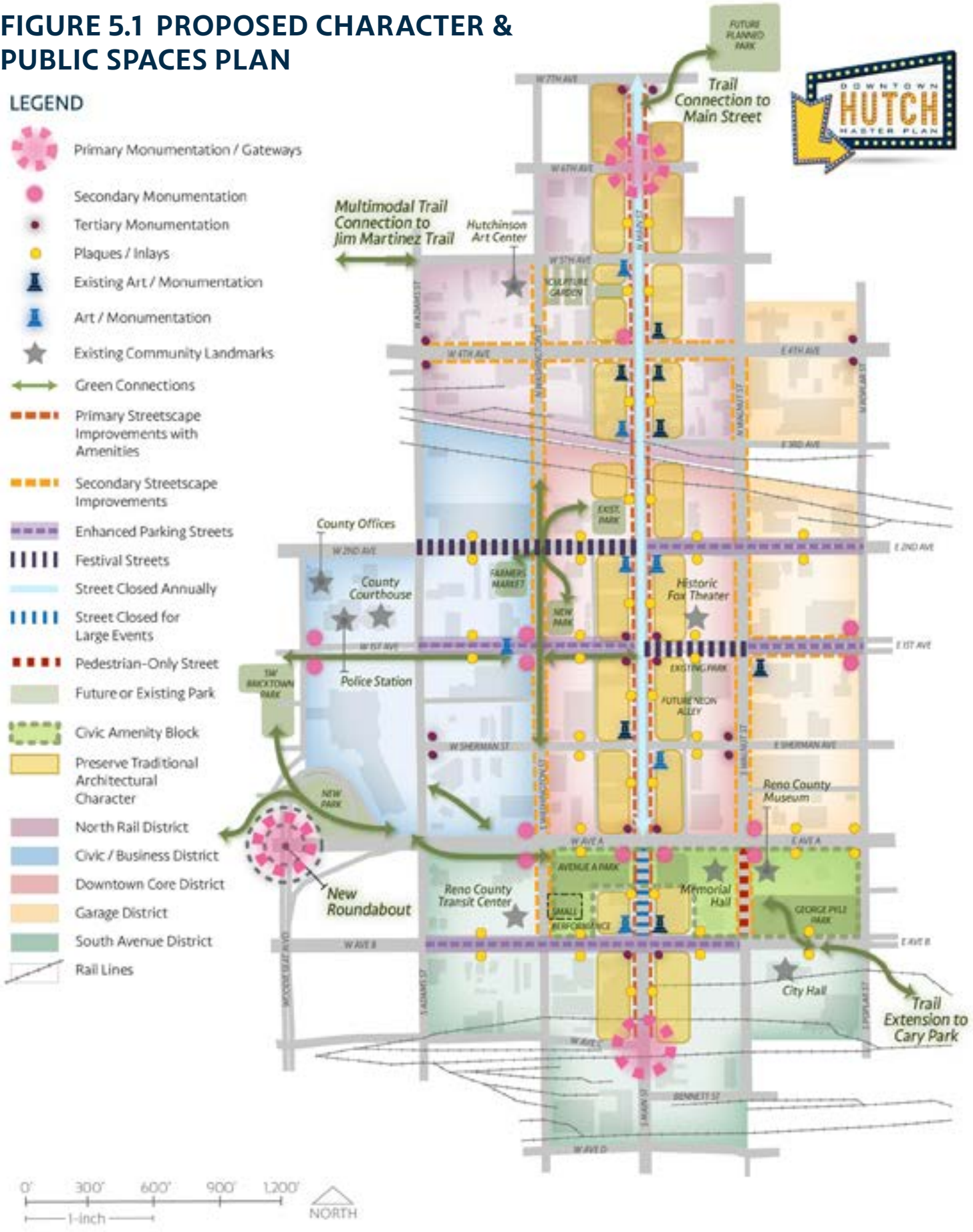
Strategy 5.6 – Increase the quality and quantity of outdoor public gathering spaces to create an assemblage of spaces that prompt recreational activity, social cohesion, and community building

Strategy 5.7 – Create organic transitions between indoor and outdoor spaces downtown to create continuity of activity and a strong and connected downtown

Strategy 5.8 – Implement a cohesive and connected public space "Civic Amenity Block" between Avenue A and Avenue B to cultivate an environment that welcomes activity and brings distinction to downtown

Strategy 5.9 – Expand streetscape enhancements to create continuity and aesthetic appeal throughout the downtown public right-of-way.

FIGURE 5.1 PROPOSED CHARACTER & PUBLIC SPACES PLAN



Data Sources: City of Hutchinson, UrbanFootprint, and Olsson Studio

Strategy 5.1

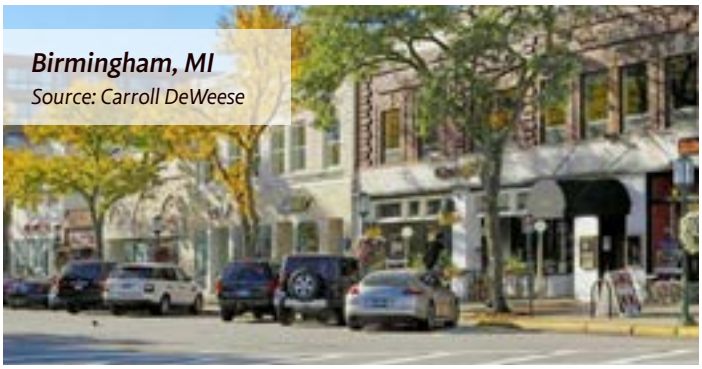
Ensure that new development, redevelopment, and infill is compatible with the scale, form, and function of established downtown character to cultivate an eclectic downtown aesthetic

Downtown Hutchinson has a distinct and enjoyable character shaped largely by its architectural composition. As development and redevelopment takes place, **downtown character should evolve into an unique collection of building forms and functions** that complement the existing building stock and build upon the traditional design of the downtown core.

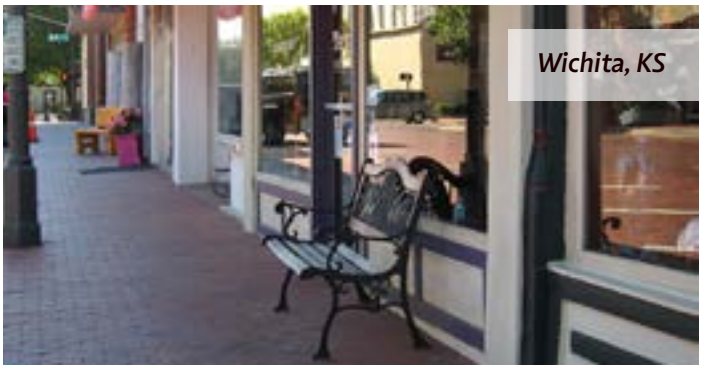
Guiding site elements and character considerations include, but are not limited to:

- Appropriate and historically sensitive building materials and façades.
- Very minimal setbacks, especially along Main St.
- Big windows and high level of transparency along the first floor/pedestrian level.
- Appropriate architectural styles that align with or compliment traditional downtown development, guided by existing development and recommendations provided for each district (as described in Strategy 3.1).
- Appropriate scales and building heights throughout downtown, guided by existing development and recommendations provided by district (in Strategy 3.1).
- Parking located on-street throughout downtown rather than in concentrated lots.

As development takes place, these considerations should be at the forefront, evaluating how well the aesthetics and character of new development and redevelopment fits into the vision for downtown.



Birmingham, MI
Source: Carroll DeWeese



Wichita, KS



Plano, TX
Source: TripAdvisor



Plano, TX
Source: www.popupshops.com

Strategy 5.2

Implement a unified plan for beautification efforts throughout downtown to enhance the enjoyment and appeal of downtown spaces

To enhance downtown beautification, a unified plan should be set forth to guide the overall enhancement and implementation of elements that enhance the public image. While many of these elements also serve a functional purpose, the guidelines should provide standards and uniformity in the aesthetics of things such as lighting, banners, wayfinding signage, awnings, outdoor furniture, and landscaping. These elements should align with the unified downtown brand and enhance downtown appeal through their presence.

Public realm enhancements are important to economic development. Enhancements to the public environment are not only aesthetically pleasing, but also important economic drivers. They draw businesses, tourists, and residents, resulting in increased investment, higher property values, and a thriving local economy. Furthermore, they foster a sense of **community pride and engagement**, which enhances a region's social and economic fabric. Communities and businesses recognize the benefit of investing in their public realms, which impacts economic development for the years ahead.

When a downtown invests in creating and maintaining attractive streetscapes, well-maintained parks, and pedestrian-friendly walkways, it displays an investment in and a commitment to the community's well-being and quality of life. An inviting public realm can invite and increase foot traffic, which is essential for retail businesses. **Downtowns that reflect the investment and attention of the City attract businesses** looking for a supportive environment in which to establish themselves.

Enhancements to the public realm also have a **direct impact on tourism**, which may be a substantial economic engine in many communities. When cities invest in creating memorable public spaces, cultural attractions, and recreational amenities, they become more appealing to tourists. Visitors are more likely to spend money on dining, shopping, and entertainment in places that offer a pleasant and vibrant environment. Additionally, the beauty and functionality of public spaces often lead to increased events and festivals, which draw tourists and locals alike, providing a boost to the local economy.

Public realm enhancements can foster a **sense of pride and identity among residents,** which, in turn, can stimulate a sense of community and civic engagement. This community pride often leads to increase volunteerism, participation in local events, and support for local businesses. It also attracts new residents who are drawn to the area's vibrant public life and amenities. These residents, in turn, contribute to the local workforce and consumer base, reinforcing economic development.

Both **public and private dollars should be leveraged to implement these beautification efforts** throughout downtown, creating a unified but varied outdoor environment that is appealing and pleasing to the eye.



Source: landscapeforms.com



San Marcos, TX
Source: www.sanmarcosrecord.com



Source: bradysigns.com



Baltimore, MD – Fell's Point
Source: Sean Pavone/Shutterstock

Lighting. Downtown lighting should be strategically integrated throughout the downtown public right-of-way. While streetlights should maintain some consistency along major corridors including Main St., other forms of public and private outdoor lighting should be eclectic and diverse, including:

- Area lighting
- Overhead lighting including string bulblights
- Lower pathlighting such as patterned bollard lights and lo-glo lights
- Wall and surface lighting

Banners. To define and brand downtown and promote its upcoming activities, banners should be utilized throughout downtown. These banners should match the designated downtown brand and should change throughout the year to reflect occurrences such as the holiday season, large festivals and events, and basic "welcome" banners. They should be found along the stretch of main street, affixed to lamp posts.

Public wayfinding. Public navigation signage and tools should be developed to make it easier to find and get to downtown attractions. Signage should align with the identified downtown brand and remain consistent throughout downtown. Wayfinding should include overhead signage affixed to lamp posts, making it easier to navigate downtown in a vehicle or on a bicycle, and pedestrian-friendly wayfinding and should be available on the street for more detailed information. Specific recommendations for wayfinding enhancements can be found in Strategy 4.6.

Private signage. To further facilitate navigation throughout, private business signage should be identifiable, visible, readable, and attractive, representing the distinct character and varied aesthetics of downtown. While private signage should not match, it should be attractive and readable to pedestrians as they walk along the sidewalk. Signage should use pedestrian-friendly heights and angles to enhance the feeling of "human-scale" design that encourages individuals to navigate downtown on foot, as well as via other modes of transportation.



Palm Springs, CA
Source: Millicent Harvey/Courtesy RIOS



Source: www.dero.com



Louisville, CO
Source: www.dcla.net



Camden, ME
Source: Christian Delbert/Dreamstime.com

Shade structures. To encourage the longevity and comfort of experiences downtown, awning and shade structures should be integrated into public and private spaces. Awnings should be encouraged along Main Street, with opportunities for relief from the sun and precipitation along the sidewalk in front of each business and storefront. Shade should also be integrated into parks, plazas, and outdoor seating areas, making it enjoyable to spend extended periods of time downtown. Awnings, shade sails, umbrellas, trees, and other unique shade structures all enhance the experience of spending time downtown.

Outdoor furnishings. To further enhance the quality and experience of spending time downtown, the public right-of-way should include seating and other furnishings. Benches, chairs, dining tables, picnic tables, heating and cooling devices, umbrellas, trash receptacles, bike racks, and other furnishings are critical to an enjoyable extended downtown experience. Outdoor furniture should be aesthetically appealing, comfortable, and eclectic. It should include options for varying ages and levels of ability, making downtown an enjoyable place for all kinds of people to spend time together and coalesce through shared experiences and leisure. Some of these furnishings can be unique and unusual, doubling as attractions downtown.

Trees and landscape. Downtown should continue to build upon its progress with downtown streetscape by including appropriate trees and landscaping that suits the existing physical environment and desired aesthetic of the community. Building upon recent landscape improvements downtown, landscape typologies should be created to enhance recent improvements and create an appealing and patterned assemblage of greenery throughout the area. Enhancements should include street trees, understory plantings, and above-ground plantings.



Los Angeles, CA
Source: downtownla.com



Boston, MA
Source: www.bostonmagazine.com



Source: www.acer-landscaping.com



Plano, TX
Source: www.visitplano.com

Hardscape. In alignment with existing streetscaping, landscaping recommendations, and the character of downtown, hardscaping should include paving that is consistent with the existing streetscape enhancements from 3rd Avenue to 4th Avenue. Pockets of unique pavers should be integrated at high-traffic pedestrian areas and along some intersections to add dimension and intrigue. Warm colors and rigid edges should continue to be used throughout downtown, building off the existing hardscape patterns in place.

Stormwater Management Tools. To collect rainfall and runoff, additional stormwater management tools should be integrated into downtown, fitting into the character of designated landscape and hardscape recommendations. Tools may include permeable paving, swales, rain gardens, channels and runnels, infiltration boardwalks, or trench grates.

Public art. Critical to creating a strong sense of place is the integration of public art downtown. Public art should include murals, sculptures, statues, structures, tapestries and banners, and interactive public art, works of light and sound, installations, photography, and functional art, among other pieces. Art should be visible and accessible to be enjoyed by all. Art pieces can be temporary or permanent, shaping the character and enjoyment of public spaces. When possible, public art should be created by local, regional, and state artists, building upon community values and the downtown brand.

Sculpture garden. Adding a sculpture garden to downtown would enrich both its cultural and social fabric. An opportunity exists along Main Street, in the open green space between the Union Labor Temple and Point Blank Tattoo. The East side of the building would be a great location for sculpture garden including an open-air gallery of art installations, thoughtfully placed amidst greenery and pathways, creating a space for residents and visitors to connect with art in a serene and accessible environment. This will serve as a point of intrigue, an additional open space, and home to art and creativity embedded downtown.

Strategy 5.3

Use gateways, monumentation, and art to improve the overall impression of downtown

The overall impression of downtown is critically shaped by elements such as gateways, monumentation, plaques, inlays, and downtown art that depict the desired vision for downtown. These elements should be thoughtfully developed and integrated into existing downtown landmarks. Primary gateways, secondary monumentation, and tertiary monumentation should be developed. Complementary plaques and inlays, and publicly arts should also be strategically integrated into this Plan to improve the public impression of downtown.

Primary downtown gateways are powerful visual cues that differentiate one area from the next. Gateways should be used to create entry and exit points that clearly define the boundaries of downtown. Due to the large size of Hutchinson's downtown, a family of gateways should be created to bookend the district. Gateways should frame entryways through key corridors and welcoming visitors. The style of gateways should reflect the desired brand for downtown and represent downtown as a whole.

Primary gateways should be added at the following intersections:

- Main St. and 6th Ave.
- Main St. and Ave. C.
- Woodie Seat Blvd. and W. Ave. A.



Primary Gateway Example
Source: Reed Architecture & Interiors

Secondary monumentation should be used to create large recognizable downtown landmarks that align with the visual cues of the primary gateways, located along major downtown corridors at specific intersections:

- The northwest corner of Main St. and 4th Ave.
- The northwest and southwest corners of S. Washington St. and W. Avenue A.
- The southwest and southeast corners of Main St. and Avenue A.
- The northeast and southeast corners of S. Walnut St. and E. Avenue A.



Secondary Monumentation Example
Source: www.cincinnati-oh.gov

Tertiary monumentation should be used in a similar way to secondary monumentation, creating smaller downtown landmarks that align with the visual cues created by the primary gateways and secondary monumentation to create a full family of monumentation that work together to develop a strong and lasting impression for downtown through the public realm. Tertiary monumentation should be implemented at the following intersections:

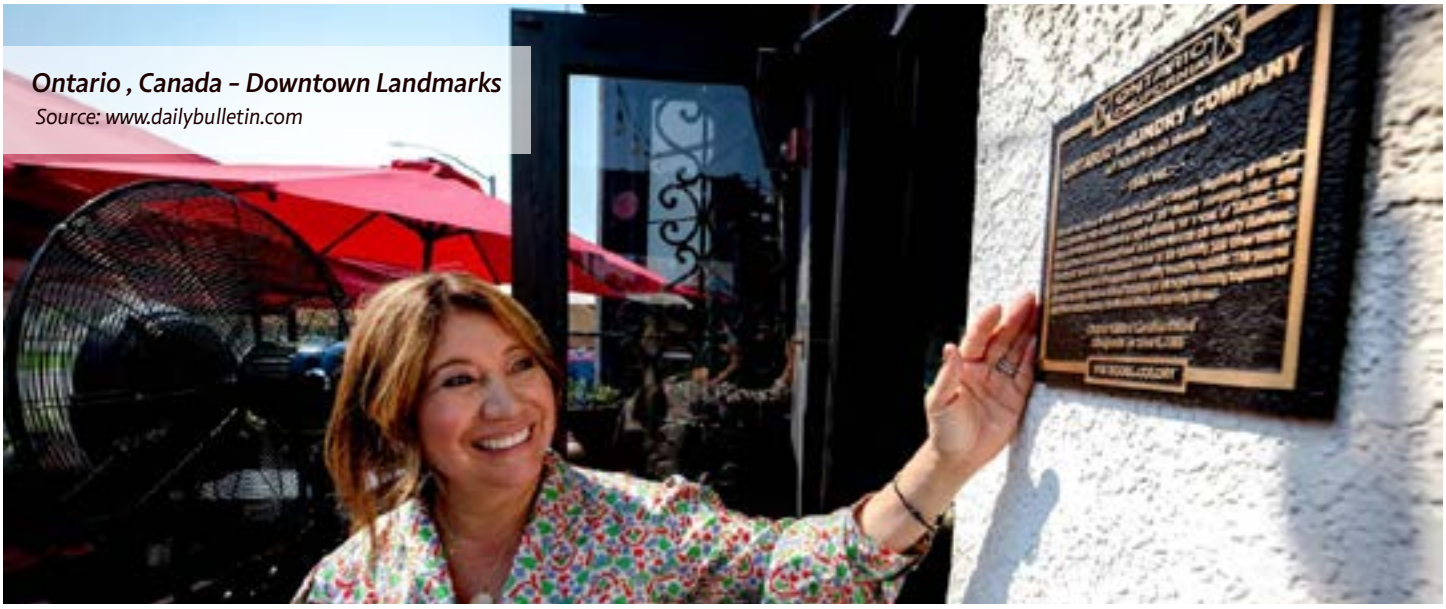
- All four corners of Main St. and 1st Avenue.
- The northeast and southeast corners of S. Adams St. and W. Sherman St.
- The northwest and southwest corners of S. Walnut St. and E. Sherman St.
- The northwest and northeast corners of Main St. and W. Ave A.



Tertiary Monumentation Example
Source: www.cincinnati-oh.gov

Plaques and inlays should be implemented as a final tier of the family of monumentation downtown lining up with the design and aesthetic established by the downtown gateways. These plaques should "tell the story" of Downtown Hutchinson's rich past, present, and future, communicating compelling stories through physical landmarks that are carefully strung together. The process of developing these plaques should be an exciting effort among members of downtown leadership that results in an enriched understanding of the people, places, and events that created our beloved downtown. The form of these plaques and inlays is up to interpretation but must be visually integrated into the larger vision for downtown monumentation and must "tell the story" of downtown. Plaques and inlays are recommended at the following locations:

- The west and east sides along Main St., mid-block between 6th Ave. and 5th Ave.
- The west and east sides along Main St., mid-block between 5th Ave. and 4th Ave.
- The west and east sides along Main St., mid-block between 4th Ave. and 3rd Ave.
- The west and east sides along Main St., mid-block between 3rd Ave. and 2nd Ave.
- The west and east sides along Main St., mid-block between 2nd Ave. and 1st Ave.
- The west and east sides along Main St., mid-block between 1st Ave. and Sherman St.
- The west and east sides along Main St., mid-block between Sherman St. and Ave. A.
- The west and east sides along Main St., mid-block between Ave. A and Ave. B.
- The west and east sides along Main St., mid-block between Ave. B and Ave. C.
- The north and south sides along W. 2nd Ave., mid-block between N. Adams St. and N. Washington St.
- The north and south sides along W. 2nd Ave., mid-block between N. Washington St. and Main St.
- The north and south sides along W. 1st Ave., mid-block between N. Adams St. and N. Washington St.
- The north and south sides along W. 1st Ave., mid-block between N. Washington St. and Main St.
- The south side of W. Ave. A, mid-block between S. Washington St. and Main St.
- The north side of W. Ave. B, mid-block between S. Washington St. and Main St.



Ontario , Canada - Downtown Landmarks
Source: www.dailybulletin.com

Downtown art should also be strategically integrated into public spaces, aligning physically and visually with the other proposed landmarks. The procurement and selection of downtown art should prioritize integration or accentuation of the downtown brand, unique and interesting pieces, and an eclectic assemblage of artistic pieces that add to downtown, recommended in the following locations:

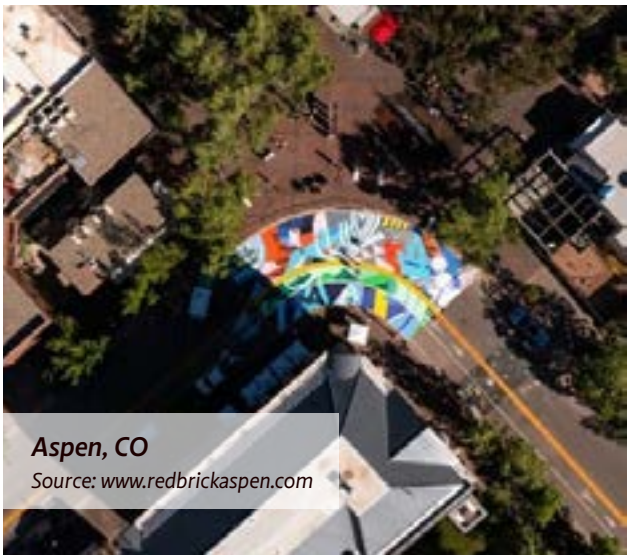
- The southwest corner of Main St. and 5th Ave.
- The northwest corner of Main St. and 3rd Ave.
- The southwest and southeast corners of Main St. and 2nd Ave.
- The southeast corner of Main St. and Sherman St.
- The northwest and northeast corners of Main St. and Avenue B.



Source: visualflood.com



Source: stunewslaguna.com



Aspen, CO
Source: www.redbrickaspen.com

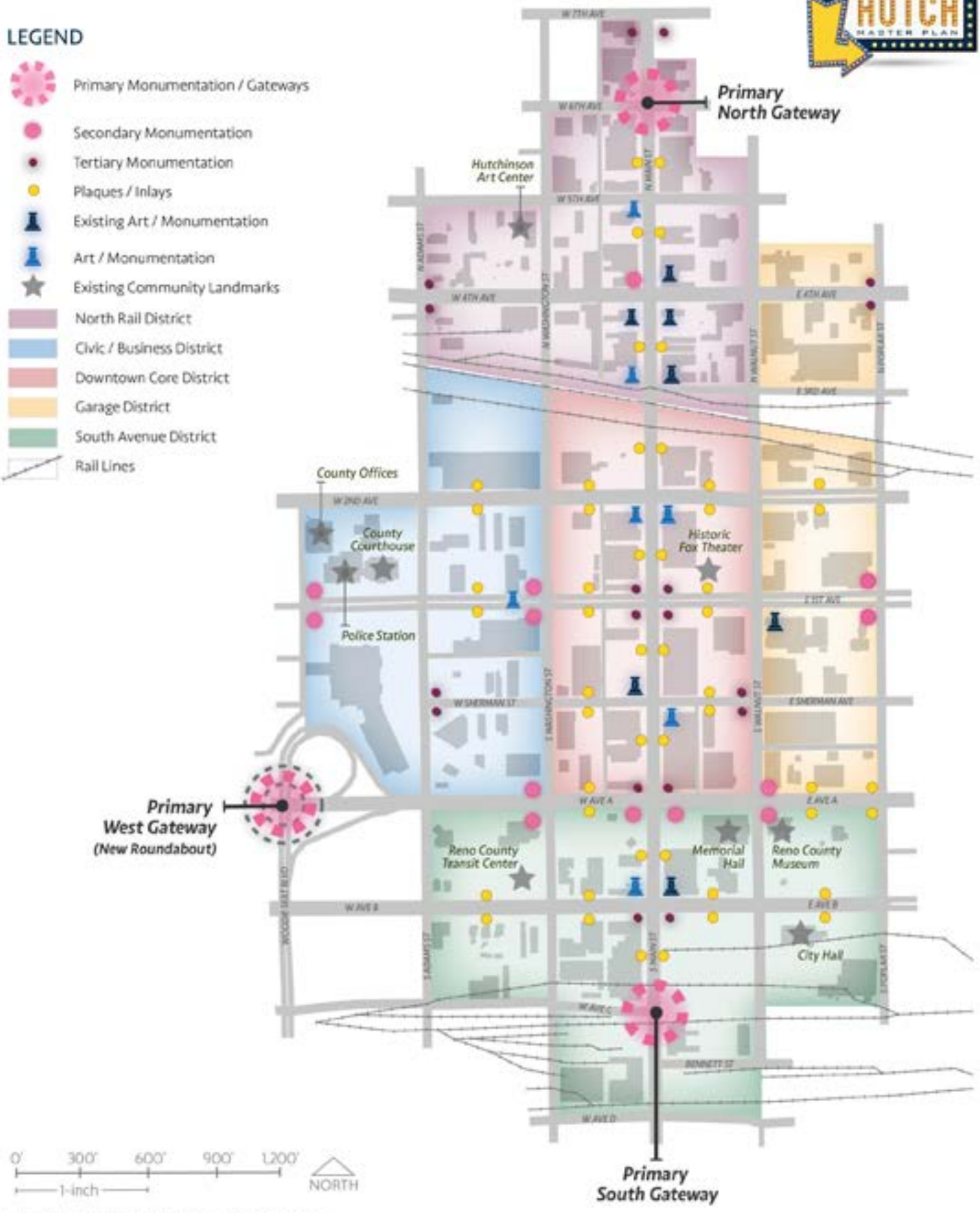


Salt Lake City, Utah
Source: theblocksslc.com



Palm Beach, FL
Source: www.wlrn.org

FIGURE 5.2 MONUMENTATION & ART PLAN



Data Sources: City of Hutchinson, UrbanFootprint, and Olsson Studio

Strategy 5.4

Attract and integrate the Arts into downtown over time to reflect the creativity and interests of the community

Art is an important component of communities, and it should be hosted, amplified, and expressed through downtowns. In addition to integrating public art to the physical environment of downtown, as described in Strategy 5.3, **Downtown Hutchinson should be home to the Arts**, including performances, classes, and other forms of self-expression that can be viewed and participated in by downtown visitors, culminating in an artistic environment. Professional and non-professional artists and the larger community should feel welcome and excited by opportunities to ***perform and create downtown***.

People should come to downtown to enjoy and participate in the creativity of downtown by attending musical theater performances, attending concerts of varying types of music, participating in community theater, participating in literary arts, taking a painting class, taking a music class, joining a community choir, taking dance classes, taking a ceramics class, or have their photo taken, among other opportunities. Downtown will become an array of artistic opportunities over time by taking steps to encourage the creative arts:

Encourage creation of an arts advocacy group. Identify influential local artists and encourage them to organize and think strategically about the future of art in Hutchinson, working to develop stronger relationships, spark collaboration, and advocate for the arts. Work with this group to determine the best path forward in the creation of spaces, events, and marketing efforts to promote art downtown.

Develop artistic spaces. To make it easier and more inviting for artists to come downtown, appropriate spaces should be developed, including performance venues, exhibition spaces, galleries, studios, gardens, and other spaces that invite artistic activity. These spaces may be publicly or privately owned, and may evolve over time, but should be homes to artistic activity, creation, or performance.

Host art festivals and events. To begin inviting the arts into downtown, art festivals and specifically tailored events should be created to host artists and their crafts. Hutchinson should cultivate an accessible and open environment where artists can perform, host classes, and sell goods. Collaboration should be encouraged and downtown leaders should work with local artists and surrounding communities to gain traction in the region and promote events and festivals.

Identify and promote arts districts. As identified in Strategy 3.1, distinct downtown districts will be designated to create pockets of excitement and purpose. While the Arts will be embedded throughout the community, the North Rail District will be expanded as home to the Arts and night life, and the Garage District is home to redeveloped production and studio spaces, promoting the Arts through creation. These districts should be promoted as hubs for the Arts, attracting and compounding artistic interests downtown.

Create visibility for the Arts. Work collaboratively with other organizations and entities to promote opportunities to engage with the Arts through performances, festivals, classes, and other means. Leverage existing communication channels to promote downtown as a place to perform and create.

Engaging Placemaking for Innovative Communities (EPIC) Pilot Program 2023

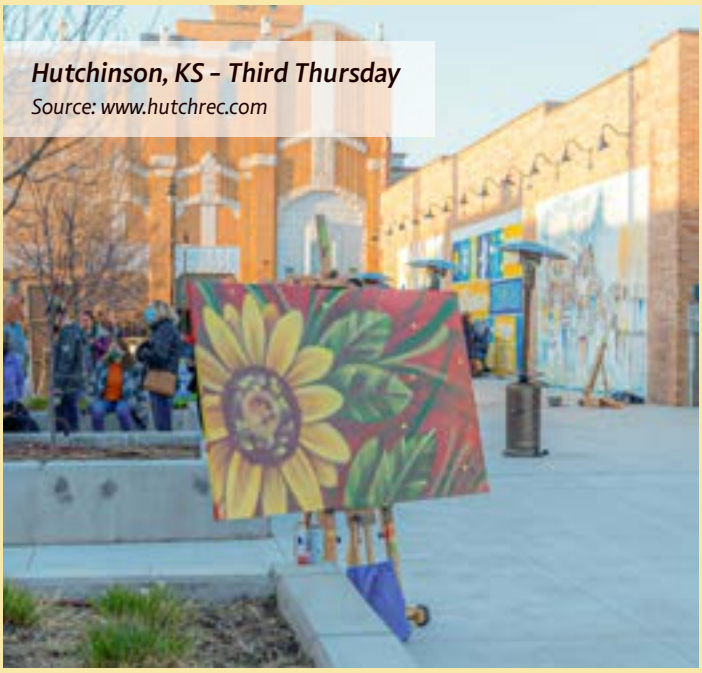
"In creative placemaking, partners from public, private, non-profit and community sectors strategically shape the physical and social character of a neighborhood, town, tribe, city or region around arts and cultural activities. Creative placemaking animates public and private spaces, rejuvenates structures and streetscapes, improves local business viability and public safety, and brings diverse people together to celebrate, inspire, and be inspired." (Creative Placemaking: How to Do It Well, Ann Markusen, Anne Gadwa Nicodemus).

EPIC 2023 is a pilot program funded by the Kansas Creative Arts Industries Commission at the Kansas Department of Commerce and the Patterson Family Foundation. This is an opportunity for arts-driven community development projects designed to connect cross-sector local and regional stakeholders. EPIC provides technical assistance, funding, and mentorship through planning and execution. Eligible community projects are diverse and must include significant involvement from artists, artisans, creative entrepreneurs. Projects may include festivals, performances, public art, public space revitalization, neighborhood development, community engagement, integrating arts and infrastructure, transportation, housing, youth development, and tourism.

Hutchinson should seek out and leverage such programs to enhance the quality and quantity of arts-driven community development downtown.



Hutchinson, KS - Third Thursday
Source: www.hutchrec.com



Hutchinson, KS - Third Thursday
Source: www.hutchrec.com



Pittsburgh, PA - Outdoor Dance Performance
Source: nextpittsburgh.com

Strategy 5.5

Rehabilitate downtown buildings that are vacant or have deteriorating historic building façades to bring them up to the standard of care and beauty of other downtown buildings

To preserve the quality and historic value of downtown buildings, steps should be taken to invest in rehabilitation and reinvestment throughout downtown. Rehabilitation incentives and financial assistance should be strategically considered and pursued, including, but not limited to, the following opportunities.

Community Development Block Grants (CDBG). This federal program out of the U.S. Department of Housing and Urban Development supports community development activities to prompt investment in developing strong and resilient communities. The program funds activities such as infrastructure improvements, economic development projects, public facilities installation, housing rehabilitation, public services, clearance/acquisition, community centers, micro-enterprise assistance, code enforcement, homeowner assistance, and more. Several CDBG programs exist, offering various opportunities to acquire appropriate funding community needs such as commercial building renovation, blight removal, and preservation. Various requirements apply.

Heritage Trust Fund Grant Program. This state program provides funds for preservation of properties listed in the Kansas or National Register of Historic Places. The program reimburses qualifying expenses including professional fees and construction costs up to $100,000, which must be matched by the grant recipient. Yearly grant rounds are highly competitive but can provide substantial assistance for community redevelopment and historic preservation.

Historic Economic Asset Lifeline (HEAL). This funding program was created in partnership between the Patterson Family Foundation and the Kansas Department of Commerce to restore buildings into spaces that support new or expanding businesses, childcare, housing, arts and culture, civic engagement, or entrepreneurship. Eligible applicants include nonprofit or local government organizations applying on behalf of building owners of underutilized, vacant, or dilapidated downtown buildings or those needing façade improvements.

Kansas Historic Rehabilitation Tax Credit Program. State tax credits are available for project rehabilitation expenses for historic structures listed on the State or National Register. The program provides a credit equal to a percentage of the qualified expenses on the project.

Federal Rehabilitation Tax Credit (Historic Tax Credit). These credits offer 20 percent income tax credit for income-producing historic properties including retail establishments, office buildings, and residential rental properties, among others. This program is designed to enable property owners to rehabilitate their historic buildings through a 20 percent tax break.

Revolving Loan Funds (Gap Loans). Property rehabilitation and renovation costs can be a barrier to local investment. Revolving Loan Funds can help fill the gap by providing the capital to fund property enhancements. These loans are then paid back over time to replenish the funds which should then be lent to others working to renovate or restore their downtown property. These loan funds can be capitalized on by local governments, private financial institutions, federal grant programs, or local philanthropic organizations.

Strategy 5.6

Increase the quality and quantity of outdoor public gathering spaces to create an assemblage of spaces that prompt recreational activity, social cohesion, and community building

Public gathering spaces are critical to a healthy downtown, creating opportunities to socialize and coalesce through intentional spaces that are designed to bring people together. Public outdoor spaces should be strategically designed to support organic socialization and activity, acting as common spaces for downtown visitors and residents. These spaces should be visible, accessible, enjoyable, and interesting, located along downtown corridors that easily capture the attention of passersby.

Hutchinson should seek to **increase the quality and quantity of outdoor gathering spaces**, integrating outdoor seating, parks and green spaces, open spaces, performance centers, festival streets, and trails that connect these spaces.

The overall **quality of existing outdoor public spaces** should be enhanced through strategic implementation of these elements:

- Addition and increased maintenance of landscaping and trees
- Enhanced visibility through lighting and connectivity to active streets
- Addition of public art including murals and interactive pieces
- Additions of visual intrigue such as fountains or unique sidewalk textures
- Addition of shade structures such as pavilions or shade sails
- Additional or more appealing lighting, such as string lights or lamp posts
- Additional safety features such as emergency call boxes
- More interactive pieces including playgrounds, outdoor games, art, and plaques
- Outdoor seating including picnic tables, lounging chairs, patios, and mobile furniture
- Enhanced cleanliness and maintenance of public spaces
- Additional amenities such as bike racks, trash cans, and public grills
- Additional physical accessibility elements including ramps, railings, and accessible amenities



Denver, CO - Chalk Art Festival
Source: www.denver.org

The **function and flexibility** of outdoor spaces should be expanded to allow for multiple personal and social uses such as:

- Public performances
- Festivals
- Markets
- Food trucks
- Field games
- Exercise
- Leisure
- Cultural events
- Group classes or gatherings



Source: www.benchmark-ltd.co.uk

The **quantity of outdoor public spaces** should be expanded to create more options and further connectivity of programmable gathering spaces. The following are opportunities to expand upon downtown's current offerings for outdoor public space:

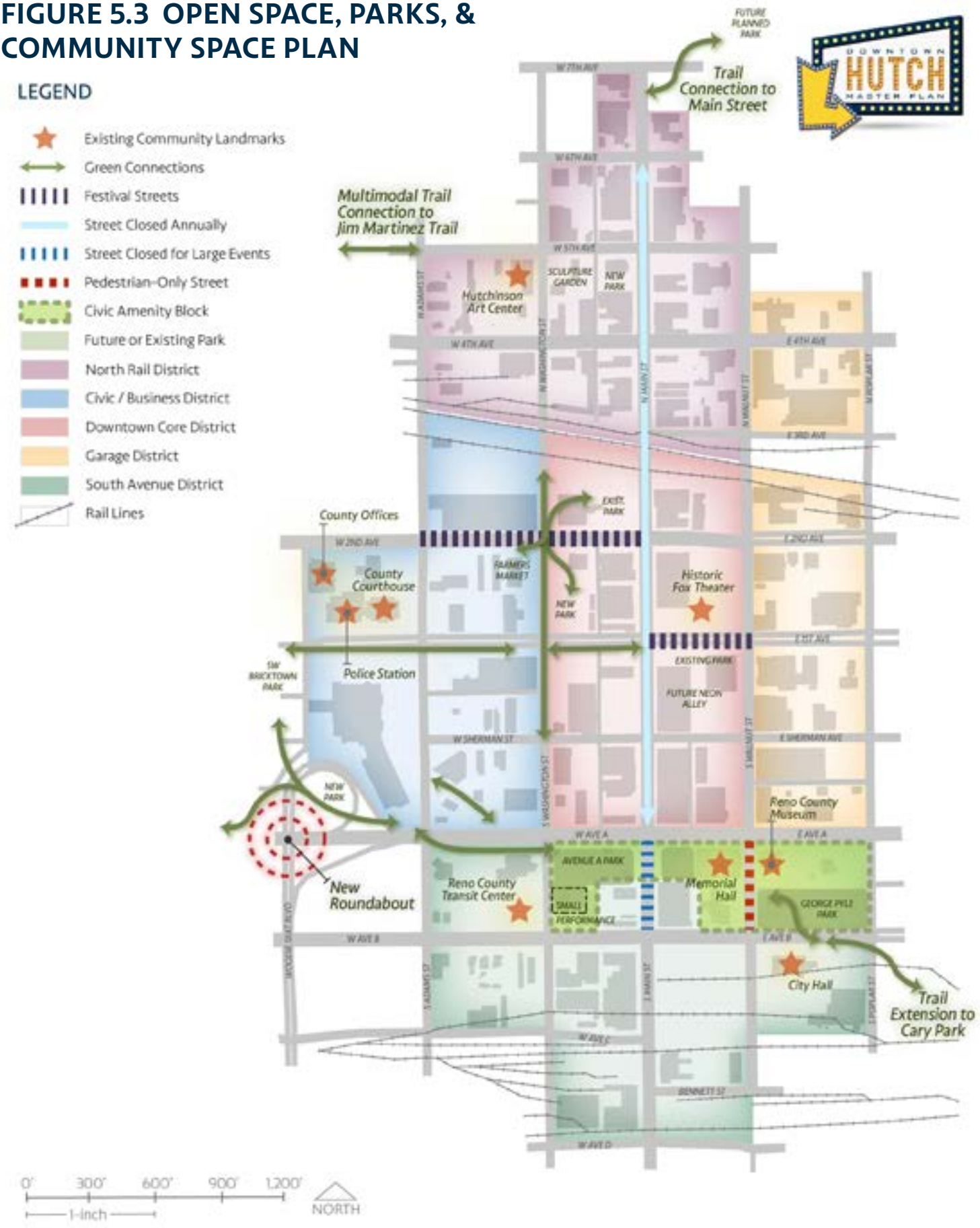
- New park to be located at the vacant parcel north of the intersection of N. Walnut St and E. 7th St., with a trail connection to Main St. along E. 7th St.
- Sculpture garden on the southeast corner of N. Washington St. and E. 5th Ave.
- New park located at the vacant parcel off Main St mid-block between E. 5th Ave. and E. 4th Ave., just south of the Union Labor Temple
- New park to be located at the current parking lot at the northeast corner of N. Washington St. and W. 1st Ave.



Dallas, TX
Source: dallas.culturemap.com

- New park to be located at the current location of the circle ramp at Woodie Seat Blvd. and W. Ave. A after new roundabout redevelopment
- New park at the southwest corner of S. Poplar St. and E. Ave. A
- Festival street on W. 2nd St. from N. Washington St. to Main St.
- Festival street on E. 1st St. from Main St. to N. Walnut St.
- Festival street on S. Walnut St. between E. Avenue A and E. Avenue B between Memorial Hall and George Pyle Park
- Neon alley to be located perpendicular to E. Sherman at the half-block between Main St. and S. Walnut St.
- Multimodal trail connection from W. Ave. A to Jim Martinez Trail
- Multimodal trail connection from W. 5th Ave. to Jim Martinez Trail
- Multimodal trail along W. 1st Ave. from Main St. west to Woodie Seat Blvd.
- Multimodal trail along N. Walnut St. from W. 3rd Ave. to E. Ave. A
- Multimodal trail extension from the southeast corner of S. Poplar St. and E. Ave. B to the southeast to Cary Park

FIGURE 5.3 OPEN SPACE, PARKS, & COMMUNITY SPACE PLAN



Data Sources: City of Hutchinson, UrbanFootprint, and Olsson Studio

The option to temporarily close public streets to cars should be strategically utilized for downtown events to create hubs of activity and safer use of downtown spaces. This option should be utilized multiple time throughout the year, creating an attractive and mobile environment for pedestrians that encourages foot traffic and compounded economic activity. Below are specifically identified street segments that are especially primed to be closed down for festivals, events, and markets.

- Main St from 6th Ave. to E. Ave. A should be closed to cars and through traffic for very large downtown events, about once or twice a year, to attract a large group of people and enable them to move freely on foot throughout downtown
- Main St from E. Ave. A to E. Ave. B should be closed to cars and through traffic for downtown events a few times each year, to attract activity around the surrounding blocks and allow more free traffic on foot in the surrounding area

Broadband connectivity has become more of a necessity than an amenity in the modern day-to-day. People use Wi-Fi connectivity to work, to connect with loved ones, to make appointments, to enjoy entertainment, for social media, and for numerous other uses. Broadband connectivity is increasingly found in indoor and outdoor public spaces, and it can be attractive within a downtown. Hutchinson should invest in the installation of high-speed Wi-Fi infrastructure in key outdoor areas downtown, offering seamless internet access for residents and visitors as they enjoy the parks, plazas, outdoor dining, and other amenities offered downtown.

Wi-Fi availability would enable people to engage in a wide range of recreational activities, from streaming music and videos to playing online games or participating in virtual fitness classes. Additionally, the availability of free Wi-Fi can attract remote workers and students, encouraging outdoor study sessions or work meetings, attracting people to downtown to work, exercise, socialize, or just enjoy the outdoor spaces. Connecting residents and visitors through digital means fosters a sense of belonging and encourages community-driven initiatives, such as outdoor movie nights, live music performances, or art exhibitions. The integration of broadband into outdoor public spaces not only enhances recreational activities but also cultivates social bonds and community pride, making Downtown Hutchinson a vibrant, flexible, and cohesive environment.



Pittsfield, MA - A pop-up demonstration project by the urban design firm Team Better Block, an unwelcoming passage between Tyler Street and a parking lot became "Umbrella Alley."
Source: www.aarp.org

Spaces to Places

The new and innovative "Spaces to Places" community development placemaking program is open to Kansas Main Street Affiliate communities across Kansas to support community-led projects that create, revitalize, or activate public spaces, and bring people together to create welcoming and thriving communities.

The program builds community cohesion, hosting community workshops and outreach, place assessments, and action plannings. Community Development staff guide communities through a four-step process over two months to engage cross-sector stakeholders, youth, and residents to create and pursue an action plan for their public spaces. Communities are connected with other community development programs for potential funding or technical assistance, such as the Kansas Creative Arts Industries Commission (KCAIC), Kansas Main Street, Community Development Block Grant (CDBG), Community Service Tax Credit Program (CSP), or the Kansas Community Empowerment and Kansas State Research & Extension (KSRE).

Six months to one year after the community creates the action plan, Chamber Community Development staff checks in to evaluate progress and identify if additional assistance is needed. Chamber Community Development staff will track the change in community perception, partnerships, collaboration, and local investment to measure success of the program.

Programs like this one are powerful tools for communities hoping to build upon their existing strengths and develop quality public spaces that encourage arts, culture, activity, and community cohesion. Hutchinson should seek out and leverage programs like this to enhance community development downtown.



Brunswick, ME
Source: downeast.com/our-towns/brunswick-maine/

Strategy 5.7

Create organic transitions between indoor and outdoor spaces downtown to create continuity of activity and a strong, connected downtown

Outdoor public spaces and attractive indoor and outdoor businesses should attract people downtown, linked together through dynamic and enjoyable private businesses and institutions that serve as destinations, in themselves. Organic transitions should exist between land uses, districts, and public spaces, making it easy and enjoyable to visit multiple destinations and spend more time and spark more economic activity downtown. These transitions should act as destinations within themselves, offering attractive options such as comfortable outdoor dining, intriguing alleyways, and festival streets that cultivate strong ties between downtown activity hubs and form a well-connected downtown.

Outdoor dining. To create attractive downtown destinations and organic transitions between indoor and outdoor spaces, downtown should embrace the opportunity to expand outdoor seat options, using sidewalks and alleyways to offer comfortable outdoor seating options that have shade and lighting to serve people during both day and night. Attractive and comfortable weatherproof seating and tables should be visible from the street, and used to liven up downtown, especially along Main Street and other primary avenues.

Intriguing alleyways. Alleyways are a surprising and innovative way to build transitions through downtown. These narrow lanes for pedestrians or service that are found between or behind buildings. While originally integrated into cities to provide functional services, including trash access, deliveries, utilities, and parking, cities are taking their downtown alleyways back and converting them to more exciting and pedestrian-forward uses. It is recommended that alleys are enhanced in ways that complement the historic architecture and the recommended downtown streetscape enhancements. Simple additions can be made in concentrated areas to cultivate an environment that adds uniqueness and intrigue to downtown.

- Overhead string lights bring lighting and aesthetic appeal.
- Enhanced, textured pavement signifies a pedestrian-focused space.
- Public art including murals and street art can create a dynamic appeal.
- Dynamic colors of paint on walls and street furniture can create a pocket of vibrancy apart from the regular downtown aesthetic.
- Neon signs and dynamic signage to attract nightlife.
- Flower and plant boxes underneath windows bring life during the day.
- Simple outdoor seating options, such as weatherproof chairs and benches offer places for people to sit or mingle.
- Outdoor rugs by shops and restaurants enhance the color and aesthetic.
- Fencing and screening around trash and recycling receptacles or utility boxes to make the alleyway feel more intentional and pedestrian-oriented.

While several opportunities exist to create intriguing alleyways throughout downtown, one stands out as a prime opportunity to enhance an existing space:

- Neon Alley to be located perpendicular to E. Sherman at the half-block between Main St. and S. Walnut St.



Pueblo, CO - Neon Alley
Source: Springs Magazine

Case Study:
Neon Alley, Pueblo, CO

Neon Alleys are an innovative approach to taking back downtown alleyways. Historic neon signs have been rehabilitated and displayed with modern neon signs in a culmination of light that attracts and excites visitors downtown. This lively and unique experience can be leveraged to create continuity and intrigue when walking between downtown destinations.

This concept has been especially well done in Pueblo, Colorado where neon lights, once commonly used to advertise businesses in the 1920s-1950s, have become more of a rare vanishing art form. In Pueblo, one man's love for these beautiful glowing colorful tubes of light has transformed a simple city block into what is now called "Neon Alley." Founder Joe Koncilja says he has "one of the largest assemblies of neon art west of Times Square and east of the Las Vegas Strip." With more than 100 of these historical signs in his collection he has been slowly adding new lights in the alley which currently numbers 72 neon signs. Koncilja says that "there's something magical about neon." This is one place where you can truly be illuminated.



Pueblo, CO - Neon Alley
Source: The Durango Herald

Festival Streets. Transformational and flexible public spaces should be dedicated in pockets throughout downtown, serving as multi-functional destinations designed to adapt to various community needs throughout the year and over time. Festival streets should be established and used for markets, parades, music and performance-based events, food truck events, recreational events, movie events, art shows, and many other events for which the community wishes to coalesce.

By establishing these flexible spaces, the downtown opens itself up to several diverse opportunities to attract residents and visitors to downtown, where they will likely spend time, patron local establishments, and enjoy all that downtown has to offer.

Street design prioritizes pedestrian safety and enjoyment, implementing safety and aesthetic enhancements that result in an enjoyable experience for larger groups of people to enjoy the public space and interact with surrounding elements of downtown.

Three prime opportunities exist for festival streets in Downtown Hutchinson:

- Festival street on W. 2nd St. from N. Washington St. to Main St.
- Festival street on E. 1st St. from Main St. to N. Walnut St.
- Festival street on S. Walnut St. between E. Ave. A and E. Ave. B between Memorial Hall and George Pyle Park



Chicago, IL - A Street Festival
Source: bucketlisters.com

Strategy 5.8

Implement a cohesive and connected public space "Civic Amenity Block" between Avenue A and Avenue B to cultivate an environment that welcomes activity and brings distinction to downtown

Hutchinson has the unique opportunity to revitalize existing public spaces and unite them into a large, connected, and cohesive multi-faceted parks and public space offering in downtown. The Civic Amenity Block will offer a network of public spaces that cultivate community cohesion, recreational activity, performances, attractions, festivals, and events that continue to transform downtown into a dynamic and vibrant place. This connected array of public offerings has the potential to transform and catalyze downtown.

It will have numerous community impacts including improvements to **overall public health** as downtown utilizes and reclaims public space to help the city become cleaner, greener, and more physically active. This has the potential to reduce air pollution, noise, and heat and enhance access to green space, having a positive impact on the health of the residents and visitors by offering downtown public spaces that prompt activity.

By restricting vehicle traffic and prioritizing pedestrians, the Civic Amenity Block will become **a focal point for social activities and gatherings**, thereby increasing foot traffic to local businesses.

Regular cultural events, such as art exhibitions, live performances, and food festivals, should be organized to attract diverse crowds and maintain the Civic Amenity Block's role as a dynamic, ever-evolving space. This entails re-purposing roadways into pedestrian-friendly promenades, creating green spaces, and integrating public art installations. By involving the community and local businesses in its development and operation, the Civic Amenity Block can truly reflect the unique character of downtown, creating a distinct and welcoming environment for all.



Hutchinson, KS



Source: toposmagazine.com/superblocks-in-urban-planning/



Source: toposmagazine.com/superblocks-in-urban-planning/

The Civic Amenity Block will include **several key components**:

- Park space, including Avenue A Park, George Pyle Park, and newly developed park spaces
- A small performance center for outdoor performances attached to Avenue A Park
- A pedestrian-only street between Memorial Hall and George Pyle Park
- Streetscape improvements
- Trail extensions that lead to Cary Park
- Memorial Hall at the heart of it, included recommended reinvestment in the building

The Civic Amenity Block will prompt activity downtown, serving as a catalyst for economic activity and downtown growth and development. It will also bring attraction and intrigue to downtown as a place to spend the day engaging in an array of both indoor and outdoor activities throughout the year. The Civic Amenity Block will reflect the unique stories and history of Hutchinson, while spurring excitement for the future.



Strategy 5.9

Expand streetscape enhancements to create continuity and aesthetic appeal throughout the downtown public right-of-way

Building upon the existing streetscape improvements in downtown, a family of streetscape improvements should be integrated into downtown with amenities all along Main Street in the Planning Area.

Primary Streetscape Improvements should be added along Main Street throughout the entire Planning Area, complimenting existing improvements that currently exist to accommodate the needs for all users. Enhancements should include wide sidewalks to accommodate outdoor seating for restaurants and cafes, regular street trees, landscape beds, and greenery for shade and aesthetics, as well as regular decorative street lighting to create a welcoming ambiance during evening hours. The integration of public art installations and historical markers should also be integrated to provide a sense of identity for those exploring downtown.

Proposed Primary Streetscape Improvements:

- Main St. following from North of 6th Ave. to Ave. C.

Secondary Streetscape Improvements should be added throughout other portions of the Planning Area. Enhancements should include consistent pedestrian lighting, and the addition of bicycle racks to improve functionality and safety. Additionally, enhancing secondary streets with public seating areas, landscape beds, and pocket parks could provide pleasant spaces for relaxation and social interaction. The incorporation of some street trees, and some well-placed street furniture could help increase the flow of foot traffic to other connected streets from Main Street. While the Secondary Streetscape Improvements will not be as robust as the Primary Streetscape Improvements, they will work to create a stronger sense of place and enjoyment while traversing downtown on foot.

Proposed Secondary Streetscape Improvements:

- Washington St. following from, W. 5th Ave. to W. Ave. B.
- Walnut St. following from, E. 4th Ave. to E. Ave. B.
- 4th Ave. following from, N. Adams St. to N. Walnut St.
- 1st Ave. following from, M. Walnut St. to N. Poplar St.



Seattle, WA
Source: crosscut.com



Source: www.mutualmaterials.com

The two streetscape improvement types proposed here should be implemented to build upon Hutchinson's existing streetscape. The addition for the primary and secondary streetscape improvements not only shape the visual appeal of Downtown Hutchinson but also provide a tangible connection between its past, present, and future. The next step to help Hutchinson is to treat downtown as a district, implementing streetscape improvements beyond Main Street.



Faribault, MN - Downtown Historic District
Source: Faribault Daily News/ www.southernminn.com

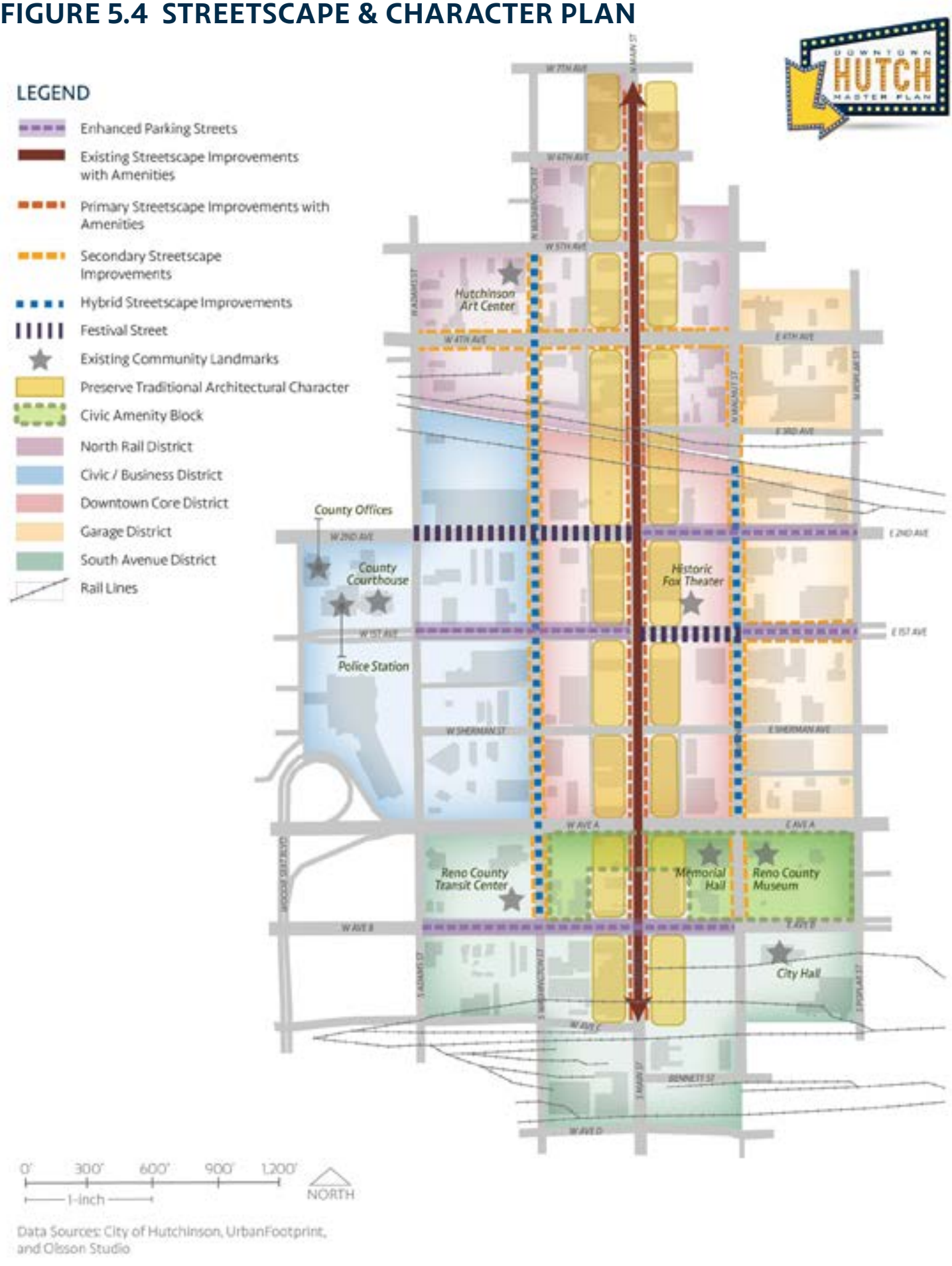


Hutchinson, KS



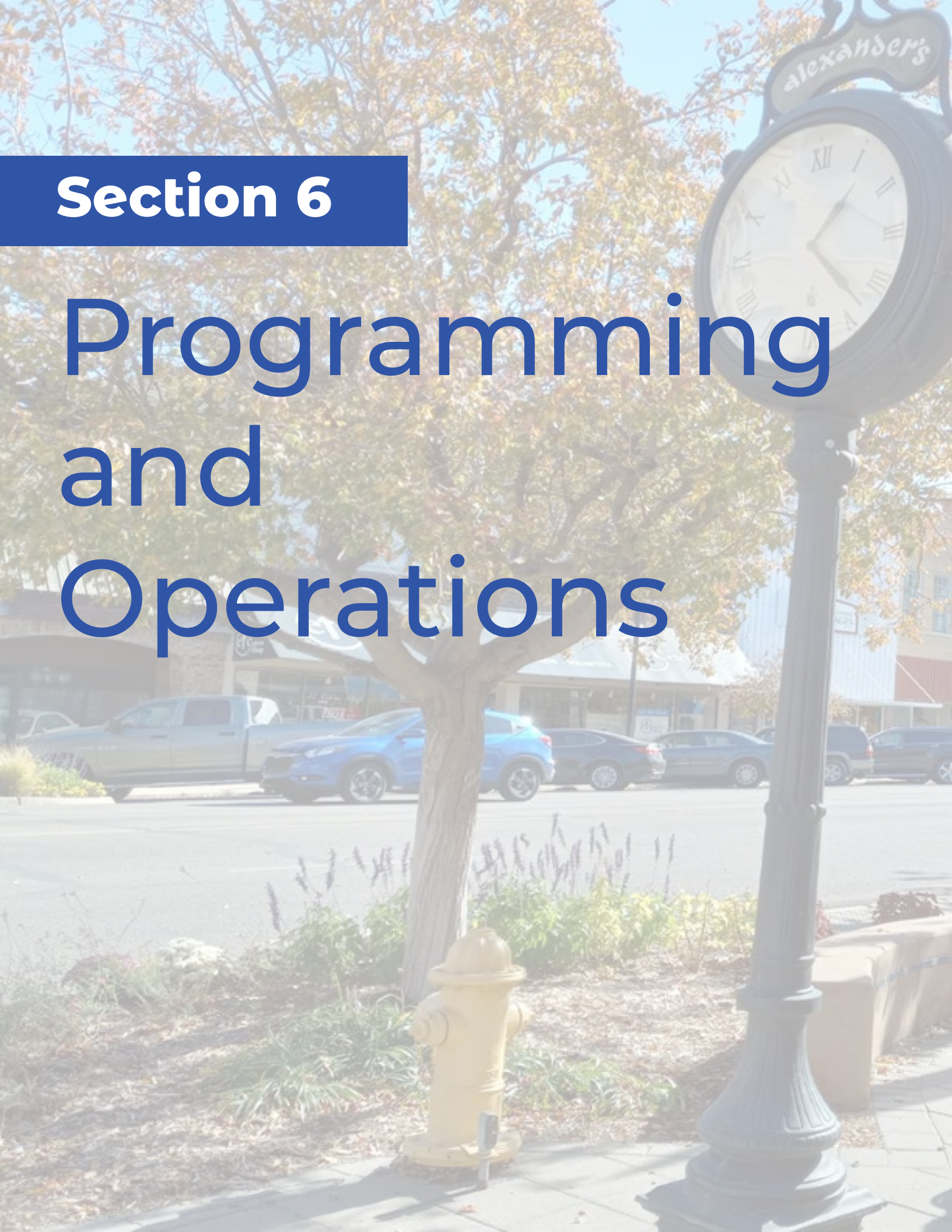
Hutchinson, KS

FIGURE 5.4 STREETSCAPE & CHARACTER PLAN



Data Sources: City of Hutchinson, UrbanFootprint, and Olsson Studio

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Section 6

Programming and Operations



There are a wide array of systems, programs, operations, and efforts that contribute to the success of the community. These things are foundational to downtown success, as they work in tandem with the physical landscape of the community, and economic strategies to make sure that downtown is a well-oiled machine. Topics like operational hours, communication channels, code compliance, marketing, regulatory enforcement, trash collection, and homelessness are all addressed by programs and operational systems. Effective programs and operations ensure that resources are allocated in a way that supports downtown's long-term vision, while efficient operations guarantee that the services and infrastructure necessary for urban life are well-maintained and responsive to the needs of the residents.

Key Issues

1. Limited funding is available for downtown marketing and promotion.
2. There is limited quantity and quality of public spaces within downtown.
3. Downtown destinations do not appeal to all ages, demographics, and levels of ability.
4. Outdoor spaces are underutilized or not as well-maintained as they could be.
5. There are limited activity generators outside of Monday through Friday normal business hours.
6. There are limited resources for promotion of downtown activities and programs.
7. Downtown spaces could be better leveraged for events, festivals, and programs.
8. It is often challenging to navigate city codes to establish and maintain a downtown business.
9. Parking spaces along storefronts are often taken up by respective business owners and staff, reducing the number of available spaces for customers and visitors downtown.

Goals

1. Enhance and **invest in downtown marketing efforts,** promoting activities, destinations, and improvements using an established downtown brand.
2. Create **partnerships and open channels of communication** with established community organizations and governmental entities, creating more local and regional awareness and excitement for downtown and solidify relationships that will benefit the community as a whole.
3. Foster **unity and excitement** for downtown through intentional efforts to organize activities and events.
4. Attract and **incentivize new business** downtown.
5. Encourage a **more active and open business environment** with longer operational hours and a **critical mass of activity** downtown.
6. Create and **leverage funding opportunities** for downtown investment.
7. Improve the **day-to-day maintenance** and clean-up operations of downtown.
8. Implement solutions to **reduce the presence of homelessness** downtown.
9. Create easier **navigation of complicated regulatory requirements** that does not minimize the importance of health, safety, and welfare of the community.

Strategies

Strategy 6.1 – Establish a distinct and unified downtown brand to represent downtown's identity and value as a whole

Strategy 6.2 – Invest in marketing and promotional activities to create ongoing awareness and excitement for downtown businesses and events

Strategy 6.3 – Utilize appropriate public and private gathering spaces to host festivals, markets, and niche attractions and encourage visitors and community members to engage with downtown

Strategy 6.4 – Foster clear communication among downtown entities to plan, organize, and execute an organized agenda of downtown programs and events

Strategy 6.5 – Establish longer operational hours among downtown retail businesses to create an atmosphere of activity and choice, especially on nights and weekends

Strategy 6.6 – Streamline code compliance requirements to make it easier and more enjoyable to operate a downtown business

Strategy 6.7 – Establish downtown advocates who are well-connected, knowledgeable about downtown forces, and empowered to make quick decisions that promote and benefit downtown

Strategy 6.8 – Uphold a high standard of operational fluidity, including trash collection, regulatory enforcement, street clean-up, and other day-to-day operations to equip downtown for both planned and spontaneous use of public spaces

Strategy 6.9 – Aid and prevent homelessness downtown to protect the health and safety of all members of the community

Strategy 6.1

Establish a distinct and unified downtown brand to represent downtown's identity and value as a whole

An overall brand for downtown business, events, festivals, and attractions will assist in creating a cohesive identity that markets downtown as an attractive and dynamic destination to visitors, residents, and businesses alike. A unified downtown brand will represent downtown's shared goals and boast in its eclectic offerings, creating an image of a place that is interesting, exciting, and meaningful.

The downtown brand should be created via a thorough exercise with downtown stakeholders, decided through careful consideration of downtown **identity, values, and visual appeal**, as well as an understanding of the businesses and visitors that downtown wants to promote and attract.

The downtown brand should include a **visual template**, creating a downtown brand guide that includes a logo, color scheme, font, and additional brand guidelines to inform the development of digital and printed materials, promotional or informative media, and public signage and wayfinding, and gateways, as appropriate.

The downtown brand should also consider **verbal elements** such as a downtown slogan or tagline that captures the values and attractions of downtown, to be used in digital and printed materials, promotional or informative media, and public signage and wayfinding, as appropriate.

The downtown brand should permeate all **downtown media, communications, marketing, and platforms**. The branding effort should consider the need for additional or improved means through which downtown is branded and promoted, including a downtown website, social media pages, digital and physical newsletters, fliers, and other means.

The downtown brand should be recognizable and meaningful, found throughout downtown, and creating a sense of unity and excitement around the growth of activity in Downtown Hutchinson.

Hutchinson may opt to build upon the branding created for this planning effort (shown below) or may go through a new community branding effort to establish a unique and attractive downtown brand.



BRAND GUIDE

LOGOS AND TAGLINE

Vertical Logo – Color



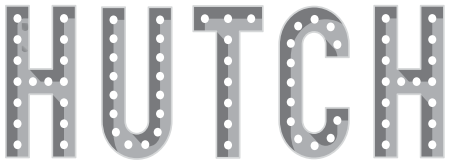
Vertical Logo – Grayscale



Hutch Text Logo – Color



Hutch Text Logo – Grayscale



COLORS

Primary Colors

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Secondary Colors

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CMYK 21 • 6 • 0 • 0	RGB 201 • 240 • 255	CMYK 0 • 42 • 63 • 25	RGB 190 • 110 • 70	CMYK 0 • 26 • 66 • 13	RGB 222 • 165 • 75

FONTS

Headers	Subheaders	Body Text	Accent Text
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Strategy 6.2

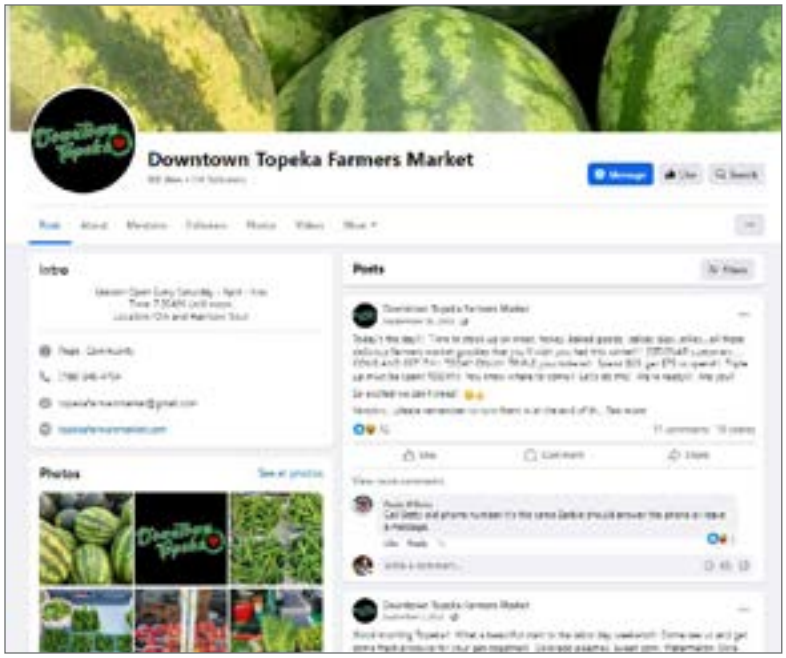
Invest in marketing and promotional activities to create ongoing awareness and excitement for downtown businesses and events

Building awareness and excitement for downtown takes considerable time and effort, but it is important that downtown leadership leverages its tools and resources to create a comprehensive digital and media presence to host promotional activities. An **engaging and user-friendly website** should be developed to showcase the diverse array of businesses and events downtown. Regularly updated content, including event calendars, business profiles, and blog posts highlighting local stories, can keep Hutchinson residents and visitors informed and intrigued.

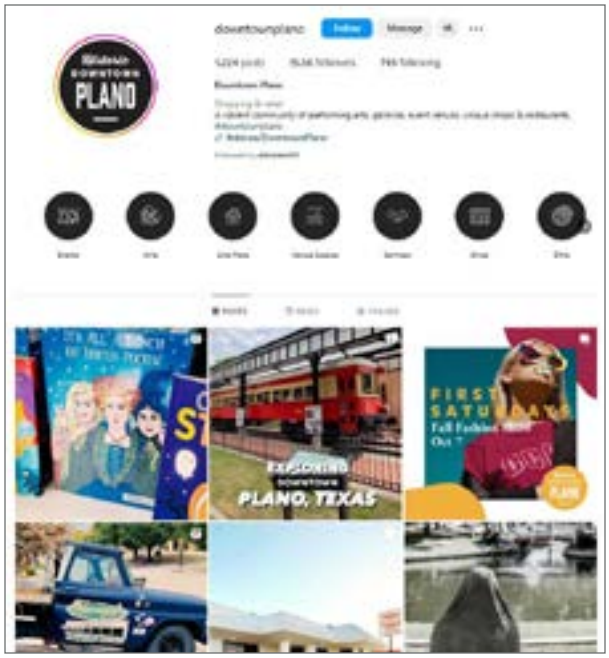
Influential Hutchinson entities such as the City, the Hutchinson/Reno County Chamber of Commerce, HutchRec, and others may partner with downtown efforts to **create or leverage social media profiles** on platforms such as Instagram, Facebook, LinkedIn, and TikTok to promote downtown activities and connect with the community. Integration with social media platforms is vital for real-time interaction, enabling businesses and event organizers to share captivating content, respond to inquiries, and run interactive campaigns that involve the local community.

Fostering **collaboration and partnerships within the community** can amplify marketing efforts. Using a unified brand identity (as described in Strategy 6.1) that represents downtown's unique character and charm can reinforce a sense of place and belonging. Hutchinson needs to **work with existing entities** throughout the community and the region to boast its greatest community assets such as the Historic Fox Theatre. Not only does this venue retain the character of the downtown, it offers popular community events like the Fox Classic Film Series, 'Short Shot Film Competition', and Fox Live Series.

Community assets can be found throughout downtown, and investment should be made in visually appealing and eye-catching physical signage through the district can guide foot traffic, provide aesthetic appeal, and reinforce the area's brand identity.



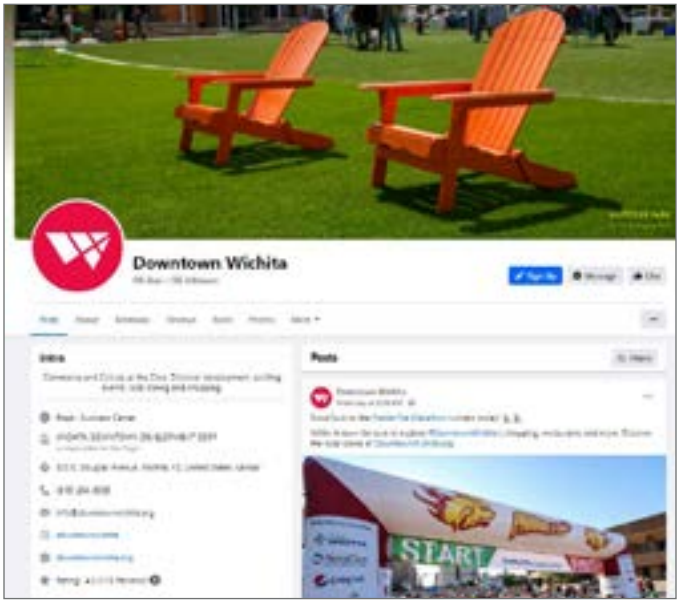
Topeka, KS - Downtown Topeka Farmers Market Facebook Page
Source: www.facebook.com/downtowntopekafarmersmarket



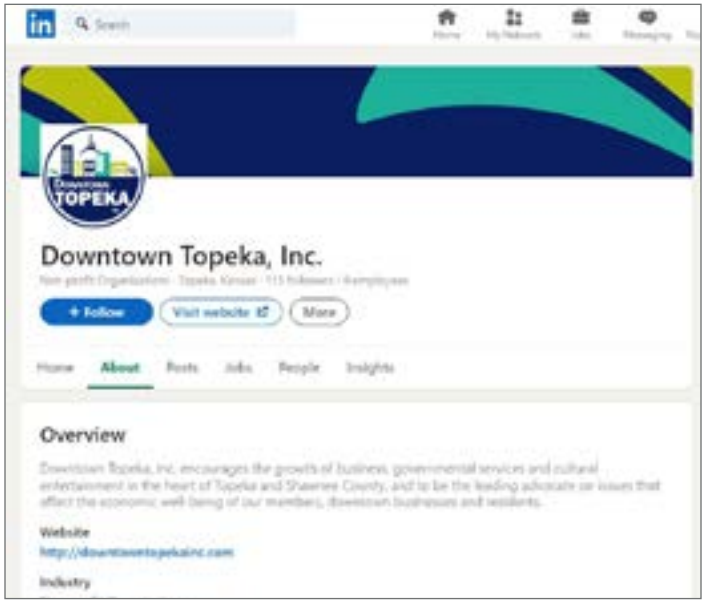
Plano, TX - Downtown Plano Instagram Page
Source: www.instagram.com/downtownplano/



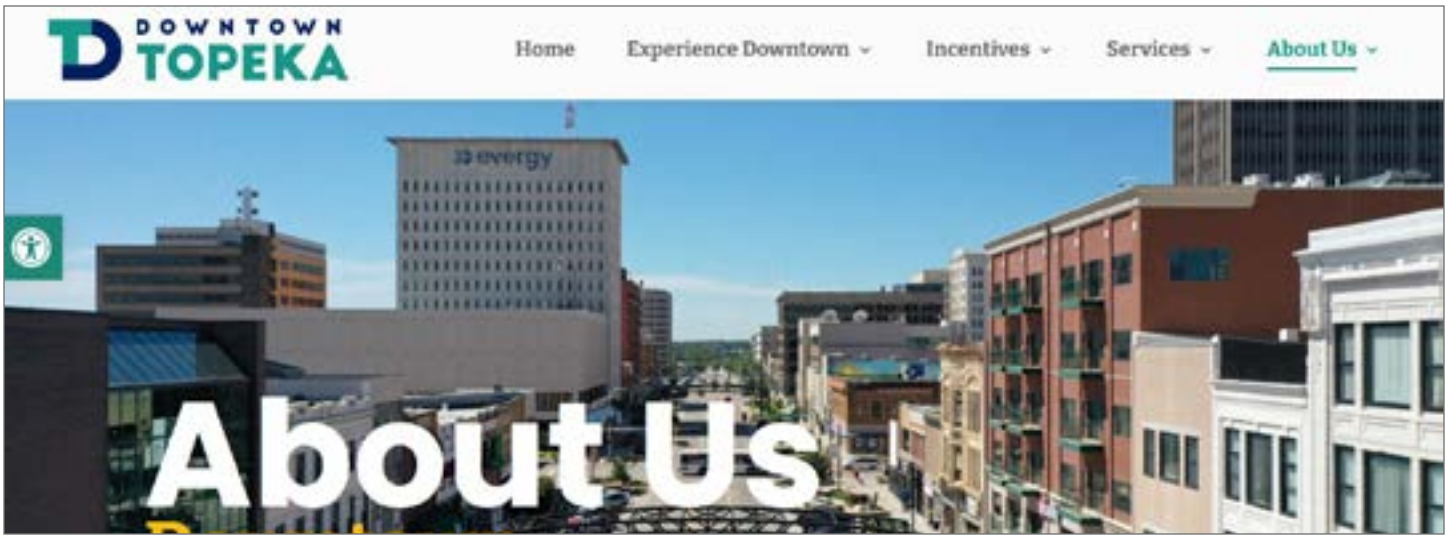
Wichita, KS - Downtown Wichita Website Header | *Source: downtownwichita.org/*



Wichita, KS - Downtown Wichita Facebook Landing Page
Source: www.facebook.com/DowntownWichita



Topeka, KS - Downtown Topeka, Inc. LinkedIn Page
Source: www.linkedin.com/company/downtown-topeka-inc./



Topeka, KS - Downtown Topeka, Inc. Website | *Source: downtowntopekainc.com/*

Strategy 6.3

Utilize public and private gathering spaces to host festivals, markets, and niche attractions and encourage visitors and community members to engage with downtown

Strategic use of both public and private spaces can strengthen downtown and attract a wide range of visitors and community members. Hutchinson can seize the opportunity to **host festivals, markets, and niche attractions resonate with diverse ages, demographics and levels of ability** in the Hutchinson and Reno County area. Underutilized public spaces should be identified, including assets such as parks, plazas, and streets, that may be transformed into dynamic event venues and breathe new life into the downtown area. Great candidates for these restorations include:

- W. 2nd Ave. from N. Adams St. and Main St.
- E. 1st Ave. from Main St. and N. Walnut St.

Regular **festivals should be organized to celebrate local culture, arts, and traditions**, attracting diverse crowds and fostering a sense of community pride. Events like a St. Patrick's Day parade, Beer/Wine tasting festivals, and renaissance Festivals have been known to bring in large crowds downtown. Collaborating with local artisans, musicians, and food vendors can curate a vibrant atmosphere that showcases the downtown's unique identity. Additionally, converting these spaces into seasonal markets featuring fresh produce, handmade crafts, and specialty goods not only supports local businesses but also provides an interactive and immersive experience for visitors.

The City of Hutchinson and the Chamber of Commerce should seek to **partner with property owners to create pop-up attractions** that attract visitors and spur excitement downtown. There is great opportunity to partner with local business along Main Street to use storefronts to display art installations, thematic exhibitions, or interactive experiences that encourage exploration and engagement. These attractions may even be tailored to specific niches, such as car buffs, or artists and crafters to attract a dedicated audience and increase foot traffic in public spaces and downtown businesses. Local businesses should be encouraged to participate in thematic events and downtown leadership may opt to offer exclusive products or experiences during these events can further entice visitors to explore the downtown area.



Hutchinson, KS


Hutchinson, KS

Strategy 6.4

Foster clear communication among downtown entities to plan, organize, and execute an organized agenda of downtown programs and events

Effective internal and external communication channels must be established and maintained in order to organize and advertise downtown events. Internal communication is critical to organizing events, and external communication is critical to sharing the news.

Internal communication among downtown leaders, businesses, and stakeholders should take place through **established channels and clear representatives**. The City and the Chamber should have designated downtown representatives who establish clear communication with the downtown community, and act as a consistent resource for their needs. There should be consistent recurring meetings that take place among downtown business owners and leaders to further establish a healthy, creative, business-friendly atmosphere for downtown.

Scheduled implementation for a regular series of in-person or virtual meetings can foster face-to-face **interaction and alignment among downtown stakeholders**. These gatherings can take the form of monthly roundtable discussions or quarterly planning sessions, where representatives from various entities come together to share progress and synchronize efforts. A liaison or coordinator should be responsible for each event or program can facilitate communication by serving as a point of contact inquiries and updates. New working committees can create a focus on specific aspects, such as marketing, logistics, or community engagement, can distribute responsibilities and ensure that all critical areas are addressed carefully.

The result of good internal communication should include **a growing agenda of upcoming downtown events, programs, pop-ups, attractions, and new businesses** that can be shared externally with the community to create momentum for downtown.

External communication with the public should be **easy, consistent, and accessible** in a number of ways. While some entities already maintain information resources that list upcoming events, there is potential to expand upon existing efforts. An informative, enjoyable, and accessible website is critical to information sharing today. This centralized platform should be dedicated to downtown initiatives and should streamline and amplify communication about downtown. This platform could consist of a shared online calendar that lists all upcoming events, workshops, and meetings related to the downtown area. Social media platforms should be established or better leveraged to represent downtown and share downtown information including events, programs, new businesses, and related news. **Digital and print newsletters and email blasts** should be used to spread the news about downtown happenings.

The result of good external communication is **heightened awareness of Downtown Hutchinson and all that it offers**, increased momentum and excitement for downtown events, greater attendance and more financial activity downtown, and bigger social and financial returns.

Strategy 6.5

Establish longer operational hours among downtown retail businesses to create an atmosphere of activity and choice, especially on nights and weekends

Limited hours of operation can be detrimental to a downtown. A healthy downtown is bustling outside of traditional weekday 9 a.m. to 5 p.m. business hours, home to multiple vibrant dining options, entertainment choices, and shops and bars to pop into on a whim. Extending the operational hours of retail businesses will add activity and **vibrancy on nights and weekends** and provide residents more opportunity to check out what is going on in the center of their community.

Consistent dialogue between City leaders and local business owners should be established to explore local options for extending operational hours. Conversation during town hall meetings or focus groups can provide a platform for business owners to voice their concerns, preferences, and potential challenges regarding extended hours. Recognition of their unique circumstances and constraints will enable the development of a tailored plan that addresses their needs. Strategic collaboration with business associations and the Chamber of Commerce can amplify this effort, as these organizations can serve as advocates, providing resources and support to encourage participation.

An incentive program that rewards businesses for embracing longer hours, such as reduced permit fees or access to promotional campaigns, can be an effective motivator. Local government can make a big difference in this endeavor. Investing in downtown infrastructure enhancements, such as improved lighting, enhanced security measures, and more accessible parking, can boost the comfort and safety of the extended operational hours. Collaborative marketing campaigns showcasing experiences available during evenings and weekends, such as themed events, live performances, and special promotions, can attract both residents and visitors.

Longer operational hours help everyone. While it may take time for Downtown Hutchinson to become known for its nightlife, efforts such as downtown marketing efforts, independent promotion on the part of businesses, and word of mouth will spread the news that downtown is a great place to go after work to hit the shops, grab a bite, see a show, or have a drink with friends. ***The weeknight and weekend presence of a downtown is critical to its success.***



Source: www.planning.org

Strategy 6.6

Streamline code compliance requirements to make it easier and more enjoyable to operate a downtown business

Hutchinson should **always be taking steps to be an innovative, business-friendly community** that attracts the newest, most exciting businesses into its community. Downtown should seek to attract unique and diverse commercial attractions, new and growing business offices, hotels, conference centers, housing, civic uses, entertainment venues, and a wide variety of other destinations. Each of these establishments could choose to build their business anywhere, and the City and the Chamber need to work together to make it attractive to come to Downtown Hutchinson.

A large part of getting a company to "bite" is making it intuitive and affordable to navigate the city code.

Code compliance requirements should be as simple and understandable as possible. This is a pivotal step in creating a business-friendly environment that encourages growth and innovation.

To seek insights into the lived experience of navigating code compliance, the city can establish a committee consisting of representatives from various sectors, including local businesses, legal experts, and city officials, to conduct a review of existing codes and regulations and provide constructive feedback and insights into the business perspective.

The approach ensures that the perspectives of those directly impacted by these requirements are considered. The goal should be to identify and eliminate redundancies, outdated regulations, and overly complex processes that hinder business operations.



Hutchinson, KS

Strategy 6.7

Establish downtown advocates who are well-connected, knowledgeable about downtown forces, and empowered to make quick decisions that promote and benefit downtown

Downtown advocates are critical to making things happen. ***These advocates already exist, and they are deeply embedded into the businesses, systems, and social networks that impact downtown on the day-to-day.***

A downtown advocate is well-connected and holds influence in the community. They know what's going on with local businesses, people, and events. They care deeply about the success of downtown and are willing and excited to spend time planning for its future. The process for developing this Plan revealed that there are dozens of these people embedded in the Hutchinson community, and they should be leveraged for the greater success of downtown.

The city and the Chamber need to **identify these individuals** in a concrete way and empower them to inform decision-making, advocate for downtown, spread the news about downtown efforts, and be part of downtown's success in numerous formal and informal ways.

The city should empower downtown advocates by providing them with the necessary resources to spread the news about positive downtown initiatives. **City council meetings, workshops, and potential downtown conferences should include these advocates** as it can enhance their knowledge of downtown forces, trends, and best practices for urban growth. Clear guidelines and decision-making frameworks should be established, enabling advocates to take quick and effective actions that promote the well-being of downtown. Additionally, the advocates should have **open lines of communication with local government officials, business associations, and other relevant stakeholders**, allowing them to collaborate in pursuit of shared goals. Hutchinson should take advantage of establishing unique downtown commissions, like a Main Street program, that can be helpful in steering the growth of downtown towards a prosperous and vibrant future. This group or other groups as well can meet regularly to discuss ongoing initiatives, emerging challenges, and potential solutions.

Hutchinson has a huge community of people who care about downtown. ***These individuals need to be strategically integrated into formal and informal decision-making to compound the potential for success.***



Hutchinson, KS

Strategy 6.8

Uphold a high standard of operational fluidity, including trash collection, regulatory enforcement, street clean-up, and other day-to-day operations to equip downtown for both planned and spontaneous use of public spaces

An environment that is conducive to both planned events and spontaneous utilization of public spaces can be achieved by maintaining a high standard of operational fluidity in downtown.

The City is responsible for the operations that keep downtown running smoothly, including trash pick-up, street clean-up, overall maintenance of parks and public right-of-way, and code enforcement. Downtown Hutchinson should be held to a high standard and its operations should reflect the city's dedication to serving the public and partnering with private landowners to make downtown a great place to be.

Partnerships are critical to downtown's success. Local businesses, community groups, and city authorities can work together to develop efficient schedules for tasks such as trash collection, street cleaning and regulatory enforcement. Hutchinson should maintain a safe and clean environment for future activities and festivals, which can help attract future residents and visitors to explore more of downtown.

Technology can play a role in enhancing operational efficiency. Implementing smart waste management systems that use sensors to optimize trash collection schedules can prevent overflowing bins and maintain the cleanliness of public areas. The City may choose to leverage a website or mobile app to make it easy to report maintenance issues, enabling swift responses from designated teams. Regular audits of operational processes can identify bottlenecks and areas for improvement, ensuring that the downtown area operates seamlessly even during peak usage times.



Hutchinson, KS

Strategy 6.9

Aid and prevent homelessness downtown to protect the health and safety of all members of the community

Homelessness is a complex and challenging issue, and it should be addressed through a multifaceted approach that considers both the physical and social environment of downtown.

In general, **homelessness is addressed through a wide and strategic array of tactics** including things like 1) affordable housing (shaped by land use/zoning policies, tax credits, and development incentives), 2) access to state/federal funding and homeless assistance programs, 3) advocacy groups that provide resources and career pathways at an individual level, 4) changes to the physical landscape that deter camping, and 5) the general creation of a more active/bustling downtown.

A strategy for people experiencing homelessness should be implemented that focuses on **both immediate relief and long-term solutions to end homelessness** for individuals and families and make the community stronger for all. Hutchinson should continue to take advantage of a coordinated network of shelters and outreach services to prioritize and match those experiencing homelessness to the most appropriate housing and services. Collaborate with local shelters, community organizations, and government agencies to promote available resources such as food, clothing, hygiene products, and medical assistance. The commitment of trained social workers and counselors can provide essential mental health support to help individuals transition out of homelessness. The City should collaborate with surrounding communities to understand and address the complexities of homelessness, learning from their experiences and working together to devise solutions.

Homelessness is complex and it requires a multifaceted approach that combines both physical changes to the environment and policy changes to provide diverse support and solutions for those experiencing homelessness. Hutchinson should employ a strategic combination of the following tactics to aid that ultimately helps the community as a whole.



Source: abcdistrict.com/homeless-outreach/

Physical Changes

- **Affordable Housing:** Invest in the construction of affordable housing units specifically for those experiencing homelessness. Consider converting vacant buildings or unused spaces into low-income housing. Investing in affordable housing initiatives will help both immediate needs and will serve as a preventative and long-term solution. Hutchinson may also opt to partner with developers and organizations to create affordable housing options specifically targeted at those experiencing homelessness.
- **Public Spaces Design:** Design public spaces with features that discourage loitering and maintain public safety while respecting the rights of all residents.
- **Access to Food and Water:** Support and expand programs that provide free or low-cost meals and access to clean drinking water to those experiencing homelessness. Encourage local businesses to participate in food donation programs.
- **Ramp up Engagement Efforts:** The ability to identify and engage individuals experiencing chronic homelessness, as well as connect them to available housing and services interventions in the community, relies heavily on persistent, coordinated, and creative outreach efforts.

Policy Changes

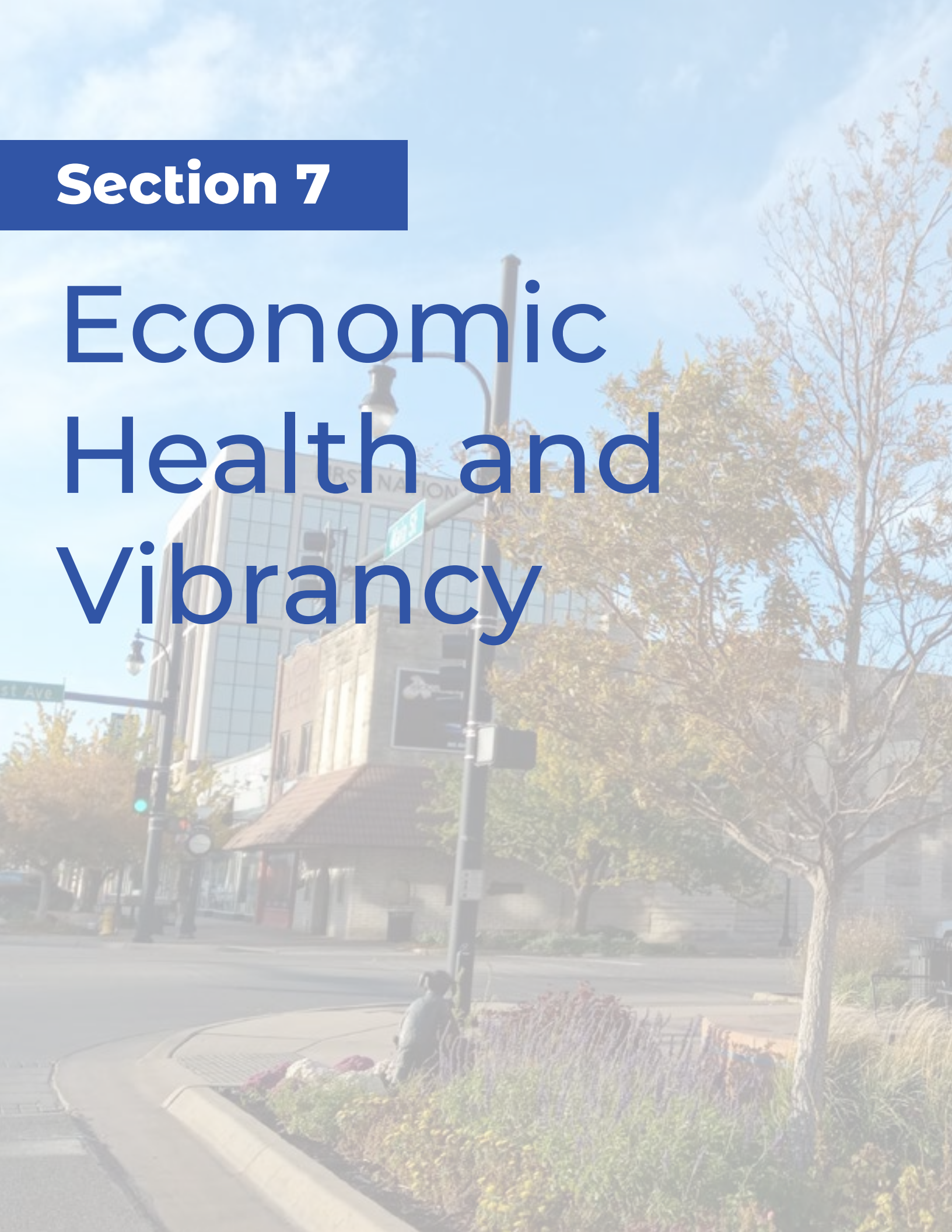
- **Housing First Approach:** Implement a "Housing" first policy, which prioritizes providing stable housing for homeless individuals as the first step, without preconditions such as sobriety or participation in treatment programs. To facilitate such a transformation, it is imperative for communities to embrace standardized indicators of achievement that prioritize the attainment of permanent housing, accompanied by appropriate levels of supportive services, as the primary objective for individuals facing chronic homelessness.
- **Mental Health and Addiction Services:** Increase funding and access to mental health services, substance abuse treatment, and case management to address the underlying causes of homelessness. States can also supplement Medicaid with behavioral health system funding, such as mental health and substance abuse prevention and treatment block grants.
- **Medicaid and Behavioral Health Funding:** This is a resource available to finance the provision of services within the context of supportive housing. This includes supportive housing integrates cost-effective housing options with a customized array of supportive services aimed at facilitating individuals in attaining and maintaining stable housing conditions. The successful implementation of supportive housing necessitates the establishment of consistent and effective supportive services, which, in turn, rely on the availability of reliable and sustainable funding.

Programs

- **Job Training and Placement Programs:** The City may encourage or incentivize local employers to establish programs that empower individuals to regain stability and independence, allowing unhoused individuals to gain access to employment opportunities.
- **Community Education Campaigns:** This kind of local programs can help raise awareness about homelessness, dismiss stereotypes, and foster empathy, encouraging a more supportive environment for those in need.
- **Homelessness Task Force:** City leadership may also formalize problem-solving by establishing a united group of local representatives and meeting monthly to develop an evolving strategy to prevent and aid homelessness in Hutchinson.

Section 7

Economic Health and Vibrancy





A vibrant downtown is composed of a variety of economic drivers that work with the physical and operational elements of downtown to drive economic growth. Creating and sustaining a healthy economic ecosystem takes considerable forethought and an array of strategies that help to make downtown distinct, diverse, and attractive, creating a critical mass of offerings strung together to prompt activity and enjoyment. It is critical that downtowns leverage a variety of resources to fund reinvestment and development within downtown, cultivate activity, generate revenue, and develop a healthy and vibrant economy.

Key Issues

1. There are limited number and variety of dining, entertainment, and destination uses that cause people to come and stay downtown.
2. Several downtown businesses have limited operating hours, reducing foot traffic and downtown's ability to build critical mass of activity.
3. There are negative perceptions of downtown safety due to homelessness or lack of people and activity.
4. There is a lack of workforce for new and existing businesses limits growth.
5. There is a lack of grants, incentives, training, and funding programs to make it easier to start a business downtown.
6. Downtown funding is limited and only allows for basic maintenance and high priority projects.
7. Downtown offers limited activity generators including employment and destination activities to create daytime and nighttime activity.
8. There is a need for a greater concentration of walkable destinations, businesses, and greenspaces.
9. Downtown attractions accommodate a limited variety of interests, ages, and levels of ability.

Goals

1. Attract and retain **new development** including retail, dining, and entertainment attractions to create a **critical mass of economic activity** downtown.
2. Capitalize on existing downtown market strengths to **cultivate a niche destination** within local and regional markets.
3. Establish an array of downtown activities that **serve a variety of interests and demographics**, including attractions for young professionals, families, and seniors.
4. Make downtown an exciting destination for **every day of the week.**
5. Establish downtown as a great **live-work environment and eclectic employment hub**, offering an attractive and walkable space that easily transitions into **further economic activity**.
6. Increase the **variety of businesses and public spaces** within downtown that make it easy and enjoyable to **visit multiple establishments in a trip** downtown.
7. Leverage a unified downtown brand to establish **diversity and continuity in the market** and attract a **unique customer base**.
8. Offer short-term lodging and residential options for people to live downtown and visit over-night, creating an **appealing environment that meets 24-hour needs**.

Strategies

Strategy 7.1 – Leverage branded downtown districts to create pockets of unique but continuous economic activity throughout downtown

Strategy 7.2 – Identify downtown's market niche to better attract downtown customers and activity

Strategy 7.3 – Leverage downtown's history and culture to cultivate a dynamic and attractive market

Strategy 7.4 – Create a downtown that offers both permanent and temporary lodging, as well as attractive shopping, dining, and other destinations for full-time needs to provide options around the clock

Strategy 7.5 – Cultivate a critical mass of dining and entertainment destinations to make downtown a great place to spend time and money and experience a full night out

Strategy 7.6 – Create a greater concentration of walkable destinations, businesses, and greenspaces to encourage a more extended stay downtown

Strategy 7.7 – Lengthen operational hours, host regular events, and create a higher density of businesses and destinations to create regular activity and foot traffic downtown

Strategy 7.8 – Promote downtown as a great place to live and work, establishing a variety of businesses and housing types to create a full-time downtown

Strategy 7.9 – Expand the offerings of downtown attractions for all ages including families, young professionals, and seniors to make downtown more diverse and attractive for everyone

Strategy 7.10 – Create a downtown Business Improvement Association or District (BID) to establish a more united, vibrant, clean, and safe district

Strategy 7.11 – Employ numerous concurrent tactics to support downtown reinvestment and incentivize new business to make downtown an exciting and affordable place to start a business

Strategy 7.1

Leverage branded downtown districts to create pockets of unique but continuous economic activity throughout downtown

As described in Strategy 3.1, distinct downtown districts will be developed based on existing strengths and attractions downtown. Downtown should leverage and build upon the momentum of these districts to cultivate unique pockets of attractions that create varying atmospheres and aesthetics within the larger attraction of downtown. To leverage these districts effectively, downtown should invite and attract businesses and organizations that align with a shared purpose and aesthetic. Steps should be taken to actively market downtown's districts through the City and Chamber of Commerce, as well as other appropriate channels.

Economic activity should largely align with the district definitions set forth in Strategy 3.1:

Downtown Core: Serves as the one of the main areas of economic activity within the city, offering diverse employment opportunities, businesses, and amenities. This district typically features a mix of mid-rise buildings, creating a dense and pedestrian-friendly landscape where professionals and workers can collaborate, innovate, and engage with a wide range of services and resources. It serves as a catalyst for economic growth, drawing talent, investment, and innovation while providing essential goods and services to residents and visitors alike.

North Rail District: This district is characterized by a diverse array of entertainment options, including theaters, music venues, nightclubs, and performance spaces, creating a dynamic atmosphere that comes alive after dark. It also features a mix of major retailers, restaurants, wine bars, and boutique shops that cater to both residents and visitors, fostering a vibrant local economy. Moreover, it showcases an array of artistic expressions, such as art galleries, and public art installations, providing a platform for creative exploration and cultural enrichment.

Civic/Business District: Encompasses a balanced blend of commercial office spaces, residential properties, conference centers, and hotels within a well-planned and interconnected environment. This district serves as a dynamic economic and social hub where professionals work, residents live, and conferences and events are hosted, all while providing convenient accommodations for visitors. It often features a mix of mid-rise buildings, as well as green spaces and public amenities, creating a harmonious and bustling urban landscape that fosters business, residential living, event tourism, and community interaction.

Garage District: This district is marked by the transformation of historic industrial structures and land into versatile spaces that accommodate a mix of uses. It provides a supportive environment for startups, entrepreneurs, and artists, offering a blend of production and studio spaces where innovation and creativity flourish. The garage district can foster a sense of community and urban vibrancy by offering dense live-workspaces, enabling residents to seamlessly integrate their work and living environments.

South Avenue: Combing residential, office, and recreational elements, South Avenue carefully maintains a layout that promotes a pedestrian-friendly and human-scale atmosphere. Typically featuring low to mid- rise buildings, medium and low-density residential, and accessible outdoor commercial spaces, it creates a welcoming urban environment that prioritizes quality of life, community engagement, and ease of movement. This district offers a mix of housing options, retail establishments, and open areas, encouraging a diverse range of activities and fostering a sense of place.

While these districts may bleed into one another, a continuous effort should be made to **create definition, distinction, and unique appeal within each district**. Local champions and downtown businesses should be encouraged to **take ownership of the unique appeal each district brings** to downtown.

Branding and marketing steps should be taken for each district, building upon existing attractions and the definitions above to create definition and excitement surrounding the districts. Marketing may even play into the physical environment of the downtown through banners, and changes in lighting, landscaping, seating, or other physical elements of each district's rights-of-way. Marketing may also involve creation of district sub-pages on the downtown website, cultivating a narrative and aesthetic that excites and attracts both visitors and businesses, resulting in compounded economic activity.



Source: www.otherwiseinc.com

Strategy 7.2

Identify downtown's market niche to better attract downtown customers and activity

A market niche is a pocket within the market wherein specialized economic activities gain dominance. Niche strategies help a downtown compete in the local and regional retail market. While a successful downtown should support more than one market niche, it is helpful to identify, prioritize, and market these pockets of commerce as prime attractions that create unique opportunities to engage with downtown.

Hutchinson should **leverage existing niches and identify additional desired market niches** within downtown. Some existing downtown niches present in Hutchinson today include ***antiques, home décor and furniture, arts and culture, and government offices and related professional activities.*** The niches may be expanded or added to, creating a market for diverse and compatible attractions within downtown.

When market niches are promoted and marketed to the community, other businesses are often attracted to the downtown in hopes of catering to the same targeted consumer segments, building momentum and compounding economic activity. A strong downtown niche provides consumers with a large selection of something within a somewhat limited range of merchandise and services. Hutchinson must evaluate these niches within the context of recommended districts to identify these opportunities.

A market niche can be focused on a **specific customer base**, such as college students, retirees, heritage tourists, artists and crafters, families, office workers, or other customer bases.

A market niche may also be focused on **specific goods and services**, such as antiques, jewelry, entertainment, breweries, home furnishings, arts and crafts, bookstores, or other goods and services.

Hutchinson may seek to better **capitalize on downtown's rich history and character**, distinguishing itself among regional downtowns and attracting investment, businesses, customers, and tourists. Cultivating an assemblage of cultural, entertainment, and recreation attractions will be key to downtown's continued revitalization.



Hutchinson, KS

Strategy 7.3

Leverage downtown's history and culture to cultivate a dynamic and attractive market

Tourism is lucrative to local, state, and national economies. In the past, tourists sought experiences that would allow them to visit monuments, museums, and other locally significant sites. While this form of tourism continues, people are increasing seeking out cultural experiences, where individuals immerse themselves in the cuisine and lifestyle of a culture.

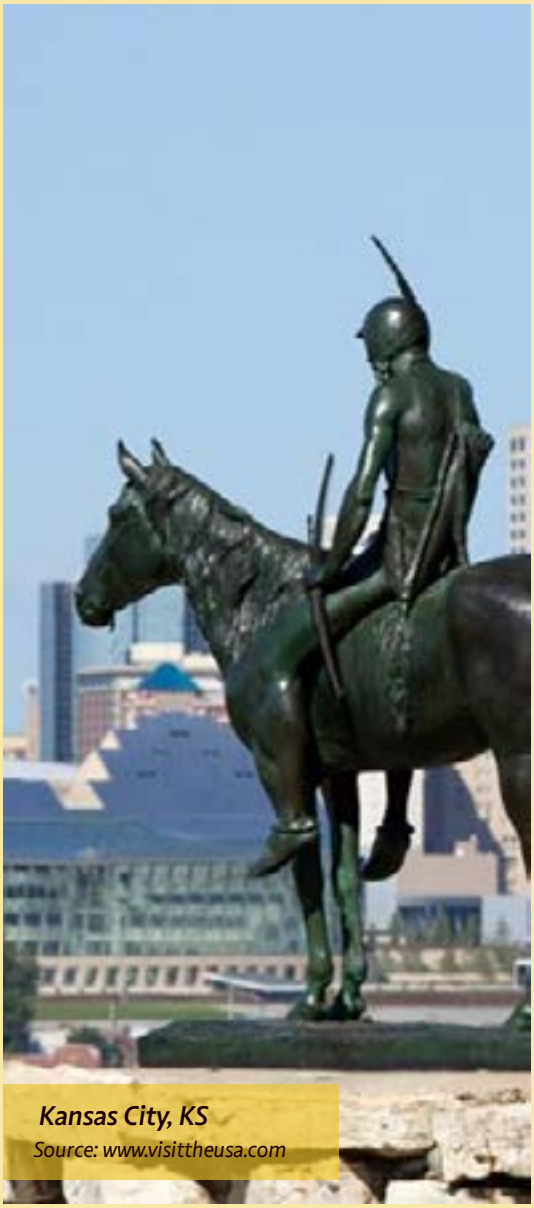
Historic preservation can help to rejuvenate downtowns through the growing realm of **cultural and heritage tourism**. These branches of tourism are oriented towards the cultural heritage of the location where tourism is occurring, bringing unique appeal to the destination. The National Trust for Historic Preservation defines heritage tourism as "traveling to experience the places and activities that authentically represent the stories and people of the past," and defines cultural heritage tourism as "traveling to experience the places and activities that authentically represent the stories and people of the past and present."

Downtown Hutchinson has the potential to **tap into the heritage and cultural tourism markets**, leveraging the historic building façades and unique attractions to create authentic and compelling experiences. Attractions such as **downtown walking tours, interactive plaques/historic markers, and community museums** may be established to attract visitors and create a dynamic and well-rounded experience for visitors and Hutchinson residents, alike.

Celebration of Hutchinson's **heritage and culture should be integrated into public spaces** and evident throughout downtown through both physical elements such as plaques, statues, and art, as well as through non-physical elements such as music, performance, and walking tours. These components should work together to create an environment that is interactive, exciting, and intriguing.



Source: www.travelks.com



Kansas City, KS
Source: www.visittheusa.com

Cultural Tourism

Americans for the Arts defines a cultural district as "a well-recognized, labeled, mixed-use area of a settlement in which a high concentration of cultural facilities serves as the anchor of attraction." These facilities may include performance spaces, museums, galleries, artist studios, arts-related retail shops, music or media production studios, arts education venues, or green space. Cultural districts are traditionally mixed-use developments, integrating both commercial space and residential areas, often designed to revitalize neighborhoods or areas needing economic or societal stimulation—like Downtown Hutch. To attract residents, businesses, artists, other members of the creative economies, and visitors—cultural districts often utilize green space, architecture, and other authentic assets to establish a distinctive appearance or authentic sense of place.

Focusing on the economic opportunities generated by cultural tourism, cultural districts may combine specific visitor services (boutique hotels, local restaurants) or include venues (performing arts and convention centers) to attract groups to the area for a convention, group tour, business meeting, or special event. Creating a critical mass of activities available 24/7, the district can be marketed as a destination attraction with a creative environment.

However, tourism is a much more competitive industry than it was even a decade ago. Therefore, even the most successful cultural district must continuously seek out dynamic approaches to development. Focusing on authenticity and quality, city staff, the chamber of commerce, stakeholders, and future developers need to recognize and identify assets and elements that make the area attractive and distinct.



Source: www.travelks.com

Strategy 7.4

Create a downtown that offers both permanent and temporary lodging, as well as attractive shopping, dining, and other destinations for full-time needs to provide options around the clock

Critical to an effective downtown that attracts both residents and short-term visitors is its ability to provide for full-time needs including elements like a grocery store, pharmacy, dining, employment opportunities, and places to live or stay the night. **A person's basic needs should be met by a downtown**, offering a walkable environment where people can get what they need through local retail and services within a short distance from their homes or hotels.

More than meeting just basic needs, a full-time downtown also meets desires, offering exciting attractions such as dining, breweries and bars, entertainment destinations, enjoyable outdoor spaces, and places to socialize. Critical to building a full-time downtown is an array of housing options, as well as temporary lodging in the form of hotels or other short-term stays.

Housing should be varied in nature, with options for both owners and renters, different levels of density, varying character and aesthetics, and diverse offerings in price with a fair portion of affordable and market-rate housing. Diverse housing options attract downtown residents who can work downtown in both full-time and part-time roles, and who will frequent diverse local businesses and contribute to the local economy as a built-in customer base for all kinds of businesses downtown.

Temporary lodging should also be available downtown, offering a variety of unique stays that keep people coming back for more. Good additions to downtown may include hotels of varying shapes and sizes, offering high-end stays as well as affordable downtown options that make downtown attractive to a wide array of visitors. Other options including bed-and-breakfasts and short-term-rentals should be considered as downtown becomes an increasingly attractive place for short-term stays.

Along with varied housing and temporary lodging options comes a **built-in customer base** that will likely partake in a variety of economic activities to meet their needs and fulfill their interests. These offerings may create further momentum for the success of dining, retail, and entertainments destinations, making downtown a more successful full-time destination.

Existing residential development should be protected, and new residential development should be encouraged. A variety of housing options should be developed and redeveloped downtown, including high-density mixed-use residential development above storefronts and offices throughout downtown, medium-density stand-alone apartments and condominiums, medium and low-density options such as townhomes, rowhomes, and duplexes, as well as a limited number of single family homes. Strategy 3.1 should be referred to for specific design recommendations for residential development within the districts, and Strategy 3.2 should be referred to for specific catalyst sites for residential development.

Funding sources should be established locally, to incentivize residential development, redevelopment, and purchase of residential properties. Additionally, regional, state, and national funding sources should be identified by the City and the Chamber of Commerce, and shared with the community to remove barriers and incentivize local stakeholders to invest and live in their downtown.

First-Time Homebuyer Program. The City and the Chamber of Commerce should engage local financial institutions, government agencies, and nonprofit organizations to create a first-time homebuyer program focused on downtown. This type of assistance will pique the interest of young professionals, young families, and other prospective residents by helping them purchase market-rate housing downtown.

Private Activity Bonds (PAB). These bond opportunities are issued by local or state governments to provide financing for special interests and qualified projects such as rental housing projects. The City and Chamber of Commerce should evaluate the potential of offering this form of municipal bond for the benefit of downtown livability. The Kansas Department of Commerce currently offers a federally exempt Private Activity Bonds that may be leveraged for the betterment of Downtown Hutchinson.

Rural Housing Incentive Districts (RHID). These district incentives offer reimbursements to developers who build housing in rural communities within an established district as adopted by a city with a population under 60,000 or county under 80,000. RHIDs finance housing development infrastructure or renovations of buildings or structures more than 25 years old, to be used for residential use in a central business district. RHID captures the incremental increase in real property taxes created by the development project for up to 25 years. The Kansas Department of Commerce has an established RHID program that may be leveraged to create more housing options in Downtown Hutchinson.



Mckinney, TX - Historic Downtown
Source: www.jasminealley.com/historic-downtown-mckinney/



London, UK - Wayfinding Signage
Source: www.citywayfinding.com/managing-costs-in-wayfinding/

Strategy 7.5

Cultivate a critical mass of dining and entertainment destinations to make downtown a great place to spend time and money and experience a full night out

No matter the size of the city, downtowns should be characterized by relative density—including amenities, shops, restaurants, entertainment, and people. When downtown becomes a place for everyone, density is organically generated by diversity, and it becomes a place for all walks of life. Lack of density often means visitors will have to rely on personal vehicles or other forms of transportation to experience local offerings—thus, **walkability and a critical mass of destinations is crucial to creating attractive downtown places and spaces**. It's the critical mass of dining and entertainment destinations, as well as housing, retail, offices, and people that must exist before downtown can truly become a vibrant city core.

A downtown that does not cultivate an assemblage of destinations and attractions may face depopulation, a lack of critical infrastructure, and challenges with economic activity and growth. Sustainable economic development policy requires investment in local strategies that strengthen community assets and empowers local leadership to promote truly resilient economic opportunity.

Many comparable-sized communities have achieved economic revival by:

- Investing in downtown community assets with the long-term goal of supporting a cluster of locally owned small businesses
- Nurturing an accessible entrepreneurial network that results in a business-friendly atmosphere that attracts and retains both small and large business
- Taking varied efforts to improve quality of life in order to support and attract various forms of development, including residential and commercial
- Promoting an attractive sense of place that retains both residents and visitors

In partnership with local leaders, development organizations, Main Street programs, and other local organizations, downtown revitalization strategies can be locally-led, grassroots solutions rooted in local contexts, based in community strengths, and led by an alliance of people dedicated to enhancing economic opportunity for rural residents.



Paso Robles, CA – Downtown Dining and Parklets
Source: pasoroblespress.com

The following development objectives should be considered with development applications to help **maintain both density and sense-of-place** downtown:--

- Nurture an economic environment that is regionally connected, innovative, and founded in the cultural, historic, and entertainment-based assets of the community
- Foster a vibrant, cohesive business environment that is forward-thinking and collaborative
- Encourage civic structures that are locally organized, inclusive, and support network building
- Limit infrastructure expansion for personal vehicles, focusing investments on walkability and public spaces
- Invest in multimodal transportation including accessible and affordable public transit services
- Develop infill housing, including allowing office-to-residential conversions
- Encouraging and incentivize a diverse mix of land uses, mobility resources, public spaces, and aesthetics

Broadband as a Tool for Economic Development

The Kansas Office of Broadband Development Investment Programs has a Broadband Acceleration Grant Program available to Kansas communities.

Launched in 2020, the state's only broadband investment program, the Broadband Acceleration Grant Program, is investing $85 million over 10 years toward bridging the digital divide in Kansas. The broadband infrastructure construction and modernization funding is provided through the Kansas Department of Transportation's Eisenhower Legacy Transportation Program (IKE).

Currently in the third of ten funding years, this competitive grant program will invest $5 million in grant awards for years one through three, and $10 million in funding awards for years four through ten. The program prioritizes bringing access to unserved and undeserved areas through the construction of broadband infrastructure across Kansas.

Source: Kansas Department of Commerce

While downtown should include a critical mass of dining, retail, and entertainment options throughout, the districts as defined in Strategy 3.1 provide recommendations for the distinctions that may appear from one area of downtown to the next. Some areas within downtown most easily lend themselves to a higher concentration of entertainment, commerce, and arts with lively nightlife and great venues/destinations. These portions of downtown provide optimal opportunity for a concentration of regionally servicing retail and entertainment uses—including major retailers that have a regional draw, as well as concentrations of retail that draw visitors from outside of the City. Uses that generate sales-tax are a priority throughout the entirety of downtown. Complementary uses such as office, entertainment, medium or high-density housing, and services are also appropriate to build towards density and diversity of use.

Sales Tax and Revenue (STAR) Bonds. Bond financing is available for Kansas municipalities to develop major commercial, entertainment, and tourism destinations. STAR Bonds are a financing tool that allows cities to issue bonds to finance the development of major commercial, entertainment and tourism projects. The bonds are then paid off through the sales tax revenue generated by the development. In metropolitan areas, STAR Bonds can be used only for projects with an anticipated capital investment of $75 million and with at least $75 million in projected gross annual sales. In rural areas, STAR Bond projects have no specific financial threshold, but must be of major regional or statewide significance. The creation of a STAR Bond district requires approval by the Kansas Secretary of Commerce. The intent is to increase regional and national visitation to Kansas. STAR Bonds should be actively pursued to achieve the objectives of this Plan.

Tourism as a Catalyst for Creating Dynamic Places

Benefits for regional and rural economies.

Tourism can promote the development of activities and attractions, infrastructure, and equipment to accommodate and attract all types of visitors. In rural areas, tourism can be a catalyst for economic development and growth—often highlighting local cuisine, farming, culture (arts and crafts), and outdoor activities—and provides significant opportunities for local businesses to diversify income streams and participate in local supply chains.

Opportunities for innovative small-scale business operations.

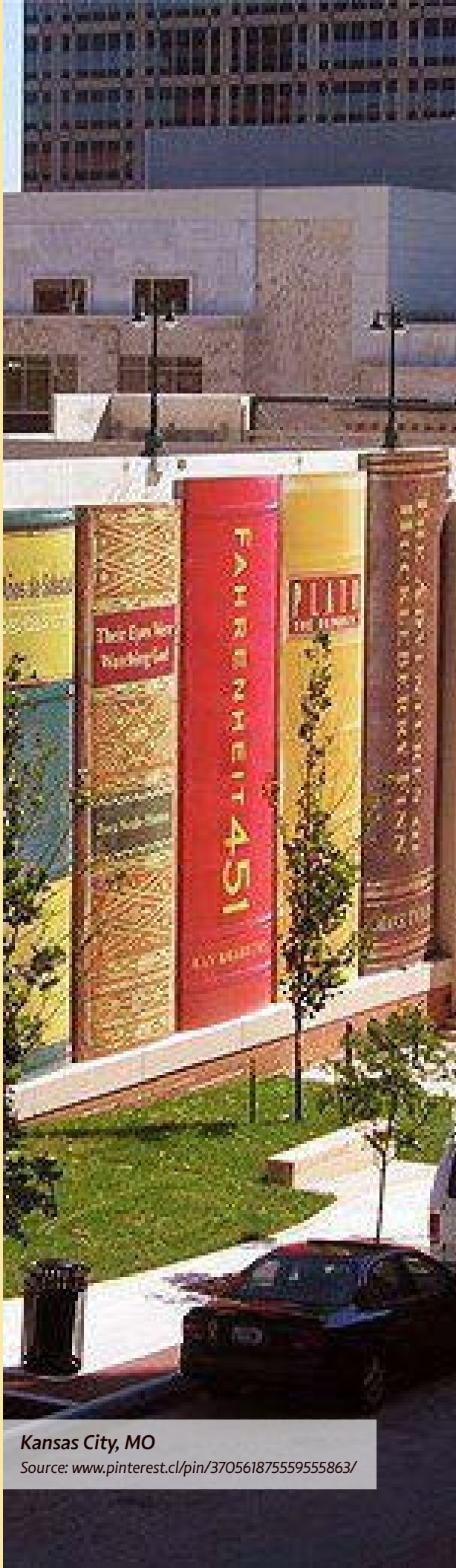
Tourism creates demand for specific goods and specialized services, including transport, accommodation, travel, and supporting services to meet the needs of niche and emerging travel markets (e.g., adventure, health, and wellness, creative and sports tourism). When local businesses and the economy respond to opportunities to meet the specific needs of travelers (e.g., accommodation, food services, entertainment, tours, etc.), the cumulative effect on local communities and economies can be significant.

Support for the promotion of cultural authenticity and natural assets.

Cultural authenticity and natural assets are important tools for destinations to attract tourists. When built upon stakeholder engagement and sustainable development principles, tourism can raise awareness of cultural and environmental values, and help finance the protection and management of these local resources. Tourism can also play an important role in demonstrating the economic value of environmental and cultural heritage conservation and authenticity of a destination, primarily through the level of activity that it can stimulate in the local economy.

Support for infrastructure-related development and maintenance.

Improved transportation and mobility infrastructure plays a significant role in attracting tourists, as well as in improving the quality of life of the local population. Furthermore, it promotes the distribution of socio-economic benefits related to the tourists' expenses (e.g. incomes, jobs) and interactions with local residents. Tourism can also generate additional funding for the development and maintenance of transportation and mobility systems, public spaces, cultural attractions, and entertainment centers, which all contribute to the attractiveness of destinations.



Kansas City, MO
Source: www.pinterest.cl/pin/370561875559555863/

Strategy 7.6

Create a greater concentration of walkable destinations, businesses, and greenspaces to encourage a more extended stay downtown

It is important to prioritize the creation of a greater concentration of walkable destinations, businesses, and greenspaces to encourage extended stays in Downtown Hutchinson. Walkability must be fostered by prioritizing human scale design and quality of life through development and redevelopment efforts. Concentrating walkable destinations and places, including government and business activities will increase downtown's role as a central hub for the entirety of Hutchinson. There is ample opportunity to provide unique and compelling open spaces that create and spur economic activity downtown.

Reclaiming and enhancing waterfront to spur economic growth. A small area planning process should be initiated to determine the potential enhancements that can be made surrounding the river that traverses and runs underneath portions of downtown. This asset can potentially be transformed into a huge community asset that may serve as a market catalyst, attracting a critical mass of visitors and public investment to stimulate demand for new residential, commercial, and mixed-use development.



Gardinier, ME
Source: Benjamin M. Williamson Photography

Greenspace improvements throughout downtown should be implemented to enhance the existing natural amenities and cultivating unique community destinations that supplement and catalyze activity in and around downtown. Specific strategies for downtown character and public space beautification and are listed in Strategy 5.2 and specific opportunities for new or improved public gathering spaces are listed in Strategy 5.6. These opportunities should be implemented in tandem with economic development strategies that prioritize economic density, activity, and accessibility.

Physical barriers between the greenspace and commercial development should be removed and pedestrian connectivity improvements developed to support economic development in surrounding areas. This Plan focuses on creating resilient elements to support year-round activities and opportunities for both residents and visitors. Specific recommendations for creating physical continuity can be found in Strategy 5.7.

Programming should leverage public spaces to spur economic activity and enjoyment, potentially including areas for food trucks, institutional/civic buildings, new public restrooms, an amphitheater, and flexible multi-generational playground or activity area. Linear parks are incorporated to equip the waterfront for use by pedestrians and bicyclists traveling to and from places like the transit center, City Hall, Memorial Hall, George Pyle Park, etc.



Rockville, MD
Source: montgomeryplanning.org

Strategy 7.7

Lengthen operational hours, host regular events, and create a higher density of businesses and destinations to create regular activity and foot traffic downtown

Since Downtown Hutchinson seeks to become an area that is vibrant and accessible for many different populations and purposes, it is critical that it create a dense and active environment that has operational uses and hours extending beyond the normal workday. Creating foot traffic and activity requires ***longer operational hours, regular events, and a greater concentration of attractions***. To host successful community events, local retail and commercial businesses must adequately serve their populations, including restaurants, coffee shops, late-night dining, and bars for people to utilize before and after events downtown.

Downtown establishments should work to stay open longer and more targeted hours. Coffee shops should be available for early morning coffee runs and afternoon meetings. Restaurants and bars should have longer hours from one establishment to the next, working together to serve varying hours throughout the day based on target audience or offerings. There should be options for breakfast diners and quick eats, cafes and lunch spots, casual and upscale dining options during regular dinner hours, and breweries and bars open later into the evening. Retail and commercial options should similarly be available outside of business hours, with boutiques, bookstores, salons, movie theaters, and other establishments open on evenings and weekends to provide an attractive place for visitors as well as Hutchinson residents to frequent.

A wide array of events and festivals should be available downtown. Hutchinson currently hosts about 30 advertised attractions and events downtown throughout the year, including one of its most popular attractions, Third Thursdays. The Reno County Farmer's Market, which opens two days per week, also helps to draw people downtown. Additional outdoor programming or events are available at established venues like the Fox Theater, the Family and Children's Theatre, Stage 9, and Memorial Hall and should coordinate with local businesses to extend operational hours at targeted times to provide dedicated goods and services centered around these events. This collaboration would generate regular activity and foot traffic along dedicated Festival Streets to create destinations where people can remain active and spend time and patron local business for longer stints of time, contributing to a more vibrant and sustainable economy for Downtown Hutchinson.

A culmination of culinary experiences, entertainment venues, and local attractions is extremely valuable to a downtown—attracting visitor and serving downtown workers and residents. These destinations are critical to helping downtown maintain its role as a cultural and entertainment hub of Hutchinson, offering unique destinations for an evening out on the town. Entertainment options should be diverse and reflective of community interests. Restaurants should include a mix of independent and chain restaurants including casual dining, family style restaurants, and fine dining.

Restaurants can create a culinary niche for downtown, especially if dining options build upon unique and locally sourced foods. Local food products from area bakeries, meat markets, seafood markets, fruit and vegetable markets, and wines all add to the local dining experience. Connections to nearby farms and farmers markets also add to that experience.

Strategy 7.8

Promote downtown as a great place to live and work, establishing a variety of businesses and housing types to create a full-time downtown

Downtown should be a great place to live, work, and play. To have a live-work environment, employment and residential options must be present within a walkable area. In addition to adding a variety of housing types as described in Strategy 7.4, there will need to be employment opportunities and space for businesses to operate provided as well. Dining and entertainment are critical to a healthy nightlife as has been discussed in previous strategies, but it's important that a downtown also offer daytime uses and destinations including business offices, civic uses, banks, production spaces, and flexible workplaces.

Both the Civic/Business District and the Garage District are positioned to offer an array of live-work spaces and mixed-use office/residential development. The Civic/Businesses District will boast the civic core, conventions, and hotels, while the Garage District will utilize adaptive reuse of industrial buildings to house startup businesses, production spaces, and studios. The Civic/Business District will house a concentration of economic generating jobs and employment opportunities, while the Garage District provides for true live-work environments in Hutchinson by allowing artisanal and small manufacturing, fabrication, assembly, and workshop uses compatible with housing and retail.



Source: www.phillymag.com

What are live-work spaces?

Live-work spaces blend residential and professional life into a single environment. These spaces are designed to provide individuals with the convenience of living where they work, offering numerous benefits to both residents and the broader community. This arrangement creates unique opportunities for downtown living, prompts economic activity, and reduces carbon footprints, aligning with a variety of downtown goals.

By re-purposing and revitalizing existing buildings, such as warehouses or factories, live-work spaces contribute to the revitalization of a downtown, which can lead to increased foot traffic, attracting more people to the area, and subsequently benefiting local businesses. Live-work spaces are versatile and adaptable, accommodating a variety of professions. They often feature open floor plans, high ceilings, and abundant natural light, creating conducive environments for creativity and productivity. These spaces can serve as studios, galleries, offices, or small businesses, fostering innovation and entrepreneurial spirit. This flexibility encourages local economic development and supports the growth of small businesses. Live-work space occupants are more likely to invest in their communities due to their increased commitment to the area's success.

Economic and demographic trends that affect life and employment in Downtown Hutchinson include:

- **Job Growth.** Through 2040, Reno County is projected to add an estimated 1,561 to 2,646 new jobs. Hutchinson is forecast to capture approximately three-quarters of Reno County's employment growth, equating to 1,170 to 1,984 new jobs.
- **Population Growth.** Prompted by this projected job growth, from 2023 to 2040, Hutchinson is expected to support population growth of 2,2341 to 3,969 new residents—which will generate the need for additional retail goods and services, commercial and industrial space, and new residential housing units across the Planning Area.
- **Educational Attainment Levels.** Hutchinson's population has slightly lower levels of educational attainment than the overall Kansas population with 35.6 percent of the population attaining an associate degree or higher compared to 43.4 percent statewide. Conversely, 38.3 percent Hutchinson residents attained a high school diploma or less compared to 34.4 percent of the statewide population.
- **Household Income.** Hutchinson's median household income of $51,229 compares to $61,084 for Kansas, with a much greater rate of households earning less than $25,000 and a much lower rate of high-income households earning $100,000 or more.

Jobs and housing are critical to a healthy full-time downtown. Growth is coming to Downtown Hutchinson, and it will be important to capitalize on it by taking strategic steps that provide sustainable job opportunities for Hutchinson residents while empowering a skilled local workforce that will attract new businesses. Local leadership must work with downtown employment centers to create diverse and plentiful opportunities for a workforce of varying levels of education. Hutchinson's relatively low household income levels place a constraint on potential retail sales, housing values, and residential rents. **Downtown housing should be accessible to and attainable by the local population.** Additional educational opportunities, workforce training programs, and a variety of employment options (attracted to the potential for skilled labor) will become a driver for economic revitalization and stability in Downtown Hutchinson. Additional socioeconomic characteristics that impact these factors are detailed in **Appendix D: *Economic and Market Analysis***.

The Kansas Industrial training (KIT) program may be used to assist firms involved in net new job creation. Training can include subjects that provide knowledge and specific skills necessary for job entry including instruction on the company's own production equipment on the plant floor or on similar machinery in a classroom setting.



Source: www.probuilder.com/live-work-housing-design-solutions

Strategy 7.9

Expand the offerings of downtown attractions for all ages including families, young professionals, and seniors to make downtown more diverse and attractive for everyone

Hutchinson should serve not only its current population, but those it hopes to attract and retain in the future. As compared to the State of Kansas, Hutchinson's household composition possesses well below average rates for both of families and married couples with children and above average householders living alone and senior households ages 65 years and over living alone. The characteristic of Hutchinson's average household composition suggest a propensity for detached single-family housing and a large population of seniors aging in place. Simplified, Hutchinson has a large senior population aging in place and fewer families, children, and family/working adult populations. However, there are still a number of active young families and young professionals in Hutchinson, for whom downtown should suit.

It makes good economic sense for a downtown to be diverse in its array of attractions and offerings. Not only does this better position Hutchinson to adapt to changing market demands and stay economically resilient, it makes for a more attractive downtown.

Like the rest of the country, future development and redevelopment efforts and local programming should ensure **inclusivity, accessibility, and the special needs of a diverse and changing population**. What is good for older adults is good for communities in general, including a variety of affordable housing choices, walkable density of uses, and accessible employment opportunities. Age-friendly communities typically have, for example: accessible and safe road and transport infrastructure, barrier-free access to buildings and houses, and public seating and sanitary facilities, among others. These communities also enable people to stay active; keep connected; and contribute to their community's economic, social, and cultural life.

Transportation must evolve to suit the whole community. Automobile-dependent environments disenfranchise and endanger those who are physically unable, too young, too old, or too poor to own a car. It is not equitable, sustainable, or economically smart to design communities for only one primary mode of transportation.

Housing variety makes good economic sense. Downtown should offer a variety of housing options to suit both current demographics and demand, as well as accommodate potential growth of young professionals and young families to downtown. A significant majority of adults want to age in place, but most homes aren't ready for the reality of older residents. Few homes include the basic access for people with limited mobility with features like single floor living with no steps and extra-wide doors and ramps to accommodate wheelchairs. Affordability is critical in the provision of variable housing types, as seniors are often living on fixed incomes.

Diverse places to work and things to do in downtown. Downtown Hutchinson desires to become a destination with something for everyone to enjoy. This means offering employments opportunities for young professionals, seniors, and everyone in between. Downtown should also offer attractions and amenities for families, young adults, seniors, students, and the like.



Source: www.redfin.com/blog/parks-in-omaha-ne/

Attracting Young Professionals to Downtown Hutchinson

Fundamental to the area's vitality and economic development is the recruitment and retention of young professionals in Downtown Hutchinson. Investing in affordable, modern housing options within or close to the Planning Area will attract the interest of young professionals. Developing trendy apartments, lofts, and mixed-use spaces can make it simpler for young professionals to become involved in the downtown community by providing them with convenient and attractive living arrangements. Many smaller U.S. cities are able to set their rent prices slightly below those of the nation's largest cities, which could incentivize recent college graduates to come or stay in Hutchinson in their early careers.

By promoting young professional to become involved in the local economy, many small to mid-sized cities have also been able to retain their graduates. In Tulsa, Oklahoma, for instance, a group known as "Tulsa's Young Professionals" funds programs that engage young professionals in economic development and "placemaking" initiatives, which re-imagine public spaces to enhance the health, contentment, and well-being of residents. Hutchinson should prioritize regularly hosting cultural events, art exhibits, and live performances. Collaborating with local artists and musicians can contribute to the development of an ambiance that appeals to the artistic sensibilities of young professionals.



Source: www.5280.com/denver-best-all-day-coffee-cafe-bars/

Strategy 7.10

Create a downtown Business Improvement District (BID) to establish a more united, vibrant, clean, and safe district

A Business Improvement District (BID) is a geographical area where local stakeholders oversee and fund the maintenance, improvement, and promotion of their commercial district. Downtown Hutchinson should collaborate with downtown business owners to develop **an improvement association** (i.e., voluntary private nonprofit with dues) or a **business improvement district** (i.e., mandatory public agency with assessments). The organization will lead and facilitate capital improvements, maintenance, and programming for the downtown area.

BIDs create vibrant, clean, and safe districts by delivering services and improvements beyond those typically provided by the City. However, BID services do not replace those provided by the City; by law, City services cannot be reduced because of the existence of a BID. Potential services of a BID include:

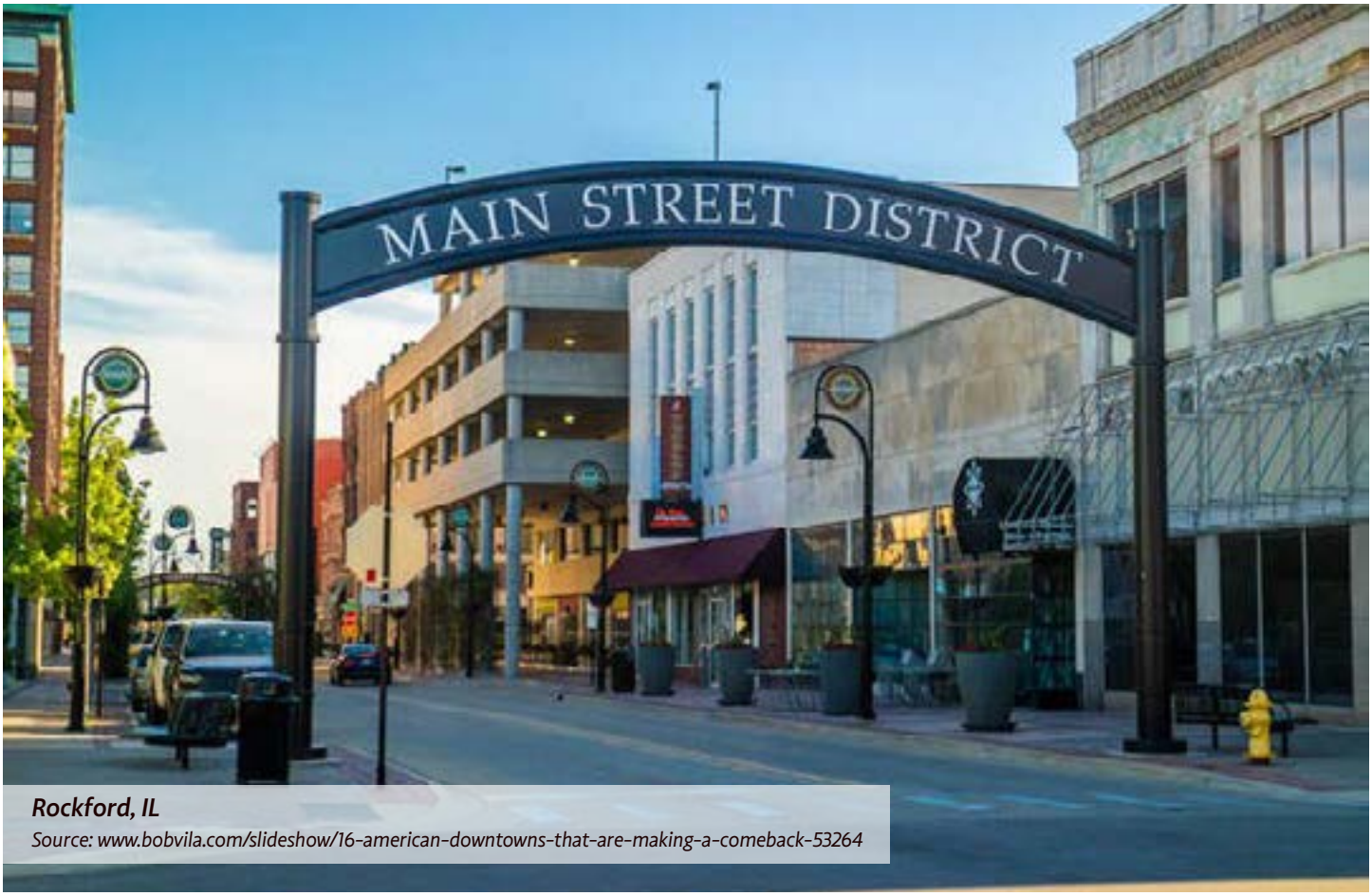
- Street cleaning and maintenance
- Public safety and hospitality
- Marketing and events
- Capital improvements
- Beautification
- Advocacy
- Business development

BIDs help to brand a district and market small businesses on key corridors. They facilitate networking among local merchants, host community events, and advocate for improvements across the district. BIDs also serve as a liaison between local businesses, stakeholders, and the City government. In doing so, BIDs provide a collective voice for the neighborhood and inform city policy based on their unique local insight.

BIDs are typically run by a not-for-profit organization with a Board of Directors. Elected by members in the district, the Board must include property owners, merchants, residents, and representatives of local elected office. The Board is responsible for making key decisions about programs and services, budget, goals, policies, and staffing.

BID programs and services are **funded by a special assessment billed to property owners** within a designated district. Assessments are unique to each BID and decided upon by the BID's stakeholders. The City of Hutchinson would assist with the collection of the special assessment, and then distribute 100 percent of the collected money directly back out to the BID. On average, assessments make up 75 percent of BID budgets with the rest resulting from fundraising, grant applications, and revenue generation from programs to support the services they provide.

Hutchinson should carefully evaluate the value that this approach could bring to downtown, and consider implementation of an improvement association or business improvement district.



Rockford, IL
Source: www.bobvila.com/slideshow/16-american-downtowns-that-are-making-a-comeback-53264



Source: www.crainsnewyork.com

Strategy 7.11

Employ numerous concurrent tactics to support downtown reinvestment and incentivize new business to make downtown an exciting and affordable place to start a business

Businesses and consumers have begun to rediscover the beauty and intrigue of historic downtowns. Independent businesses are often willing and excited to rent or own spaces in historic buildings that corporate chains and franchises might avoid. Market forces are revealing that there is demand among individuals and families who value historic downtown living, even in relatively small places.

Unfortunately, this changing market landscape cannot be fully supported if beautiful, historic buildings are facing advanced deterioration and the need for significant capital investment to meet code compliance and allow for legal occupancy. Historic buildings require regular maintenance and investment to unlock their potential within the modern market. This can be one of many challenges that create barriers to economic growth and the creation of new business.

Downtown Hutchinson should employ numerous concurrent efforts to support downtown reinvestment, incentivize business growth, and promote downtown business opportunities. Below are several tactics that should be evaluated, considered, and potentially implemented:

Leverage Business Finance Programs. Partner with area financial and educational institutions and the Hutchinson/Reno County Economic Development Corporation to expand the range of economic development programs available to downtown businesses. Examples of such programs include revolving loan funds, micro-lending program, and enhanced business counseling and technical services.

Revolving loan funds. These funds can help fill financial gaps by providing capital to one property or business owner, who pays back the loan over time to replenish the funds which can then be lent to others who are working on another building or commercial space. This often takes place when local investors and businesses do not have the amount of capital on hand to address property rehabilitation and renovation costs. These loan funds can be provided by local governments, private financial institutions, federal grant programs, or local organizations.

Modify development codes. Local building and zoning codes can create insurmountable barriers to establishing a downtown business. Inflexible and seemingly unattainable standards can create significant hurdles to adapting and reusing historic buildings. Rigid restrictions can also make downtown redevelopment unappealing. For example, if regulations were to prohibit or limit the conversion of upper floors of buildings to residential uses, developers may be less likely to choose downtown Hutchinson for their next investment, limiting downtown's potential for a successful mixed-use district. Having standards to protect health and safety is essential, but outdated or inflexible municipal codes should be modified to make adaptive reuse doable and affordable, branding Hutchinson as a more business-friendly community.

Establish Business Incubator Programs. A major challenge for small businesses is having sufficient operating capital to make it through the first year. Many businesses and startups experience challenges or do not have the resources to operate in the second and third years, greatly limiting their ability to succeed in initiating a successful business. One way to mitigate this challenge is to establish business incubator programs to remove or lower the businesses' occupancy expenses. Downtown organizations and local governments can work with building owners to accommodate these startups, who can become permanent rent-paying and tax-producing establishments that contribute to the financial success of a downtown.



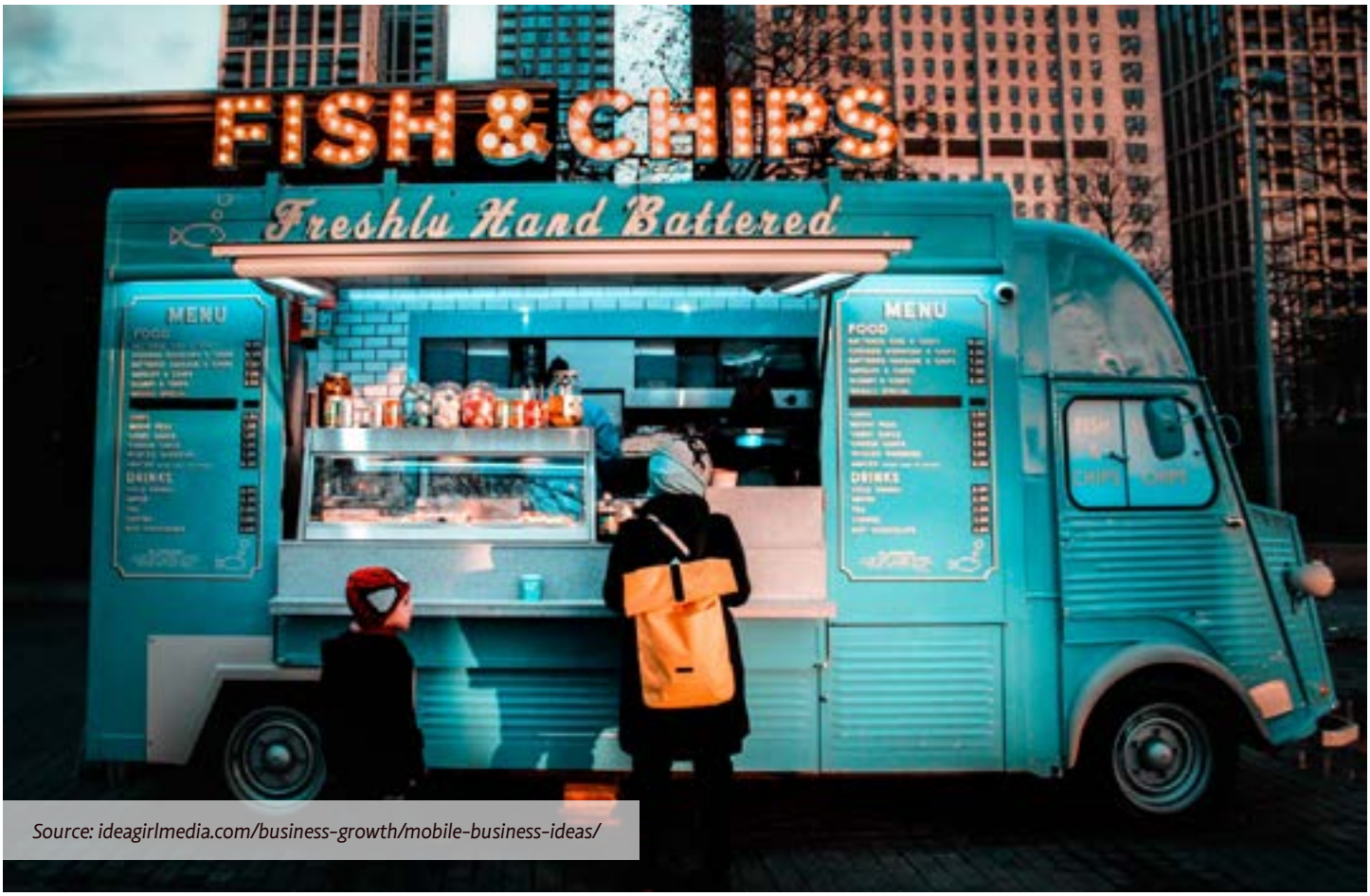
Source: policyoptions.irpp.org/magazines/june-2021/

Create Co-Working Spaces. A recent trend for more office-oriented business startups is co-working. Similar in theory to business incubator programs that often help retail establishments get off the group, co-working spaces can be huge incubators for professional business, often serving as office spaces for corporations looking to open a new branch or kickstart a new business. Communities can subsidize or facilitate co-working spaces just as they do retail incubators. More than just a communal space for professionals, co-working spaces contribute to the flexibility and appeal of downtown office life. They can be well-suited for older buildings and are like incubators in that they lower the space rental and overhead expenses for small businesses.



Source: thecommondesk.com/locations/post-houston-coworking/

Encourage Public Private Partnerships. Revitalizing downtown will require the formation of public-private partnerships. The public sector, and private property owners and businesses must each be willing to expend time, money, and effort to contribute to efforts that work together to cultivate economic activity. Oftentimes, before risking capital, the private sector must believe in the public sector's commitment to implementing change and providing resources where and when appropriate. However, public sector efforts and expenditures will have little impact if downtown's private sector interests are not committed to the revitalization objectives. The two must work in tandem to build off mutual successes and investments toward a healthy economic future downtown. More information on Public-Private Partnerships is detailed in Strategy 3.4.



Source: ideagirlmedia.com/business-growth/mobile-business-ideas/

Invite Pop-ups and Temporary Businesses. The City, the Chamber of Commerce, civic groups, and community volunteers can work with property owners to accommodate pop-up businesses, which might be startups or new secondary locations of existing businesses. These pop-up businesses can occupy empty commercial spaces or vacant lots during peak hours, weekends, or holidays. Small-scale events may include concerts, food truck gatherings, wine/beer tastings, or craft fairs and farmers markets. Additional empty spaces can host unique attractions by local artists or students. Increased foot traffic from these temporary attractions benefits the downtown as a whole and often leads to new private investment and new long-term tenants.

Utilize Tax Increment Financing (TIF). Tax increment financing is one of the most powerful redevelopment tools available to municipalities throughout the country. Tax Increment Financingcan be used by City Council to attract new investment in an area. TIFs help finance costs of redevelopment and promote growth in areas that would otherwise not attract sufficient market development in a timely manner. Taxes attributable to new improvements (tax increments) are set-aside to finance public improvements within the boundaries of the zone. When used effectively, TIFs are an effective way to partially fund infrastructure and lessen taxpayer burdens. TIFs can fund hard and soft costs associated with redevelopment, including land purchase, relocation costs, public infrastructure, streetscape amenities, recreational facilities, developer cash incentives, developer financing, marketing and brokerage fees, consultant fees, and staff salaries. TIFs have transformed downtowns and should be considered for Downtown Hutchinson.

Utilize Property Tax Abatement Assistance. Tax abatements are designed to incentivize investment by reducing tax payments for a company. Tax abatements can attract investment, increase employment, catalyze the development of research and technology, and drive investment to less developed areas. Tax abatements can stimulate economic growth and tax revenue (after the expiration of the tax holiday/incentive period) resulting in a healthier downtown economy. Unlike grants or loans, which can help with need for immediate capital, tax abatements offset property and other taxes as an incentive to establish your business in a given city or expand existing operations there. Business owners can then use those savings to invest back into the business, increasing potential for long-term economic success.

The Kansas Chamber of Commerce provides technical assistance for entities interested in property tax abatement. The Board of Tax Appeals (BOTA) Liaison provides instruction and technical assistance for entities applying for economic and industrial revenue bond tax abatements on real estate property. The BOTA Liaison works with the Board of Tax Appeals to facilitate tax exemptions. In addition, the Liaison provides support with applications and related documents, explains policies and procedures, and assists in certification completion. This tax abatement assistance is available at no charge. These opportunities should be leveraged in Downtown Hutchinson to incentivize economic activity and build upon existing successes.

Leverage Downtown Redevelopment Tax Rebates. By offering tax incentives to property developers and business owners, Hutchinson can encourage private investment in downtown areas that may have been overlooked in the past. These incentives can take various forms, such as property tax abatements or credits, which help offset development costs and provide a strong financial incentive for investors. Through the Downtown Redevelopment Act, areas designated by the Secretary of Commerce can receive a rebate of property tax collected on properties that have undergone approved improvements (Source: Kansas Department of Commerce). For five years, a rebate of the incremental tax increase between the assessment previous to the modifications and the current assessed valuation is offered. For the sixth year, 80 percent of the tax increase is refundable. The percentage of the tax increment that is not subject to refund will increase by 20% each year in the seventh, eighth, and ninth years. No reimbursement is provided after the ninth year. Hutchinson can encourage economic growth, improve the city's aesthetics, attract new businesses, and create a more appealing and dynamic downtown area by taking advantage of the downtown redevelopment tax rebates.

Pursue Grant Opportunities. To accelerate the implementation of recommendations in this Plan and reduce the direct cost to Hutchinson, regional, state and federal grant opportunities should be identified and pursued to finance major public investments and private development projects. Receiving and leveraging these funding sources can create enough activity to catalyze the interests of other public and private investors. Grant opportunities can provide financial assistance for things like infrastructure, parks and recreation, environmental remediation, stormwater management, transportation enhancements, and other efforts that can transform a downtown. Many of these sources support multiple project types such as streetscapes, signage, trees, and public parks. Depending on local staff and association partner capacity, the City or Chamber should **dedicate a proactive individual to research, pursue, draft, and submit grant proposals** on behalf of Downtown Hutchinson.

Use Tax Increment Financing (TIF). This real estate redevelopment tool can be leveraged for industrial, commercial, and residential projects. Increases in real estate tax revenues and local sales tax revenues are used to reimburse the developers or retire bonds sold to finance redevelopment projects. TIF funds may be used toward projects costs for the redevelopment of public buildings, such as land acquisition, site preparation, and infrastructure. TIF cannot be used for the construction of privately-owned buildings, but these funds can be used to finance other improvements within the district and can also extend to certain infrastructure improvements outside the designated district—if those improvements are connected to the district and deemed necessary to implementation of the development plan.

Financing is available from the proceeds of city-issued bonds or on a pay-as-you-go reimbursement. The bonds are primarily secured by the incremental increase in property taxes within the redevelopment district because of the new construction or rehabilitation but may also be general obligations of the City. The City may also use franchise fees and local sales taxes generated within the redevelopment district to pay the bonds or finance the project costs. TIF works for the sale of both privately and publicly owned land for redevelopment. Having commitments from the developer(s) to construct the project is essential to prove that the TIF revenues will be sufficient for success (Source: Kansas Department of Commerce).

Businesses have found that TIF offers several distinct advantages. Using TIF generally allows the financing of land acquisition and other eligible costs with tax-free borrowing at generally lower interest costs. To receive the benefits of TIF, generally the site must be in a blighted area, conservation area, pre-1992 enterprise zone, intermodal transportation area, or other eligible area. (Source: Kansas Department of Commerce).

Historic Economic Asset Lifeline (HEAL) Program. Realizing the need to rehabilitate downtown buildings with funding that can be disbursed quickly and efficiently, the Kansas Department of Commerce has partnered with the Patterson Family Foundation to create the Historic Economic Asset Lifeline (HEAL) program. HEAL focuses on projects that revitalize underutilized, vacant, and dilapidated downtown buildings that show potential as economic drivers in rural Kansas communities. The HEAL grant program is designed to bring downtown buildings back into productive use as spaces for new or expanding businesses, housing, arts and culture, civic engagement, childcare, or entrepreneurship. The matching grants will help address emergency needs for neglected buildings and assist building owners with eligible expenses for the revitalization of historic properties. Projects submitted must show potential as economic drivers in the community.

Community Development Block Grant (CDBG) Funding. "The CDBG program, facilitated and administered by the Kansas Department of Commerce Community Development Division, is a federal grant program that funds various local projects. In 2023, $7,897,922 will be matched with local funding, allowing more than $16.9 million to be available in Kansas communities across the state" (Source: Kansas Office of the Governor). The program provides federal funds to local governments to develop viable communities by addressing their housing, public facilities, and economic needs specifically for projects that help low- to moderate-income neighborhoods thrive. To be awarded funds, projects must meet at least one of three program objectives:

- The grant will benefit low- and moderate-income persons.
- The grant will prevent or eliminate slums and blight.
- The grant will resolve an urgent need that communities are not able to do on their own.

The CDBG funds are one of the Department of Commerce's primary tools in supporting the state's smaller, predominantly rural communities. Projects include sidewalks and trails, community centers, parks, libraries, community centers, youth job training programs, ADA improvements, and more.

Kansas Main Street Program. "Main Street is a self-help, technical assistance program that targets revitalization and preservation of downtown districts through the development of a comprehensive strategy. From 1985 to 2012, more than $600 million in redevelopment took place in participating Kansas communities. This included the opening or expansion of 3,800 small businesses, creating more than 8,600 new jobs. With the return of the state program in 2020, 25 previously participating communities and new programs have the resources and tools needed to revitalize their communities and historic commercial districts" (Source: Kansas Department of Commerce).

The Hutchinson Chamber of Commerce is a designated Kansas Main Street Program and provides promotion, design, business enhancement, and organization services to current and potential downtown businesses. It helps to connect businesses to various federal, state, and local funding sources, including:

- Zero-interest loan programs from the Kansas Department of Commerce; the privately funded Trusler Foundation; and Network Kansas, a statewide organization established by the Kansas legislature to provide entrepreneurial support.
- Historic preservation tax credits and competitive grant programs.
- Loan guarantee programs.
- Tax-increment financing.

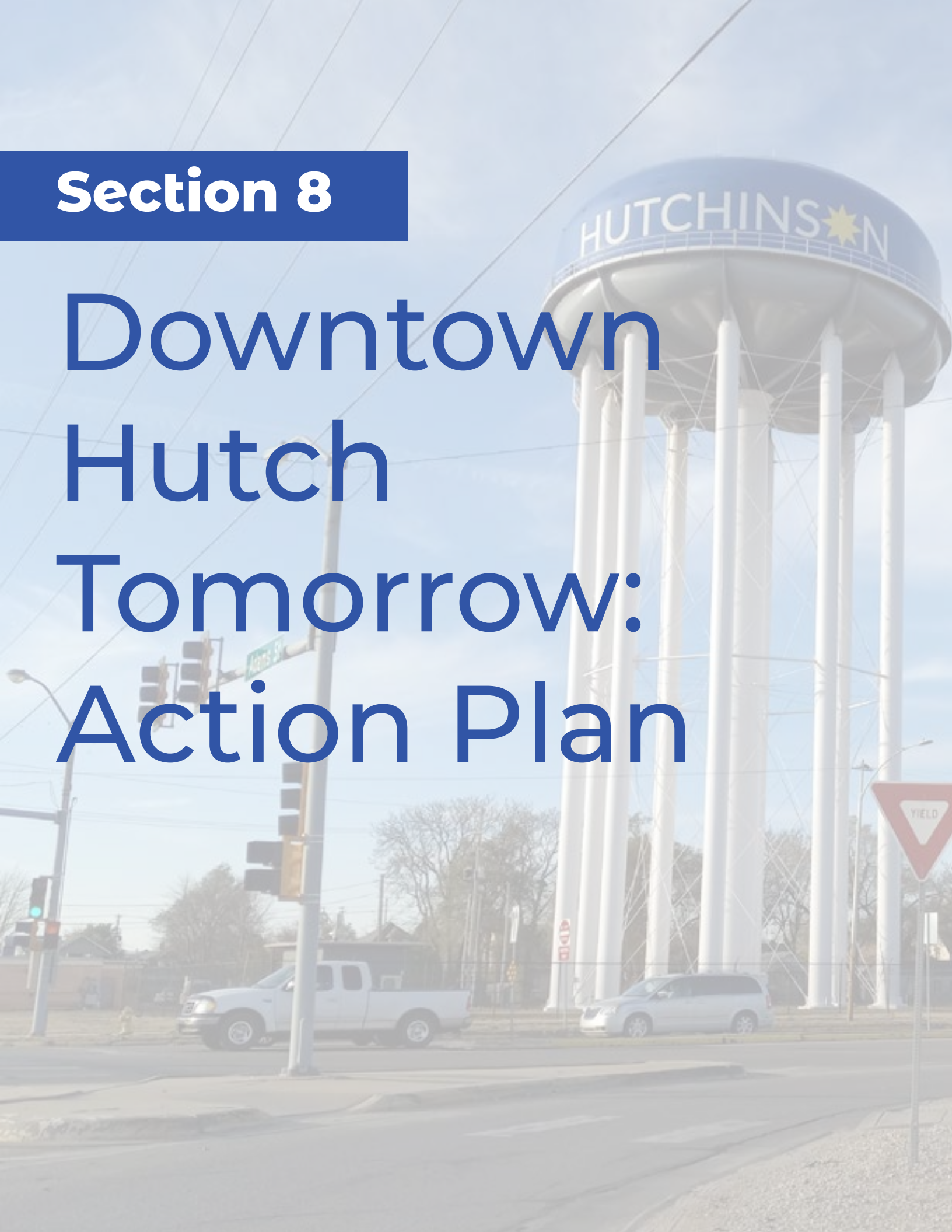


Source: www.kansascommerce.gov

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Section 8

Downtown Hutch Tomorrow: Action Plan



What is the Action Plan?

An Action Plan sets forth the action and steps that all stakeholders, including departments, bodies, and organizations, shall take to advance the Plan's vision, values, and strategies. The recommendations made for the values of this Plan are assigned actions to promote incremental and sustainable implementation. The actions are supported by action types, strategies supported, ownership of the actions, partners in each action, time frame, and cost impact. This section of the Plan should be used as a guide for City staff members, the Chamber of Commerce, vested organizations, and elected officials when considering and allocating funds towards land use-, development-, and infrastructure-related projects, opportunities, and issues.

Roles and Responsibilities

Hutchinson/Reno County Chamber of Commerce (Chamber/Downtown Hutch).

The Chamber of Commerce/Downtown Hutch is an essential implementer, advocate, and partner in downtown's revitalization. It will play a key role in economic development initiatives, community programming, and other initiatives —for which they will utilize this document as a guide for decision-making and marketing to investors. It is important that Downtown Hutch, the City, and key partner organizations establish consistent coordination meetings and progress reporting/check-ins to ensure timely and consistent implementation.

City of Hutchinson.

The City is responsible for many things in the implementation of any community Plan, including the commitment of funding and staff time, assurance the applicable development regulations and policies are aligned with Plan recommendations, and prioritization of strategic capital improvement spending on downtown projects to encourage catalytic private investment. Public investment, incentives, and grant funding should all be utilized for projects that advance the community's vision for downtown Hutchinson.

Planning Commission.

The City of Hutchinson Planning Commission plays a critical role in judging the suitability of potential planning projects and development applications in their alignment with this Plan. The Planning Commission should seek to support projects, policies, and other efforts that meet the intent and strategies of this Plan. The Planning Commission should also seek to defend against projects, policies, and other things that pose a threat to downtown and do not align with the intent of this Plan.

City Council.

The City of Hutchinson City Council plays a critical role in the judging the suitability of potential planning projects, development applications, programs, funding sources, funding allocations, aesthetic enhancements, and other efforts in their alignment with this Plan. City Council should seek to support projects, policies, funding, programs, initiatives, and other efforts that meet the intent and strategies of this Plan. City Council should also seek to defend against projects, policies, funding, programs, initiatives, and other things that pose a threat to downtown and do not align with the intent of this Plan.

Public Sector.

This includes public entities that provide essential public services, such as transportation providers, public educational institutions, local recreation services, law enforcement, health care, and those working with public goods and governmental services. Public investment in infrastructure, aesthetic enhancements, and development incentives can guide the location, type, and quality of private investment in targeted areas—including downtown. Expenditures like these tell investors that investment is welcome and supported in downtown Hutchinson. Public dollars leveraged to encourage private investment will ideally exceed the public dollar investment in the long-term, thus it is important that the public sector prioritize the identified development and redevelopment sites discussed in Section 3 of this document. However, it is important that Hutchinson maintain flexibility in decision-making by being open to creative ideas, spontaneous opportunities, and even short-term solutions.

Private Sector.

This includes private property owners, private business owners, and other private individuals or entities. The role of the private sector in the revitalization of downtown is critical. The vibrancy achieved through various dining, retail, and entertainment options is largely established by the local businesses that make up the private sector. As such, these stakeholders must continue to be included and engaged in the planning process, become champions of downtown's vision, and be made aware of available incentives and strategic redevelopment and development sites. A visible campaign announcing the final Plan, advertising key redevelopment and development opportunities, and encouraging cooperation with Hutchinson and other vested organizations is necessary to encourage and gain active participation and interest from the private sector.

How to Use the Action Plan

The Action Plan is organized into ten sections corresponding to the establishment of the plan, followed by the nine downtown values defined at the beginning of this plan. Each value is supported by actions that are described and supported by specific steps needed to move the Plan forward. Each action is detailed with the action type; strategies the action supports; ownership of the action; other partners in achieving the action; time frame for completion; and projected cost impact.

Action Type

It is important to understand the type of effort that each action represents. Action type can help determine ownership, partners, time frame, and cost impact. Some are physical projects that involve design development and construction (projects), while others seek to ensure policies are aligned with the plan. Action Types and their definitions are below:

- **Project:** An action that is a physical built work.
- **Policy:** Actions that can be achieved by making and implementing policy changes
- **Program:** Actions that describe a set of related measures or activities with a long-term aim and a set schedule and plan
- **Plan:** Actions that are centered on the need for additional study, and therefore recommend the development of a separate plan
- **Initiative:** Actions that should be approached through new, organized efforts by downtown leadership.
- **Protocol:** Actions that require the establishment of official procedures to accomplish.
- **Partnership:** Actions that require the formation of a committee, relationship, or regular meeting.

Strategies Supported

Each action supports at least one of the strategies from this Plan. Many of the actions support more than one strategy. Every strategy in this document is supported by at least one action. Many are supported by several actions. The strategies supported by each action are listed in the Action Plan.

Ownership and Partners

Although members of the public should feel an investment in the Plan's successes, elected officials, City staff members, the private sector, and the public sector have a vested responsibility when it comes to its implementation. Owners of actions are responsible for ensuring that the Plan does not sit idle.

- **Action Owners:** Those that are charged with leading implementation of the specific action and must take the lead in getting the action completed.
- **Action Partners:** Those that are also involved in the implementation of the action and must provide support to the action owner and be a proactive participant in the action.

Time Frame

While some actions and actions should start immediately and continue over time to sustain the Plan's momentum, additional actions should be planned for and implemented over the next ten years or more. Time frames provided are estimates based on an understanding of the need. Some actions are more complex than others and factors such as property acquisition, assemblage, the scope and scale of the project, funding and resources, the economy, and momentum developed from other projects may impact the time frame in various ways. It is important that this column of the Action Plan be analyzed and updated during the annual review of this Plan.

- **Continuous (Ongoing over Plan lifetime):** Necessary actions that must take place regularly or consistently.
- **Immediately (0-1 years from Plan approval):** Actions among the first that need to take place after the Plan is adopted, ideally in the first year.
- **Short-term (0-3 years from Plan approval):** Actions that should be completed early on, often simpler actions that directly advance other actions, provide early wins, and addresses critical issues.
- **Mid-term (0-8 years from Plan approval):** Actions that will capitalize on the early wins and keep revitalization momentum high, typically involving a capital expense that requires budgeting.
- **Long-term (0-10+ years from Plan approval):** Actions that will round out downtown revitalization efforts, often having significant level of complexity to accomplish (land acquisition, funding, technical expertise). Long-term actions typically involve significant capital expense that requires budgeting.

Cost Impact

Cost impact designations refer to implementation costs incurred by the City or organization associated with each action, and do not account for private investment costs.

- **Low:** Actions that requires policy changes or partnerships with limited outside funding requirements or minimal investment to implement
- **Medium:** Actions that require a degree of investment related to planning, engineering, design, infrastructure expansion, or other forms of investment to implement
- **High:** Actions that require high levels of planning, engineering, design, infrastructure expansion, or other forms of investment to implement

Action Plan Table 00
Establishing and Using this Plan.

Leverage this Plan and integrate it into existing policies and protocols.

Action 00.01:

Adopt the Downtown Hutch Master Plan as City Policy.

The Plan should be posted on the City website prior to Planning Commission and City Council adoption hearings. City leadership should determine how and when the Plan will be used to guide decision-making for the City, Chamber/Downtown Hutch, Planning Commission, and City Council. The final Plan should be presented to the Planning Commission for recommendation of adoption and then to the City Council for adoption.

Action Type: Policy

Strategies Supported: (All)

Owners: City of Hutchinson

Partners:
Planning Commission
City Council
Chamber/Downtown Hutch

Time Frame: Immediately

Cost Impact: Low

Action 00.02:

Update Relevant Regulations and Plans to align with this Plan, including the City Comprehensive Plan.

Conduct a review of existing City regulations and policies should be conducted and a comprehensive list should be made of changes necessary to align City policy and regulations with the intent and recommendations of this Plan. Necessary changes should be communicated to City residents via the City website. Proposed amendments should be presented to the Planning Commission and the City Council for recommendation and approval.

Action Type: Policy

Strategies Supported: (All)

Owners: City of Hutchinson

Partners:
Planning Commission
City Council
Chamber/Downtown Hutch

Time Frame: Immediately

Cost Impact: Low

Action 00.03:

Educate the community about this Plan.

The Plan should be available online for community review. A succinct presentation of the Plan should be conducted and provided to department heads within the City. The public should be informed about the recommendations of the Plan.

Action Type: Initiative

Strategies Supported: (All)

Owners:
City of Hutchinson
Chamber/Downtown Hutch

Partners:
Planning Commission
City Council

Time Frame: Immediately / Continuous

Cost Impact: Low

Action 00.04:

Review the Plan regularly and prepare an Annual Progress Report.

The City should maintain a list of current possible amendments, issues, or needs that may be a subject of change, addition, or deletion from the Plan. The City should monitor demographic and market data as it becomes available to alter land use-specific demand projections. An annual progress report should be prepared and presented to the Planning Commission and City Council that describes the list of successes and possible amendments, issues, or needs that may be subjects of change, addition, or deletion from the Plan.

Action Type: Protocol

Strategies Supported: (All)

Owners: City of Hutchinson

Partners:
Chamber/Downtown Hutch
Planning Commission
City Council

Time Frame: Continuous

Cost Impact: Low

Action 00.05:

Conduct an annual workshop to discuss any amendments or modifications to the Plan.

After each year's Annual Progress Report an assessment of the Plan should be conducted to identify and integrate any necessary amendments.

Action Type: Protocol

Strategies Supported: (All)

Owners:
City of Hutchinson
Chamber/Downtown Hutch

Partners:
Planning Commission
City Council

Time Frame: Continuous

Cost Impact: Low

Action 00.06:

Conduct an internal update of the Plan every three years and evaluate the Plan in the preparation of the City's Annual Budget.

Every three years (including in 2027, 2030, 2033, and 2036) the City and the Chamber/Downtown Hutch should work together to assess the effectiveness of the Plan and identify potential amendments, issues, or needs that may be a subject of change, addition, or deletion from the Plan. An internal update should be conducted in partnership between the City and the Chamber/Downtown Hutch, creating any amendments or alterations to the Plan.

Action Type: Protocol

Strategies Supported: (All)

Owners:
City of Hutchinson
Chamber/Downtown Hutch

Partners:
Planning Commission
City Council

Time Frame: Continuous

Cost Impact: Low

Action 00.07:

Celebrate and promote the successes of this Plan as they occur.

Once adopted, this plan should be posted on the City website and Chamber/Downtown Hutch website. The Plan should be shared with other interested groups throughout the Hutchinson community. As project successes and Plan recommendations are achieved, social media updates should be posted about the progress of the Plan.

Action Type: Protocol

Strategies Supported: (All)

Owners:
City of Hutchinson
Chamber/Downtown Hutch

Partners:
Planning Commission
City Council

Time Frame: Continuous

Cost Impact: Low

Action 00.08:

Establish proactive partnerships with organizations who will be part of implementing the Plan.

Local partners should be proactively engaged about this Plan. Meetings should take place to discuss roles, responsibilities, and specific strategies included in this Plan to enhance downtown. Open lines of communication should be established and the City and the Chamber/Downtown Hutch should be biannually to discuss opportunities to discuss opportunities to implement Plan recommendations.

Action Type: Initiative

Strategies Supported: (All)

Owners:
City of Hutchinson
Chamber/Downtown Hutch

Partners:
Planning Commission
City Council
Public Sector
Private Sector

Time Frame: Continuous

Cost Impact: Low

Action 00.09:

Use the Plan to guide day-to-day decision-making.

All improvements, development proposals, and proactive pursuits within downtown should be evaluated by the Plan's vision, values, and strategies to assess whether those activities align with the intent and recommendations of the Plan. This Plan should assist the Planning Commission and City Council in the day-to-day administration, interpretation, and application of the Plan.

Action Type: Protocol

Strategies Supported: (All)

Owners:
City of Hutchinson
Chamber/Downtown Hutch

Partners:
Planning Commission
City Council

Time Frame: Continuous

Cost Impact: Low

Action 00.10:

Establish a downtown Business Improvement District (BID).

There must first be conversations with city leadership to determine the exact goals and purpose of the BID. Educational efforts must then take place to inform downtown property owners about the purpose, capabilities, and process to establish a BID through an educational campaign and small meetings with downtown property owners. Members of the BID Steering Committee must be identified and a realistic timeline, policies, and procedures must be established. Documentation of community support for the BID should be collected and recorded. State Statute Chapter 12, Article 6A, Sections 26-36 should be carefully reviewed and understood. A petition should be prepared and filed per the State of Kansas's Community Improvement District Act. Hutchinson should seek out conversations with the City of Salina, Kansas to understand best practices for the day-to-day operations of a BID.

Action Type: Partnership

Strategies Supported: Strategy 7.10

Owners: City of Hutchinson

Partners:
Chamber/Downtown Hutch
Planning Commission
City Council

Time Frame: Immediately

Cost Impact: Low

Action Plan Table 01
Value #1: Historic and Cultural Preservation.

Protect, preserve, and enhance the wealth of the historic buildings, façades, and culture downtown.

Action 01.01:

Establish a Historic Preservation Committee and Heritage Tourism Program to market downtown to visitors, developers, and potential business-owners.

Downtown historic amenities and attraction should be identified. A Historic Preservation Committee should be established to work with downtown business owners and property owners to enhance existing historic attractions, identify opportunities for new heritage tourism additions, and actively apply for and distribute grant funding from sources described in Strategy 7.11 to support heritage tourism. A marketing plan should be created to promote downtown historic attractions and cultivate an environment that supports heritage tourism; invest in promotional activities and events to attract visitors to downtown. Specifically market the Downtown Core as a historic district.

Action Type: Partnership

Strategies Supported:
Strategy 3.3; Strategy 6.2; Strategy 7.1; Strategy 7.2; Strategy 7.3; Strategy 7.11

Owners: Chamber/Downtown Hutch

Partners:
City of Hutchinson

Time Frame: Immediately / Continuous

Cost Impact: Low

Action 01.02:

Establish a plan to preserve downtown's historic architecture and building facades.

The City should work with the Chamber/Downtown Hutch, City Council, and the Planning Commission to establish guiding steps to preserve downtown character, including application for revolving loan funds to assist property owners in applying for fundings, modifying zoning regulations to reduce barriers to historic preservation, and working with private property owners to understand the cost/benefit of getting qualifying buildings registered with the National Register of Historic Places. Regular meetings should take place to discuss the effectiveness of historic preservation efforts and next steps for downtown historic preservation.

Action Type: Plan / Policy

Strategies Supported:
Strategy 3.3; Strategy 5.5; Strategy 7.3

Owners: City of Hutchinson

Partners:
Chamber/Downtown Hutch
Planning Commission
City Council

Time Frame: Short-Term / Continuous

Cost Impact: Low

Action 01.03:

Create and promote a Downtown Historic Experience "Package."

An agenda should be created, promoting various attractions for visitors and locals to enjoy as part of an afternoon, daytrip, or weekend adventure. Ideally this would include historic places to stay, eat, and be entertained.

Action Type: Program

Strategies Supported:
Strategy 3.3; Strategy 6.2

Owners: Chamber/Downtown Hutch

Partners:
City of Hutchinson
Private Sector

Time Frame: Short-Term

Cost Impact: Low

Action Plan Table 02
Value #2: Lively Spaces.

Capitalize on redevelopment and rehabilitation throughout the downtown to provide for attractive and updated public and private spaces for all types of uses.

Action 02.01:

Implement Festival Streets and Pedestrian-Only Streets.

Develop a Festival Steet program that would transform the parking lots east and west of Main Street. Festival Streets are designed to be pedestrian focused first and parking lots second. They allow for parking when they are not being programmed for events, festivals and markets. They can be isolated by bollards and traffic control devices to transform into a pedestrian activated and focused space. They do this through the design of pavements, curb designations, lighting, landscape, art, and access, as well as programming and event planning. It is advisable to develop an initial street to develop the design language, application and use as a case study in the development of further festival streets.

Action Type: Project

Strategies Supported:
Strategy 5.6; Strategy 5.7

Owners:
City of Hutchinson
Public Sector

Partners:
Chamber/Downtown Hutch
Planning Commission
City Council

Time Frame: Short-Term

Cost Impact: Medium

Action 02.02:

Establish incentive and assistance packages for catalyst development sites.

Prepare and advertise incentive and assistance packages for private ownership of catalyst development sites, as described in Strategy 3.2. Consider tax abatements, permit fee waivers, and other options to encourage development of vacant buildings and vacant parcels. Establish a methodology by which these packages are distributed based on need and potential economic development impact. Promote these incentive packages heavily through City and Chamber/Downtown Hutch communication channels, as well as the downtown website.

Action Type: Program

Strategies Supported:
Strategy 3.2; Strategy 7.5; Strategy 7.11

Owners: Chamber/Downtown Hutch

Partners:
City of Hutchinson
Planning Commission
City Council

Time Frame: Short-Term

Cost Impact: High

Action 02.03:

Establish a plan to ensure a high standard of downtown maintenance and operations.

The current state of downtown maintenance activities should be critically and thoroughly evaluated, and a plan should be made to uphold a high standard of operations for trash collection, street clean-up and other operations that impact downtown aesthetics ensuring that streets, sidewalks, alleyways, and intersections are clean and appealing. Ensure that landscapes in streetscapes are well maintained with irrigation, drainage, feeding and pruning programs. The plan should include the strategy for allocation of funding in the Annual Budget each year to support sufficient staff and materials to maintain a high standard of maintenance and operations.

Action Type: Plan

Strategies Supported:
Strategy 4.5; Strategy 6.8

Owners: City of Hutchinson

Partners:
Planning Commission
City Council

Time Frame: Short-Term

Cost Impact: Low

Action 02.04:

Implement downtown gateways and monumentation.

Prepare a downtown gateways and monumentation plan that that reflects the downtown brand and the important landmarks within downtown. Concepts should be rendered and funding should be actively pursued to support the development of these downtown features, aligning with the recommendations in this Plan.

Action Type: Project

Strategies Supported:
Strategy 5.3; Strategy 5.4

Owners: City of Hutchinson

Partners:
Chamber/Downtown Hutch
Planning Commission
City Council

Time Frame: Short-Term

Cost Impact: Medium

Action 02.05:

Create an online platform to share and promote the downtown plan, implementation, and funding opportunities and programs.

Support downtown reinvestment by creating a webpage for funding opportunities available to facilitate downtown reinvestment and historic preservation. A list of potential funding mechanisms should be researched, compiled, posted, and shared with the community to aid property owners in beautifying buildings and private property, especially among those that are eligible to be designated as historic buildings. Strategy 7.11 includes several funding tools that can be shared with the community.

Action Type: Program

Strategies Supported:
Strategy 6.2; Strategy 7.11

Owners: Chamber/Downtown Hutch

Partners: City of Hutchinson

Time Frame: Short-Term

Cost Impact: Low

Action 02.06:

Program and market public spaces for festivals, markets, and niche attractions.

Invest in marketing and promotional materials to advertise downtown activities hosted in public spaces and regularly leverage public space to host downtown public events. Seek out unique vendors, events, and festivals from outside of Hutchinson to host downtown events. An active, public list of upcoming downtown events should be created and maintained and there should be proactive meetings with downtown stakeholders and champions to add to this list and help organize events.

Action Type: Program / Initiative

Strategies Supported:
Strategy 6.2; Strategy 6.3; Strategy 6.4

Owners: Chamber/Downtown Hutch

Partners: City of Hutchinson

Time Frame: Short-Term / Continuous

Cost Impact: Low

Action 02.07:

Create an interactive children's museum and STEM center downtown. Additional destinations are needed in downtown.

Additional family focused destinations are also needed. This destination would drive visitors and tourism in downtown by providing long-stay, interactive, and fun opportunities that are attractive for the entire family. If possible, it should be associated and in proximity to the Arts Center to create a nexus of family destinations focused on art, history, science, and technology.

Action Type: Project

Strategies Supported:
Strategy 3.2; Strategy 3.4

Owners: Chamber/Downtown Hutch

Partners:
City of Hutchinson
Planning Commission
City Council

Time Frame: Mid-Term

Cost Impact: High

Action 02.08:

Revitalize Memorial Hall.

Memorial Hall is an important historic and civic resource in downtown. It is a civic anchor in the south end of the downtown area. A current reuse study is being conducted. Use creative funding and financing to save the building for future use, while creating a modern destination venue for community, civic, and entertainment uses in downtown.

Action Type: Project

Strategies Supported:
Strategy 3.2; Strategy 3.4; Strategy 3.8; Strategy 3.9

Owners: City of Hutchinson

Partners:
Chamber/Downtown Hutch
Planning Commission
City Council

Time Frame: Mid-Term

Cost Impact: High

Action 02.09:

Pursue historic designations from the National Register of Historic Places.

The community should seek to protect and rehabilitate historic architecture and building facades. One tool is to seek out historic designations from the National Register of Historic Places and encouraging private property owners to pursue private grants.

Action Type: Initiative

Strategies Supported:
Strategy 3.3; Strategy 5.5

Owners:
City of Hutchinson
Chamber/Downtown Hutch

Partners:
Planning Commission
City Council
Private Sector

Time Frame: Mid-Term / Continuous

Cost Impact: Medium

Action 02.10:

Implement recommended streetscape enhancements on Main Street.

Prepare streetscape plans south of 3rd Street on Main Street. Utilize streetscape elements and language developed in the newest streetscapes installed from 3th to 5th Ave to provide a unifying element for monumentation, lighting, landscape, planters, landscape pots, branding, wayfinding, and site furnishings. Incorporate opportunities for art throughout the new streetscapes. Reuse elements of community pride from the existing older streetscapes. Ensure the streetscapes are visually appealing for pedestrians and vehicles. Utilize bulb-outs, changes in crosswalk materials, lighting, crossing signalization and other improvements to increase safety in downtown.

Action Type: Project

Strategies Supported:
Strategy 3.10; Strategy 4.2; Strategy 5.2; Strategy 5.9

Owners: City of Hutchinson

Partners:
Planning Commission
City Council

Time Frame: Mid-Term

Cost Impact: High

Action 02.11:

Implement other (Non-Main Street) recommended streetscape enhancements in the Downtown Districts.

Prepare streetscape plans in the downtown districts to improve overall quality of the aesthetics, connectivity, and safety. Utilize streetscape elements and language developed in the newest streetscapes installed from 3th to 5th Street to provide a unifying element for monumentation, lighting, landscape, and site furnishings. Incorporate opportunities for art throughout the new streetscapes. Reuse elements of community pride from the existing older streetscapes. Ensure the streetscapes are visually appealing for pedestrians and vehicles. Utilize bulb-outs, changes in crosswalk materials, lighting, crossing signalization and other improvements to increase safety in downtown.

Action Type: Project

Strategies Supported:
Strategy 3.10; Strategy 4.2; Strategy 5.2; Strategy 5.9

Owners: City of Hutchinson

Partners:
Planning Commission
City Council

Time Frame: Mid-Term

Cost Impact: High

Action 02.12:

Activate downtown alleyways.

Locations for potential alleyway enhancements should be defined using Strategy 5.7 as a guide and placemaking guidelines should be established, including art standards that celebrate local diversity. Grant funding should be actively pursued to fund alleyway activations and public-private partnership opportunities should be set up to concentrate investment for targeted alleyway enhancements. Zoning regulations should be updated where appropriate, to allow events, public art, beautification enhancements, and unique attractions such as the neon alley described in Strategy 5.7. The City, the Chamber/Downtown Hutch, local business owners, and property owners should work together to invest in alleyway beautification, art, outdoor dining areas, and other forms of alleyway activation.

Action Type: Plan / Project

Strategies Supported:
Strategy 3.10; Strategy 4.2; Strategy 5.2; Strategy 5.6; Strategy 5.7; Strategy 7.9

Owners: City of Hutchinson

Partners:
Chamber/Downtown Hutch
Planning Commission
City Council
Private Sector

Time Frame: Mid-Term / Continuous

Cost Impact: Medium

Action 02.13:

Establish the Civic Amenity Block.

A Civic Amenity Block master plan should be established with detailed next steps to develop a vibrant community park at the heart of downtown. The proposed redesign on these blocks will create a valuable downtown amenity that drives economic development and enhances the aesthetics of downtown. Once developed, the Civic Amenity Block should be promoted to residents, visitors, developers, and business-owners to compound the impact of this resource for downtown. Regular programming should be established to create more activity and use of the public space.

Action Type: Plan / Project

Strategies Supported:
Strategy 5.8; Strategy 7.6; Strategy 7.9

Owners: City of Hutchinson

Partners:
Planning Commission
City Council

Time Frame: Long-Term

Cost Impact: High

Action Plan Table 03
Value #3: Unified Downtown Brand.

Establish a unified brand and vision for downtown that integrates the history, values, and composition of the community, capturing its uniqueness and cultivating a unified vision for an eclectic and multifaceted downtown.

Action 03.01:

Establish a unique downtown brand.

A downtown branding committee should be established and objectives and expectations should be established for the committee. Multiple concepts and themes should be created for the downtown brand, including a logo, color palette, tag-line, and other elements as appropriate. The brand should represent the values of downtown, who downtown is, and who it hopes to become. Once the brand is drafted, it should be shown for community review and input. Once revised and finalized, a marketing campaign should be created.

Action Type: Plan
Strategies Supported: Strategy 6.1
Owners: Chamber/Downtown Hutch
Partners: City of Hutchinson
Time Frame: Immediately
Cost Impact: Low

Action 03.02:

Create a downtown website.

A downtown website should be established and regularly maintained, hosting information about who downtown Hutchinson is, a calendar of upcoming events and activities, a map of downtown attractions, stories and interviews with local downtown stakeholders, visitor information, downtown news, and resources and contact information for those interested in establishing a business to downtown Hutchinson.

Action Type: Initiative
Strategies Supported: Strategy 6.1; Strategy 6.2; Strategy 6.4
Owners: Chamber/Downtown Hutch
Partners: City of Hutchinson
Time Frame: Immediately / Continuous
Cost Impact: Low

Action 03.03:

Establish a downtown marketing campaign using the downtown brand to communicate with potential developers, business-owners, and visitors.

Downtown should be actively marketed to potential developers, business-owners, visitors, events, festivals, and attractions. The marketing and promotional campaign established with the branding effort should be used proactively and daily. Quarterly meetings should be established within the Chamber/Downtown Hutch to evaluate the effectiveness with which the downtown brand has been promoted, and future opportunities to further promote downtown Hutchinson. The downtown brand should permeate all downtown materials, digital resources, websites, and activities to create continuity, distinction, and appeal.

Action Type: Program

Strategies Supported:
Strategy 6.1; Strategy 6.2; Strategy 6.4

Owners: Chamber/Downtown Hutch

Partners: City of Hutchinson

Time Frame: Short-Term / Continuous

Cost Impact: Low

Action 03.04:

Create a downtown newsletter.

A downtown newsletter should be established and regularly distributed to Hutchinson residents, visitors, downtown business owners, and others. This may be via print or digital media and should promote upcoming activities and events, downtown promotions, and other news.

Action Type: Initiative

Strategies Supported:
Strategy 6.1; Strategy 6.2; Strategy 6.4

Owners: Chamber/Downtown Hutch

Partners: City of Hutchinson

Time Frame: Short-Term / Continuous

Cost Impact: Low

Action Plan Table 04

Value #4: Distinct but Cohesive Downtown Districts.

Unique subarea districts in downtown that allow and encourage variety in style, character, and uses within a cohesive downtown character that cultivates pockets of uniqueness and appeal.

Action 04.01:

Revise the Zoning Regulations to Create downtown overlays for the recommended downtown districts.

Formally recognize in the comprehensive plan, as a part of the sub-area downtown plan, the downtown districts to include the North Rail District, the Civic/Business District, the Downtown Core, the Garage District, the South Avenue District. Utilize overlay districts within the Zoning Regulations to set regulations for each overlay district within the Zoning Regulations for established density/floor are ratio and unit size restrictions to encourage appropriate levels of activity and density in the districts. Draft regulations for the five recommended districts to guide preferred uses, development patterns, character, and built form within downtown; draft downtown design guidelines that clearly define desired aesthetics related to architectural detailing, construction materials, building transparency, parking design and placement, and related design elements. Adopt the overlay district as part of the Zoning Regulations.

Action Type: Policy

Strategies Supported:
Strategy 3.1; Strategy 3.6; Strategy 3.8; Strategy 5.1; Strategy 7.1

Owners: City of Hutchinson

Partners:
Planning Commission
City Council

Time Frame: Immediately

Cost Impact: Low

Action 04.02:

Set guidelines and procedures for how downtown development and improvement projects will be evaluated to assess their alignment with the downtown districts.

Create a Standard Operating Procedure (SOP) for the evaluation of downtown development proposals and improvement projects to ensure that changes to downtown align with the recommended districts. Publicize the SOP and adhere to it through the Planning Commission and City Council approvals as development proposals and improvement projects arise.

Action Type: Policy & Protocol

Strategies Supported:
Strategy 3.1; Strategy 5.1; Strategy 6.6

Owners: City of Hutchinson

Partners:
Planning Commission
City Council

Time Frame: Immediately

Cost Impact: Low

Action 04.03:

Market downtown's districts as unique destinations within the connected overall downtown district.

In tandem with overall downtown branding and marketing, specific attention should be paid to the marketing and promotion of downtown districts. A downtown districts marketing and promotional campaign should be established for the downtown districts. The downtown website should reflect the unique attractions and appeal of each district, inviting visitors, developers, and business-owners to get to know downtown Hutchinson.

Action Type: Initiative

Strategies Supported:
Strategy 3.1; Strategy 6.2

Owners: Chamber/Downtown Hutch

Partners:
City of Hutchinson
Private Sector

Time Frame: Short-Term / Continuous

Cost Impact: Low

Action Plan Table 05
Value #5: Vibrant Economy.

Invest in the development and maintenance of high-quality public and private downtown spaces that provide inherent flexibility for multiple purposes, attract vital economic activity, create opportunities to establish and operate distinct businesses, adapt to changing market demands, and expand the potential economic base of downtown.

Action 05.01:

Create a Downtown Economic Development Committee.

Critical participants, including public, private, and nonprofit partners should be identified in the economic development roundtable to be part of the first line of communication between businesses and local government and subsequent recommendations to the Planning Commission and City Council. The committee's meeting schedule, member responsibilities, and goals should be established as they relate to business recruitment and retention; workforce development and training; marketing; regional collaboration; and strategic economic development planning.

Action Type: Partnership

Strategies Supported: Strategy 6.7

Owners: Chamber/Downtown Hutch

Partners:
City of Hutchinson
Planning Commission
City Council
Private Sector

Time Frame: Short-Term / Continuous

Cost Impact: Low

Action 05.02:

Seek out opportunities for and establish public/private partnerships with invested downtown private property owners.

Understanding that private property owners are critical to the future success of downtown, foster confidential and honest discussion with existing property owners to understand their future plans and their interest in being engaged in the redevelopment projects in downtown, whether as developers, investors, or holders of property for sale. Utilize this additional information to assist in annual reviews of the action plan.

Action Type: Policy / Program

Strategies Supported:
Strategy 3.4; Strategy 7.11

Owners:
Chamber/Downtown Hutch
City of Hutchinson

Partners:
Planning Commission
City Council
Private Sector
Public Sector

Time Frame: Short-Term / Continuous

Cost Impact: Medium

Action 05.03:

Encourage longer operational hours for downtown businesses.

Encourage the extension or modifications for operating hours of commercial businesses (focused on shopping, dining, entertainment, and service uses) to activate downtown during hours outside of the traditional downtown hours of 9am-5pm. This must be supported by creating additional destinations as well as downtown housing to encourage additional visitors and foot traffic. Additional downtown events and programming can also help encourage the need for additional operating hours. The Business Improvement District could assist in the modification or extension of business hours.

Action Type: Policy

Strategies Supported:
Strategy 6.5; Strategy 7.7

Owners: Chamber/Downtown Hutch

Partners:
City of Hutchinson
Planning Commission
City Council
Private Sector

Time Frame: Short-Term / Continuous

Cost Impact: Low

Action 05.04:

Establish a plan for the City or private development to strategically acquire and assemble appropriate downtown properties for highest and best use.

The plan for property acquisition should detail participants, resources, and potential acquisition sites, prioritizing those listed in Strategy 3.2 of this Plan. Highest and best uses of the land should be identified, and RFPs should issued for the development of such uses on the acquired properties.

Action Type: Plan / Initiative

Strategies Supported:
Strategy 3.2; Strategy 3.4

Owners:
City of Hutchinson
Chamber/Downtown Hutch

Partners:
Planning Commission
City Council
Private Sector
Public Sector

Time Frame: Mid-Term

Cost Impact: Medium

Action 05.05:

Develop and adopt a downtown utility master plan.

A plan should be developed and adopted as a downtown utility master plan including specific improvements necessary for water, sewer, electric, gas, trash, recycling, and public Wi-Fi amenities, among others. The plan should include timing, phasing, prioritization, and cost impacts. The plan should be adopted as policy and recommended enhancements should be funded year-after-year.

Action Type: Plan / Policy

Strategies Supported:
Strategy 4.5; Strategy 4.7

Owners: City of Hutchinson

Partners:
Planning Commission
City Council

Time Frame: Mid-Term / Continuous

Cost Impact: Medium

Action Plan Table 06
Value #6: Connected Community.

Create an inclusive downtown through accessible infrastructure, safety improvements, connectivity enhancements, and diverse events and attractions that make Downtown Hutchinson appealing and accessible to all.

Action 06.01:

Market Amtrak as a regional and interstate connectivity resource and resource downtown.

Leverage and promote the downtown Amtrak station as a regional resource, connecting individuals of all ages and levels of ability to visit downtown Hutchinson without a car. Contact and coordinate with communities along the Amtrak line to establish mutually-beneficial relationships that promote the Amtrak line as a resource and downtown Hutchinson as a prime destination. Mention Amtrak connectivity on the downtown website and marketing materials for downtown events and attractions.

Action Type: Initiative

Strategies Supported: Strategy 4.9

Owners: Chamber/Downtown Hutch

Partners: City of Hutchinson

Time Frame: Immediately / Continuous

Cost Impact: Medium

Action 06.02:

Require sidewalk and bicycle infrastructure be incorporated in all new or upgraded downtown roadway improvement projects.

Develop and implement polices to support the development of bicycle and pedestrian infrastructure as part of new projects downtown.

Action Type: Policy

Strategies Supported:
Strategy 4.1; Strategy 4.2; Strategy 4.4; Strategy 4.7

Owners: City of Hutchinson

Partners:
Planning Commission
City Council

Time Frame: Short-Term

Cost Impact: Low

Action 06.03:

Develop downtown wayfinding.

The recommendations from Strategy 4.6 of this Plan should be leveraged along with established downtown branding to create a detailed plan to implement wayfinding. Wayfinding signage should be identifiable, unique, appealing, and easy to understand. It should be designed, developed, and constructed downtown.

Action Type: Plan / Project

Strategies Supported:
Strategy 4.1; Strategy 4.2; Strategy 4.6; Strategy 4.10; Strategy 5.3; Strategy 5.7; Strategy 6.1

Owners: City of Hutchinson

Partners:
Planning Commission
City Council

Time Frame: Short-Term

Cost Impact: Medium

Action 06.04:

Expand local transit service to and through downtown.

Invest in additional public transportation services and promote RCAT as a local transit resource to connect people to downtown. Leverage RCAT services to bring older individuals and those with disabilities to downtown, as well as those without access to personal vehicles. Promote RCAT services on the downtown website.

Action Type: Program

Strategies Supported: Strategy 4.8

Owners:
Public Sector
City of Hutchinson

Partners:
Planning Commission
City Council

Time Frame: Mid-Term

Cost Impact: Medium

Action 06.05:

Construct downtown bicycle lanes and bicycle infrastructure.

Prioritize and fund bicycle enhancements provided in this Plan. Designate annual funding in the Annual Budget for downtown bicycle infrastructure and programs including bicycle lanes, bicycle racks, and bike sharing programs. Construct and maintain bicycle infrastructure year-over-year.

Action Type: Project

Strategies Supported:
Strategy 4.1; Strategy 4.4; Strategy 4.6; Strategy 4.7

Owners: City of Hutchinson

Partners:
Planning Commission
City Council

Time Frame: Mid-Term

Cost Impact: Medium

Action 06.06:

Implement recommended pedestrian safety and aesthetic enhancements.

Prioritize and fund sidewalk enhancements provided in this Plan. Designate annual funding in the Annual Budget for downtown pedestrian infrastructure and maintenance.

Action Type: Project

Strategies Supported:
Strategy 4.1; Strategy 4.2; Strategy 4.5; Strategy 4.6; Strategy 4.7

Owners: City of Hutchinson

Partners:
Planning Commission
City Council

Time Frame: Mid-Term

Cost Impact: Medium

Action 06.07:

Prepare design and construction documents to support intersection enhancements.

As a part of the streetscape development for downtown, include intersection improvements for safety, aesthetics, and wayfinding. Include bulb-outs, lighting, landscape, signage, monumentation, art, crosswalk, and paving enhancements in the design. Develop design and construction documents. Develop a funding strategy for the improvements.

Action Type: Plan / Project

Strategies Supported:
Strategy 4.1; Strategy 4.2; Strategy 4.3

Owners: City of Hutchinson

Partners:
Planning Commission
City Council

Time Frame: Mid-Term

Cost Impact: Medium

Action 06.08:

Conduct an assessment of downtown traffic management and intersections.

The assessment should identify necessary improvements for downtown transportation safety and prioritize enhancements. The City should then work to integrate and implement enhancements downtown.

Action Type: Plan

Strategies Supported:
Strategy 4.1; Strategy 4.3; Strategy 4.7

Owners: City of Hutchinson

Partners:
Planning Commission
City Council

Time Frame: Long-Term

Cost Impact: Low

Action Plan Table 07
Value #7: Business Friendly.

Create an environment that invites, attracts, and retains downtown business, making it enjoyable to establish and operate a business, navigate local requirements, and benefit from a healthy network of knowledge and resources.

Action 07.01:

Leverage the Business Improvement District to fund projects in this Plan that fulfill community needs.

Establish a more united, vibrant, clean, and safe downtown through the authority of the BID, making it more enjoyable to become and remain a downtown business owner.

Action Type: Program

Strategies Supported:
Strategy 7.5; Strategy 7.6; Strategy 7.9; Strategy 7.10

Owners: City of Hutchinson

Partners:
Chamber/Downtown Hutch
Planning Commission
City Council
Private Sector
Public Sector

Time Frame: Short-Term / Continuous

Cost Impact: High

Action 07.02:

Establish a public/private partnership program and distribute funding and spur investment.

Set up the program to increase development potential that aligns with the recommendations of this Plan. Evaluate potential partnerships in terms of potential economic development impact and benefit for downtown. Fund strategic projects that align with the objectives of this Plan.

Action Type: Program

Strategies Supported:
Strategy 7.4; Strategy 7.5; Strategy 7.6; Strategy 7.9; Strategy 7.10

Owners:
City of Hutchinson
Chamber/Downtown Hutch

Partners:
Planning Commission
City Council
Public Sector
Private Sector

Time Frame: Short-Term / Continuous

Cost Impact: High

Action 07.03:

Develop and implement a promotional campaign that highlights downtown business.

Highlight downtown's dining, nightlife, retail, and entertainment attractions as the primary uses within downtown. Promote downtown as a great place to live, work, and play, levering downtown branding to pique the interest of developers and potential downtown business-owners both locally and regionally. Promote and incentivize a wide array of attractions, with special attention paid to diversifying downtown to appeal to young professionals, families, and seniors.

Action Type: Initiative

Strategies Supported:
Strategy 6.2; Strategy 7.5; Strategy 7.6; Strategy 7.7

Owners: Chamber/Downtown Hutch

Partners:
City of Hutchinson
Private Sector
Public Sector

Time Frame: Short-Term / Continuous

Cost Impact: Medium

Action 07.04:

Conduct a comprehensive assessment of the Zoning Ordinance and surrounding processes.

Opportunities should be identified to make code compliance simpler and more intuitive for incoming and existing businesses. Local business-owners and property-owners should be consulted in this process and the final list of revisions should then be amended in the Zoning Regulations and any changes should be made to development review process, while still prioritizing health and safety. Once changes are implemented, Hutchinson should promote itself as an increasingly business-friendly downtown and continue to make the development and code compliance processes simple, intuitive, and transparent.

Action Type: Initiative

Strategies Supported:
Strategy 6.6; Strategy 6.8

Owners: City of Hutchinson

Partners:
Chamber/Downtown Hutch
Planning Commission
City Council

Time Frame: Mid-Term

Cost Impact: Medium

Action Plan Table 08
Value #8: Full-Time Downtown.

Cultivate an environment where people can live, work, and play, offering all basic needs for visitors and downtown residents, alike, including residences, places of employment, restaurants, entertainment destinations, markets, shops, pharmacy, banking, recreational resources, and other needed services all.

Action 08.01:

Partner with downtown business-owners to promote downtown events and attractions through social media platforms, websites, newsletters, and word of mouth.

Create and leverage downtown advocates to promote and advocate for downtown, compounding downtown activity and creating further success downtown.

Action Type: Initiative

Strategies Supported:
Strategy 6.2; Strategy 6.4; Strategy 6.7; Strategy 7.7; Strategy 7.8

Owners: Chamber/Downtown Hutch

Partners:
Private Sector

Time Frame: Immediately / Continuous

Cost Impact: Low

Action 08.02:

Revitalize the Landmark building.

Support the revitalization and adaptive reuse of the vacant historic Landmark building at the northwest corner of Main Street and 5th Ave. Its revitalization will provide additional mixed-use housing/lodging, and commercial uses to the downtown. Adjacent property opportunities create the potential for a nexus of redevelopment and activity.

Action Type: Project

Strategies Supported:
Strategy 3.2; Strategy 3.5; Strategy 3.7

Owners:
Private Sector

Partners:
City of Hutchinson
Planning Commission
City Council

Time Frame: Short-Term

Cost Impact: Medium

Action 08.03:

Create additional downtown housing.

Additional downtown housing is needed to create additional demand for shopping, dining, entertainment, and service uses. Encourage the development of additional housing that will place people downtown as a part of their daily lives during the week, evenings, and weekends. This housing should be in adaptively reused existing buildings, and developed in vacant, underdeveloped properties.

Action Type: Project

Strategies Supported:
Strategy 3.2; Strategy 3.5; Strategy 3.7

Owners: Private Sector

Partners:
City of Hutchinson
Planning Commission
City Council

Time Frame: Short-Term / Continuous

Cost Impact: Medium

Action 08.04:

Establish a "Live Downtown" program to attract, incentivize, and create more downtown residences.

Establish the Live Downtown program to promote, incentivize, and identify funding for downtown residential development. A housing and lodging incentivized recruitment package should be created and widely promoted. A housing incentive zone should be considered within downtown to allow the City or BID to negotiate tax incentives for developers by reducing real estate taxes on downtown housing projects. Dilapidated properties should be acquired, cleared, and made "shovel-ready" for development.

Action Type: Program

Strategies Supported:
Strategy 3.5; Strategy 3.7 Strategy 3.8; Strategy 6.9; Strategy 7.4; Strategy 7.8

Owners: Chamber/Downtown Hutch

Partners:
City of Hutchinson
Planning Commission
City Council

Time Frame: Short-Term / Continuous

Cost Impact: Medium

Action 08.05:

Develop a downtown hotel and convention center complex.

In addition to downtown boutique hotel opportunities, a downtown hotel with associated convention/meeting facilities is important to drive additional users in downtown. Prepare a study of desired hotel and convention size, potential locations, and how that may become a part of the fabric of downtown. It would be desirable for the facility to be on or close to Main Street to reduce the barriers to connect to the downtown proper, its shops, restaurants, and entertainment venues.

Action Type: Project

Strategies Supported:
Strategy 3.2; Strategy 3.5

Owners: Private Sector

Partners:
City of Hutchinson
Chamber/Downtown Hutch
Planning Commission
City Council

Time Frame: Mid-Term

Cost Impact: High

Action Plan Table 08
Value #9: Diverse Downtown.

Establish an environment that attracts residents and visitors of all ages, ethnicities, cultures, and levels of ability, reflecting the values and interests of those people through diverse economic activity, business, festivals, and art.

Action 09.01:

Develop a Downtown Muraling Program.

Develop a program for the continued use of mural art throughout Downtown. Identify owners with interest or are willing to have an art (not advertising) mural on their buildings. Develop a funding source to fund the cost of the murals. Mural events and competitions can add additional arts and cultural tourism opportunities.

Action Type: Program

Strategies Supported:
Strategy 5.2; Strategy 5.3; Strategy 5.4

Owners: Chamber/Downtown Hutch

Partners:
City of Hutchinson
Planning Commission
City Council

Time Frame: Short-Term

Cost Impact: Low

Action 09.02:

Create incentive packages for new and incoming mixed-use development downtown.

Leverage the recommended downtown districts to incentivize new and diverse land uses, businesses, and development. Create a downtown dining, nightlife, retail, and entertainment incentivized recruitment package. Encourage and incentivize mixed-use development downtown, especially commercial first-floors with residential development on upper floors.

Action Type: Program

Strategies Supported:
Strategy 3.4; Strategy 3.6; Strategy 3.8

Owners:
City of Hutchinson
Chamber/Downtown Hutch

Partners:
Planning Commission
City Council

Time Frame: Short-Term / Continuous

Cost Impact: Medium

Action 09.03:

Create a public programming calendar of downtown events.

Conduct a public survey to understand local programming preferences and gather new ideas. Conduct case studies of other area communities' event calendars and successes. Develop a unique downtown programming calendar; post the calendar on the downtown website and regularly add to it; share it with the community and consistently look for new and exciting ideas for downtown programming.

Action Type: Initiative

Strategies Supported:
Strategy 3.1; Strategy 6.2; Strategy 6.3; Strategy 6.4

Owners:
City of Hutchinson
Chamber/Downtown Hutch

Partners:
Planning Commission
City Council

Time Frame: Short-Term / Continuous

Cost Impact: Low

Action 09.04:

Develop a Downtown Arts and Culture Plan.

Outline opportunities to advance and aggregate downtown Hutchinson's community arts, further establishing downtown as a cultural hub and attracting other artistic activity to downtown. Identify downtown property owners and business owners that are already serving within this niche and assess their willingness to be catalyst businesses to begin Hutchinson's growth as a destination for the Arts.

Action Type: Plan

Strategies Supported:
Strategy 5.2; Strategy 5.3; Strategy 5.4

Owners: Chamber/Downtown Hutch

Partners:
City of Hutchinson
Planning Commission
City Council

Time Frame: Mid-Term / Continuous

Cost Impact: Medium

Action 09.05:

Develop a Downtown Sculpture Walk.

Develop a downtown sculpture program throughout downtown. Identify owners who have interest or are willing to support sculptural art adjacent to their properties and buildings. Develop a funding source to assist with the cost of the murals and their installation. Programmed events and competitions can add additional arts and cultural tourism opportunities.

Action Type: Program / Project

Strategies Supported:
Strategy 5.2; Strategy 5.3; Strategy 5.4

Owners: City of Hutchinson

Partners:
Chamber/Downtown Hutch
Planning Commission
City Council
Private Sector
Public Sector

Time Frame: Mid-Term / Continuous

Cost Impact: Medium

Action 09.06:

Develop a Downtown Art Walk.

Develop a downtown art walk program throughout downtown. Identify all existing public art throughout downtown. Develop wayfinding and digital wayfinding to identify the routes, loops, art, and artists. Also include art resources like the Arts Center and Clayworks into the walk routes. Develop a funding source to assist with the wayfinding and its installation. Programmed events and competitions can add additional arts and cultural tourism opportunities

Action Type: Program

Strategies Supported:
Strategy 5.2; Strategy 5.3; Strategy 5.4

Owners: City of Hutchinson

Partners:
Chamber/Downtown Hutch
Planning Commission
City Council
Private Sector
Public Sector

Time Frame: Mid-Term

Cost Impact: Low

Conclusions

Although planning and revitalization is a fluid and continuous process, approval of this Plan begins a collaborative journey of implementation. The Action Plan provides a step-by-step guide for downtown revitalization that has been vetted by the community, the Chamber of Commerce/Downtown Hutch, the City, and officials. This is arguably the most important section of the guiding document—outlining how Hutchinson can achieve greater success in its downtown.

The following will help to maintain the Plan's relevance and long-term success:

- **Use of this Plan as a Daily Tool.** The Plan should be actively used and incorporated into daily decision making, policy documents, and guidance for future land use and design, development and redevelopment, transportation, aesthetics, and public spaces within downtown.
- **Engagement with Plan Champions.** Maintain active participation from members of the Downtown Stakeholder Group and Technical Committee who championed this Plan during the process and can provide excitement and momentum during implementation.
- **Active Communication and Collaboration.** Action steps must be shared transparently amongst all entities driving downtown to success. Communication and partnership are critical to downtown success.
- **Celebration of All Wins, No Matter How Small.** Celebrate the early advancements of the Plan's vision and understand the long-term plan to revitalize Downtown Hutchinson.

Revitalization efforts are not simple. The Hutchinson community has come together through this Plan to define the direction for its downtown. Though there will be challenges, barriers, and roadblocks ahead, this planning effort has proven that the Hutchinson community is passionate about the future of downtown and has the dedication and potential to succeed!

Appendix A

Downtown Hutch Today: Existing Conditions





Downtown Hutchinson is the center for community events, unique shops and services, and casual and upscale dining and entertainment. Downtown has one of the state's largest owner-operated antique districts as well as locally owned shops and restaurants, many of which are housed in buildings with architecture dating back to the late 1800's. It is home to working artists, musicians, dancers and venues featuring local and nationally known artists and murals. With a rich history and community desire to preserve and cultivate this history into current and future endeavors, Hutchinson has a unique foundation from which to build its future social and physical fabric.

Community History

Hutchinson was founded in 1871 by Clinton Carter (C.C.) Hutchinson and has a rich and colorful history that is known for important industries including salt mining, oil, manufacturing, railroads, and grain storage. Hutchinson did not become a city until 1872.

The railroad arrived in 1872 which aided in the development of Hutchinson. In 1872, C.C. Hutchinson organized a private bank located at the current side of First National Bank in Downtown Hutchinson. In 1873, the first public school in Downtown Hutchinson was constructed, the Sherman Public School.

The appearance of Downtown initial development was important. In 1874, an ordinance was established requiring all building construction to be of brick or stone between the railroad and the courthouse.

In 1874, the Reno County Fair came to Hutchinson which planted the seed for the Kansas State Fair which came to town in 1913.

Development in the Downtown district progressed through the early 1880's. Native limestone was used in the development of Main Street in Downtown Hutchinson. In the mid-1880's, came public service.

In the late 1800's, sidewalks began appearing and in 1879, the first saloon license was approved. Between 1880 and 1890, Hutchinson experienced significant growth through the discovery of salt mines.

In 1900, the City Hall was constructed, followed by the courthouse and an opera house Downtown.

When the age of the automobile arrived in Hutchinson in 1902, visions of tourism began to unfold. Devastating flood waters damaged Downtown buildings in 1903 which led to the development of a canal in 1905.

In 1908 a firetruck was purchased for Fire Station #2 located on West 5th which was the first such motorized vehicle in Kansas.

Increases in area grain production led to the formation of the Hutchinson Board of Trade in 1910 which was housed in the Hoke building located Downtown. By 1913, Hutchinson's Main Street began to resemble a metropolitan appearance.

In 1914, Emerson Carey signed an agreement allowing cross-country cars to enter Hutchinson.

Hutchinson businessmen first organized the Commercial Club which then led to the formation of the Chamber of Commerce was organized in 1919.

As growth continued in Hutchinson, so did production agriculture, which led to the need for a milling operation. By the 1920's, vegetable and fruit production became a vital component of the Hutchinson economy. The ending of the war led to growth in the community.

A gift of 200 acres in 1921 from Emerson Carey to the City of Hutchinson led to the development of Carey Park located on south Main Street.

Growth increased in the late 1920's when 262 acres was purchased and nearly 200 homes were constructed.

From 1930-1940 Hutchinson continued to experience growth and older homes on East Sherman, 1st and Avenue A were converted into apartments for additional housing units.

In 1931, the Fox Theatre opened. Amidst the Great Depression in the 1930's, Hutchinson was gifted its first radio station, KWBG.

The current airport was constructed in the 1940's because of the Naval Air Station located near Hutchinson.

As the 1940's began, the Post Office located at 128 East First Street was constructed.

The city continued to experience growth through the 1950's with construction of the Hutchinson Public Library, Plaza Towers, four elementary schools (McCandless, Morgan, Wiley, and Graber) Hutchinson Sports Arena, and other major construction projects.

In 1961, the Reno County Historical Society was formed. In 1969, the Board of Trade closed after operating from the Wiley Building. Amtrak began passenger service in Downtown Hutchinson in 1970.

Hutchinson has experienced steady growth, especially in earlier years to the increases of labor needs across multiple industries.

Downtown Hutchinson has a history of being a thriving and vibrant district along with offering a retail mixture of various goods. However, when the building of the Hutchinson Mall was completed in 1986, businesses moved away from the Downtown area. In 1992, Main Street was hit hard once again when city officials faced having to repair and/or replace six bridges found structurally deficient. Many of these bridges were under current streets and buildings.

The story about how the building of Avenue A Park by the City of Hutchinson in 1997 inspired others to believe, act, and invest, bringing our community back to Downtown Hutchinson. Around them, thousands of people traveled up and down Main Street, going into shops, talking to vendors, watching bikers, seeing friends, making new friends, and enjoying the latest Third Thursday. Avenue A Park not only was built but also became the heart of downtown, pumping lifeblood into its surrounding area. Without a doubt, magic was in the air, but that was nothing out of the ordinary for many of the events that take place in Downtown Hutchinson, today.

The Downtown Hutchinson District has experienced significant building renovations and revitalizations to an array of businesses over the years especially from 2004 to 2019. In 2021 work began on improving the streetscape of Main south of Downtown towards Carey Park which will be completed by 2025. This work and investment have significantly improved the look and use of the Downtown buildings while boosting the local economy and extending the Historic Legacy and the life of Downtown's Built Environment.

In 2008 a catalyst couple Jennifer Randall and Dan Brizendine moved to Hutchinson from California and started to invest new capital and renovate buildings, inspiring others to act and appreciate how the arts & culture can energize a community. After purchasing and renovating the corner building at B & Main which became the epicenter to downtown's most favorite community event Third Thursday each month, they took on several other buildings to the North using Jennifer's Gallery space to stimulate interest and inspire new uses at each location. Their efforts have significantly impacted bringing old buildings back to life.

The Avenue A Park has inspired what is known as Third Thursday an active community activity held each month. With stores staying open late, restaurants full of people, artists and local musicians performing and local organizations gathering to interact with the community, downtown is full of visitors and families enjoying a beautiful evening in Downtown Hutchinson.

A beautiful mural painted by famed muralist David Lowenstein transformed the large wall facing the east side of the Avenue A Park, complimenting the large grasshopper art piece commissioned as part of the park project, beginning an arts movement downtown.

Downtown currently is home to over 400 residents from market rate to affordable households, we hope to double that in the next five years. In 2017, 16 units of workforce and market rate town homes were built on an adjacent gateway corridor into downtown. Four of the five featured neighborhoods that the community has worked hard to fix up and revitalize are adjacent to Downtown Hutchinson. On a Main Street that is four lanes wide and over 50 blocks from north to south, Hutchinson is currently developing a series of unique districts. Downtown housing was a key strategy in rebuilding density in downtown and creating a 24 / 7 environment needed for a vital and active downtown.

Today while visiting Downtown Hutchinson, you will enjoy a year-long Sculpture Walk, June Art Walk, A Mile Walk in Avenue A Park, historic building plaques and pavers, beautiful landscaping, and streetscape elements, all adding to the park's beauty and enhancing visitors' downtown experience.

By leveraging local public dollars the City of Hutchinson partnered with state and federal entities to create an environment of public improvements and green spaces that led to over three times the public investment by private investors who then greatly improved buildings and built businesses that better utilized their space and bred a growing synergy of other like businesses around the Park creating an exciting sense of place for commerce, events, workers, visitors and residents to use and enjoy.

Over the years, Hutchinson has developed a revitalization momentum to eventually create a toolbox of resources including grants, architectural services, no interest loan programs, rebate programs and establishing Historic Districts to better support historic tax credit applications to foster development and reward private investment.

Following the Kansas Main Street Design and Historic Preservation Principals have made Downtown Hutchinson what it is today.

Existing Character

Downtown Hutchinson is a classic historic downtown with colorful commercial storefronts and streetscaping along Main Street running north to south through the downtown district. Main Street is a four-lane road with pull-in parking along both sides, bulb-outs at intersections with stop lights, painted crosswalks, and black metal streetlights. There is public art along Main Street including statues and murals that add to the personality of downtown.

The brick and limestone buildings along Main Street house small businesses and large businesses alike. Many of the buildings in downtown are one or two stories high, with some exceptions located throughout the district. Downtown Hutchinson has unique destinations that add to its character, including the Historic Hutchinson Fox Theatre, Avenue A Park, George Pyle Park, local restaurants, local breweries, and local businesses.

Land Use and Building Stock

Existing Land Use

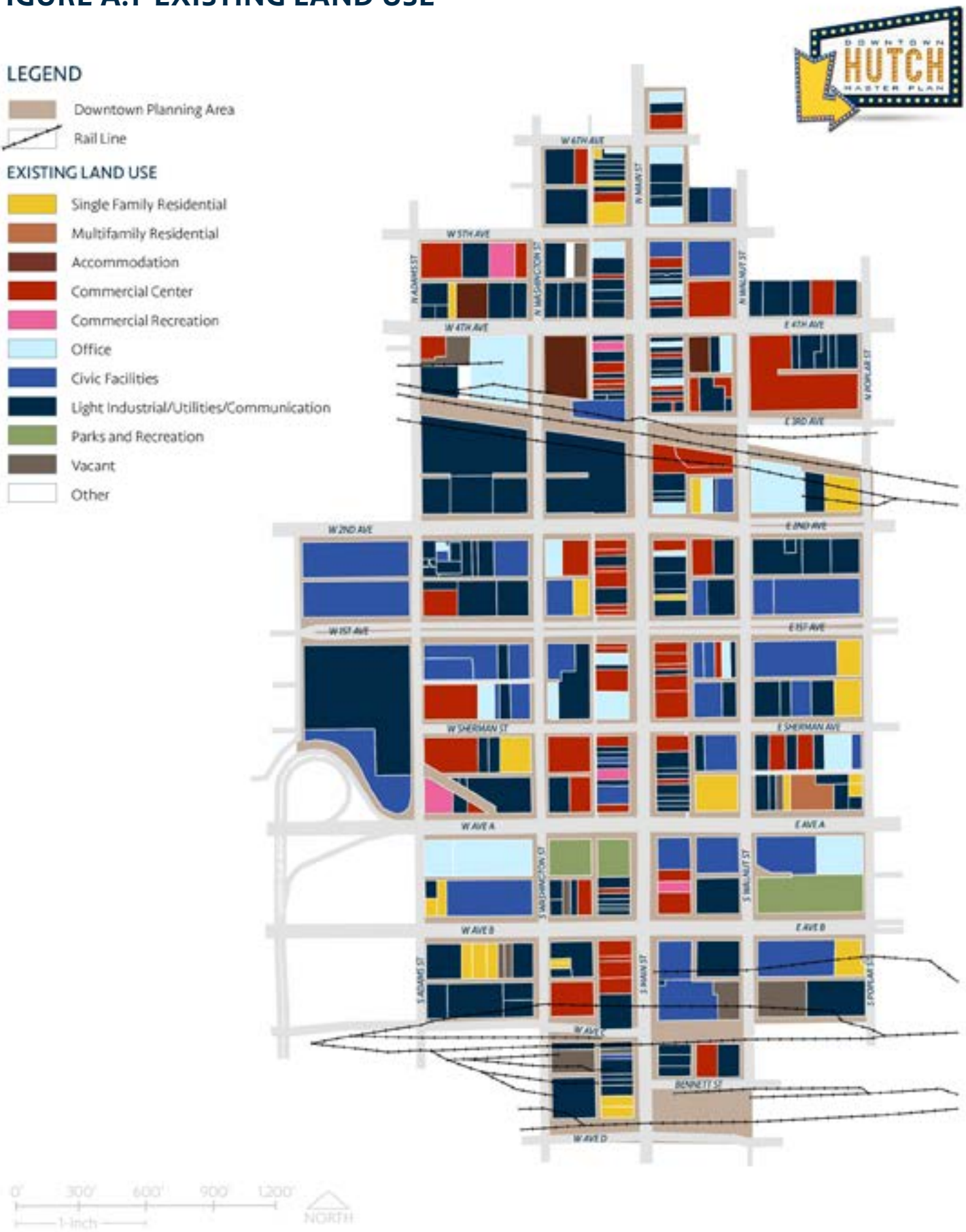
Currently, Downtown Hutchinson supports a variety of land uses, as shown in **Figure A.1, *Existing Land Use.*** There is a mix of light industrial uses (including utilities and communications infrastructure), offices, civic facilities, and commercial spaces throughout the Planning Area. There are two parks—Avenue A Park at 100 South Main Street and George Pyle Park at 100 East Avenue B. Downtown Hutchinson also supports three hotels along West/East 4th Avenue.

Two nationally recognized historic districts and a substantial collection of historic buildings are significant assets that create downtown's distinctive identity. The Downtown Core South Historic District is situated at C Avenue, the alleyway south of Sherman, Washington, and Popular streets, and is roughly bordered by the BNSF railroad tracks, 1st Avenue, the west side of North Main Street, and Poplar Street. The North and South Historic Districts in the Downtown Core have the potential to promote heritage tourism.

The Planning Area is located mostly along Main Street, which spans ten city blocks from Avenue D in the north to approximately 6th Avenue. The most prevalent property uses along Main Street are commercial centers, offices, and light industrial areas. Main Street's high traffic volume provides companies with tremendous visibility and exposure. Two civic facilities are located on South Main Street between East Avenue B and East Avenue C. The Antique District, Wiley District, and Smith's Market are in the same section of Main Street between Second Street and Avenue C, which is the center of the Planning Area's retail core.

A small number of single-family detached homes are scattered across the Planning Area, while only one parcel is designated for multifamily housing. Existing land uses in the downtown area of Hutchinson are primarily light industrial in character, with commercial centers on Main Street and civic facilities and special uses situated one or two blocks to the east and west of Main Street.

FIGURE A.1 EXISTING LAND USE



Existing Property Values and Vacancies

The map in **Figure A.3, *Existing Vacant Parcels***. shows parcels that are currently vacant and undeveloped in Downtown Hutchinson. One undeveloped parcel is located on the North/South Main Street corridor, while the remaining undeveloped parcels are located on adjacent streets. The highest concentration of commercial and light industrial vacancies is in the southern portion of the downtown Planning Area, south of West/East Avenue B.

Downtown Hutchinson contains 49 retail establishments with 550,619 square feet of commercial space, making up 15.2 percent of the city's stock. By the end of 2022, all the retail space in the Planning Area was occupied to capacity, and no new commercial space was being built. The retail space inventory in the Planning Area has been operating at a vacancy rate significantly below market equilibrium since 2016. The difficulty in finding retail space that can be occupied right away is a deterrent to attracting new businesses to Hutchinson's downtown.

Due to negative space absorption, the Downtown Hutchinson retail area experienced high vacancy rates from 2011 to 2015, peaking at 13.5 percent in 2012. The overall annualized vacancy rate in Downtown Hutchinson fluctuated from 0.0 percent to 3.7 percent from 2016 to 2022 because of increased retail space demand and a lack of new supply additions. Downtown Hutch also boasts 12 eating and drinking establishments, including four restaurants and two breweries. According to Canyon Research's market study (**Appendix D**). it has been reported that several vacant buildings in Downtown possess restaurant improvements making reopening more cost effective. An efficient business mix can exist to attract additional eating and drinking places while supporting the low vacancy rate.

FIGURE A.2 DOWNTOWN HUTCHINSON PLANNING AREA RETAIL VACANCY RATE TRENDS

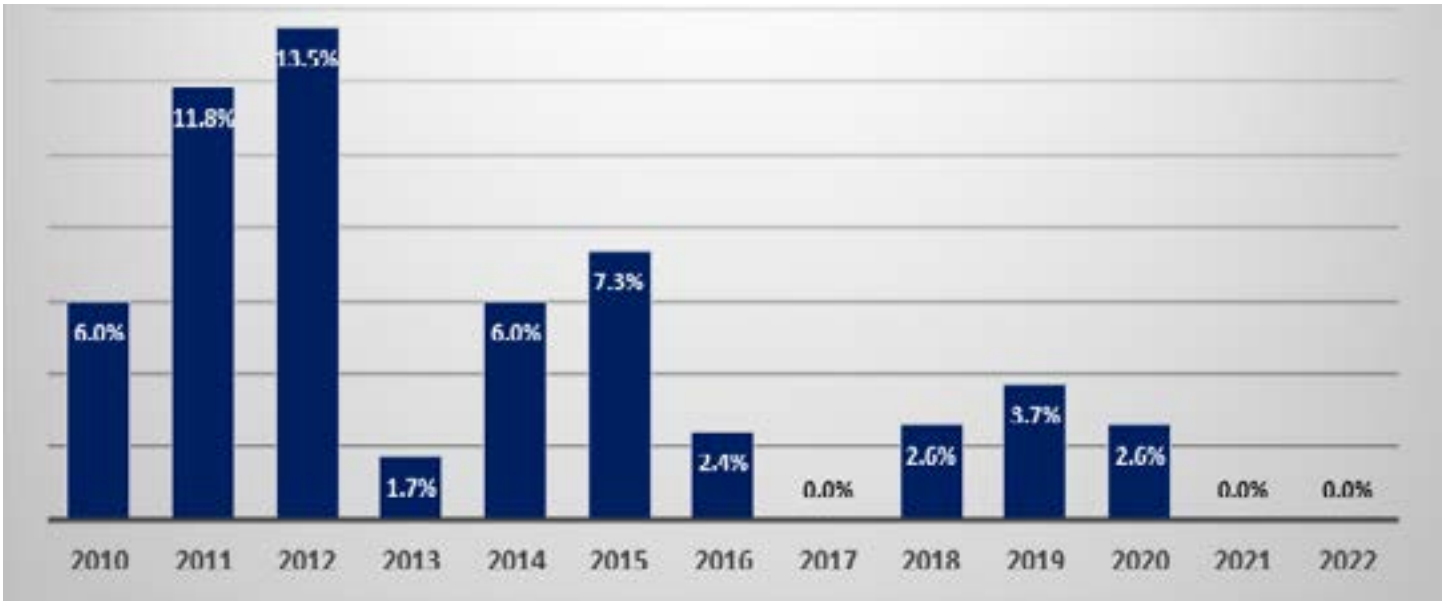


FIGURE A.3 EXISTING VACANT PARCELS



Existing Zoning and Overlays

The City of Hutchinson has 22 zoning districts and four overlay districts. **Figure A.4, *Existing Zoning***, illustrates the zoning and overlay districts included in the Planning Area, which are as follows:

- C1 – Office Commercial District
- C4 – Special Commercial District
- C5 – Downtown District
- I1 – Light Industrial District
- I2 – Industrial District
- I3 – Heavy Industrial District
- P/I – Public and Institutional District
- R6 – Infill Residential District
- GATE – Gateway Corridor Overlay District

Most of the Planning Area is designated as C5 – Downtown District. Parcels zoned C5 are generally located along N/S Main Street and W/E 1st Avenue. The intent of this district is to encourage a mix of adaptive reuses in downtown buildings that especially cater to pedestrian traffic to create a lively, attractive destination. Residential uses are allowed on upper stories of buildings and by conditional use permit on the rear half of the ground floor, provided the front half is used for commercial purposes.

Surrounding land uses support the downtown core and provide a transitional buffer. The C1 – Office Commercial District specifically limits commercial development to low-intensity professional and administrative offices that are compatible with residential districts to provide a buffer for neighborhoods. The C4 – Special Commercial District is meant to provide neighborhood commercial activity while minimizing adverse effects on surrounding parcels. Residential uses are only allowed in C4 in some cases with a special use permit. The R6 – Infill Residential District allows for a mix of medium to high-density dwelling units in areas that either pre-date or do not follow traditional suburban residential patterns. P/I – Public and Institutional District areas include civic facilities such as city/county department offices and parks. Each of the three industrial districts are included in the downtown planning area, the intensity of which increases from north to south.

The GATE – Gateway Corridor Overlay District designation is used to indicate key entry corridors into the city, including right-of-way and any immediately adjacent lots, by applying specific design criteria to promote visual appeal. Areas in the downtown Planning Area with GATE designation include S Main Street south of W Avenue C, W Avenue A from Woody Seat Boulevard to S Washington Street, and S Adam Street from W Sherman Street to W Avenue A.

FIGURE A.4 EXISTING ZONING



Existing Downtown Streetscape

While there have been recent improvements in some areas of the Planning Area, there are not consistent streetscape treatments throughout the entire area. West Avenue A from South Adams Street to South Main Street has recently been improved with new pavement and sidewalks that align with Avenue A Park. Bump outs and a landscaped median were added to the intersection of South Main Street and West/East Avenue A.

The North/South Main Street corridor has consistent streetscape elements from West/East 5th Avenue to West/East Avenue C. There is angled parking on both sides of the street and landscaped curb bump outs at each intersection. Street trees are present, but only from East 3rd Avenue to West/East Avenue C.

West/East 1st Avenue has some consistent streetscape elements from North Washington Street to North Poplar Street. The wide corridor has angled parking on both sides of the street and in the middle of both travel lanes. In the noted section, there are several landscaped areas along both sides of the street with trees and plantings, as well as a landscaped median at the East 1st Street and North Walnut Street intersection.

2nd Avenue and Avenue B are east-west streets in the Planning Area that possess considerable right-of-way that could be utilized to widen sidewalks and increase pedestrian activity. As pedestrians follow the roads away from Main Street, the quality of the sidewalks and streetscape declines. Examples like the intersection of East 2nd Avenue/North Poplar Street and East Avenue B/South Poplar Street demonstrate the need for added ADA compliant ramps and crosswalk pavement markings. Just east of George Pyle Park begins another landscaped median on East Avenue B with well-shaded sidewalks provided on both sides of the street.

Existing Parks and Public Space

Two city parks exist downtown: Avenue A Park and George Pyle Park. Three additional parks are near downtown, including Shadduck Park to the west, Ashmeade Park to the west, and Elmdale Park to the southeast.

Avenue A Park is located at 100 South Main Street and is classified as a Special Use Facility by the Healthy Community Parks and Recreation Master Plan (2019). This park's enhancement—completed in 1997—began as a bridge improvement project, as the city needed to replace a series of structurally deficient bridges that ran beneath Avenue A. The project adapted and was constructed to include an open channel with multiple park amenities. Avenue A Park now features an enclosed shelter, a public stage/gazebo, a greenspace/natural area, an open shelter, restrooms, a walkway along the open channel, a footbridge over the channel, a pocket park featuring a limestone sculpted grasshopper, and a splash pad.

George Pyle Park is located at 100 East Avenue B and features a greenspace/natural area, open shelter, playground, and walking loop. This park is classified as a Neighborhood Park by the Healthy Community Parks and Recreation Master Plan (2019). Each Neighborhood Park's functional quality, based on its elements, was evaluated in the Healthy Community Parks and Recreation Master Plan and was scored proportionally to that of the highest-ranking park: Memorial Park. George Pyle Park scored a 48, meaning its existing quality is at the low-end of the top-third performing Neighborhood Parks in Hutchinson—leaving room for improvement. The Healthy Community Parks and Recreation Master Plan (2019) recommends removal of the graffiti at this park.

A public greenspace is located at the northeast corner of 2nd Avenue and Main Street and includes a gazebo and shaded seating area with multiple benches. Outside of Avenue A Park, George Pyle Park, and the public greenspace at 2nd Avenue and Main Street, public gathering spaces and greenspace are limited in number downtown.

Existing Programming

Many regularly occurring events take place in downtown Hutchinson, the most frequent of which is Third Thursday. Hutch Rec turns downtown into a celebration of local art, music, and community, encouraging people to stroll downtown's streets, take in the local music and art scene, shop, dine, and enjoy each month's events.

Third Thursday can have a variety of themes and events, including:

- Hutch Happenings
- Downtown Hutch Art Tour
- Street Art
- Bike. Walk. Hutch.
- Smallville Festival
- Arts & Eats
- Dog Days of Summer
- All Things Kansas
- Salt City Music Showcase
- Holiday Lights
- Shop Hutch for the Holidays

Outside of Third Thursday, multiple annual events take place, including:

- Farmers' Market. Located at the corner of 2nd Avenue and Washington Street, the market's hours are 7:30 a.m. to 12:30 p.m. on Saturdays beginning May 16, and 10:00 a.m. to 1:00 p.m. on Wednesdays beginning mid-June. The market offers a variety of fruit, veggies, jams and jellies, baked goods, crafts, and much more—all from local vendors.
- Fourth of July Parade. An event sponsored by Eagle Communications, this parade takes place downtown starting at Avenue B and Main Street.
- Rod Run and Classic Car Show. This event draws approximately 25,000 visitors to downtown during the first weekend of October. The event includes a Show & Shine of 400+ hot rods, classic and antique cars, trucks and motorcycles, a Friday welcome happy hour followed by a Main Street Cruise, a Burnout show, and vendor demonstrations.
- Chili and Soup Festival. This event is a family-friendly event and draws the greater community.

Downtown is also home to many destinations, including Hutchinson's historic Fox Theatre, Stage 9, and the Family Community Theater, all of which draw residents and visitors alike throughout the year.

Existing Transportation and Connectivity

This section provides a short overview of the transportation network and level of connectivity in Downtown Hutchinson and the surrounding area. Major aspects and elements of vehicular, bike, and pedestrian infrastructure are briefly described.

Regional Roadway Network

Downtown Hutchinson is connected to South Hutchinson and the surrounding region through a network of city streets, county roads, and state highways. Prominent highways include KS61, KS14/US96, and US50 with access points outside of the downtown core. 4th Avenue provides an access point from downtown to KS14/US96 to the east and KS61 to the west. US50 can be accessed by heading south on either KS14/US96 or KS61. It can also be accessed through South Hutchinson by crossing the Arkansas River via Kansas Avenue or North Main Street.

Downtown Roadway Network

The roadway network in the downtown core is characterized by a grid system of east-west and north-south roads. The gridded framework is composed of collector and local streets, with Woodie Seat Freeway located southwest and immediately outside of the designated boundary. The north-south collector streets are Adams Street, Main Street, and a portion of Washington Street. The prominent east-west collector streets are 5th Avenue, 4th Avenue, 2nd Avenue, and Avenue A. All other roadways within the downtown core are classified as local streets. Main Street serves as the anchor of Downtown Hutchinson with 4th Avenue, 1st Avenue and Avenue A serving as major east-west connectors across the downtown core. This is illustrated in **Figure A.5, *Vehicular Transportation***.

Downtown Parking

Parking is available throughout Downtown Hutchinson. There are angled parking spaces available to residents and visitors, with 2-hour free parking from 8:00 a.m. to 5:00 p.m. along Main Street. First and Second Avenue feature additional parking spaces, forming a median from North Poplar Street to North Adams Street. Additional private and parking lots are located throughout the downtown core.

FIGURE A.5 EXISTING VEHICULAR TRANSPORTATION



Active Transportation

Downtown Hutchinson provides parking spaces for residents and visitors alike. However, transportation alternatives are important to provide for residents who are unable to or do not wish to drive. This may include the availability of public transportation resources and active transportation options such as biking and walking. These active transportation alternatives may also provide recreational opportunities and health benefits. The network is shown in **Figure A.6, *Existing Active Transportation***.

Sidewalks and Pedestrian Facilities

Most of the network within the downtown boundary has either an attached or detached sidewalk present on both sides of the street. The sidewalks were designed to meet American Disability Association requirements, though some segments have fallen into disrepair. However, most of the sidewalks were in relatively good condition without an immediate need of repair at the time of the 2015 Bike and Pedestrian Plan.

Trails and Bike Facilities

According to the 2015 Bike and Pedestrian Plan, the bike system within Downtown Hutchinson, while not complete, features a locally signed route along Main Street and Third Avenue. While these routes allow for bikes to share the street with automobiles, they may not be entirely comfortable for bike users. At the time of the 2015 plan, there was only one designated bike lane, which was located along Avenue A. This bike lane also connects to the Jim P. Martinez-Sunflower Trail, the only designated trail with nearby access to the downtown core.

Walkability

The National Walkability Index is a program developed by the Environmental Protection Agency (EPA) to measure the relative walkability of communities across the nation. Each census block group is assigned a score from one to 20 based on intersection density, proximity to transit stops and diversity of land uses.

Scores are then categorized as the following:

- Least Walkable
- Below Average Walkability
- Average Walkability
- Above Average Walkability

The National Walkability Index classifies each parcel within the Planning Area into its appropriate National Walkability Index. The census block groups within the downtown boundary score at the highest level, indicating an Above Average level of walkability. There is only a small, slight portion at the southern tip of the downtown area that scores a lower score, indicating an Average level of walkability.

FIGURE A.6 EXISTING ACTIVE TRANSPORTATION



Public Transportation

The City of Hutchinson is serviced by RCAT, the Reno County Area Transit. RCAT provides service to Hutchinson, South Hutchinson, and parts of Reno County, providing residents an opportunity to travel throughout the city. Every fixed route has a stop near Downtown Hutchinson or passes through the north or south end of the area. Route 1 Blue runs along Avenue A, north on Main Street until it reaches 30th Avenue where it turns east. Typical hours of operation for the fixed routes are 8:00 a.m. to 5:00 p.m., Monday through Friday. The general fare for this service is $1.00 with discounted rates for adults with a disability, seniors, children, and students. Service on Saturdays is classified as a door to door, demand-response service. This allows riders to call the RCAT office and schedule a pick-up at their location. Riders will then be dropped off at their destination. The fare for this type of service is $2.00 per trip. Paratransit riders may use this demand-response service throughout the week, Monday through Friday, by following the same protocol.

In addition to local public transportation, Hutchinson has access to Amtrak with a station located in Downtown Hutchinson. Amtrak connects Hutchinson residents and visitors to a national network of passenger trains. Amtrak's Southwest Chief Line provides direct connectivity to other destinations in Kansas including Kansas City, Topeka, Newton, Garden City, and Dodge City. The same line also provides connectivity to destinations in Colorado, New Mexico, Arizona, California, Missouri, Iowa, and Illinois. Service hours and fares vary by destination.

Railroads

The north side of Downtown Hutchinson is bifurcated by a rail line, running northwest from Poplar Street to Adams Street. The rail line extends in both directions beyond the downtown boundary. The Hutchinson Amtrak station is located at North Walnut Street and East Third Avenue. There are also existing rail lines at the southern tip of the downtown core, located at the intersections of Main and Avenue C and Main and Avenue D. Hutchinson's connectivity with the railroad network provides connectivity to a national network of railways.

Hutchinson Regional Airport

The Hutchinson Regional Airport is located within three miles from Downtown and provides easy access to Hutchinson's business districts. The airport is considered a Class IV FAA airport, offering complete aviation services throughout South-Central Kansas, and features a 7,003' x 100' all-weather runway, a 4,400' x 100' cross wind runway, and a 4,012' x 75' cross wind runway. Daily operations are funded through leases and contracts with tenants and businesses subsidized by the City's general fund.

Existing Natural Features

This section of the Plan briefly describes the natural features in and surrounding downtown Hutchinson and existing risks and opportunities associated with the natural landscape of the area. Natural features, including topography, waterbodies, floodways, and vegetation, are illustrated in **Figure A.7, *Existing Natural Features***.

Topography

Downtown Hutchinson sits approximately 1,542 feet in elevation throughout the Planning Area, with the lowest points in elevation along the southern side of downtown near Avenue D, and higher points of elevation across the central and northern parts of downtown. The topography of downtown is fairly level, sloping gradually downward to the east.

Waterbodies and Waterways

Water resources, including waterbodies and waterways, are dispersed throughout Hutchinson. The waterbody within downtown Hutchinson includes a small portion of the Cow Creek tributary, a 112-mile-long stream that flows through Rice and Reno counties, Kansas into the Arkansas River.

The Cow Creek tributary runs through the downtown area along the southwestern portion to the southeast. Most of this waterbody is located underground except for a small portion crossing the parcel at Adams Street and W Ave A and opening back up again at Avenue B and Poplar Street.

Floodways and Floodplains

Flood risk has been mapped throughout the city through the Federal Emergency Management Agency's (FEMA) National Flood Insurance Program. FEMA typically identifies flood-prone areas through detailed hydrologic and hydraulic modeling and occasionally through approximate methods to assist with the planning, management, and risk assessment within watersheds.

Based on FEMA's assessment, downtown resides mostly within an area of reduced flood risk due to the levee as shown in **Figure A.7, *Existing Natural Features.*** The southern portion of downtown is in the 500-year floodplain in the 0.2 percent chance of flooding.

Vegetation and Landscaping

The vegetation in Hutchinson reflects the strengths and restrictions of its climate. Hutchinson's summers are hot, humid, and mostly clear and winters are very cold, snowy, windy, and partly cloudy. Temperatures range from 22 degrees to 94 degrees; it is typically rare to have temperatures below 7 degrees and above 103. Plant species such as maples, redbuds, crabapple, oaks, hydrangeas, weigela, witch hazel and more grow well in central Kansas. Streetscaping in downtown is limited to landscaped intersections with streets trees and ground level planters. To the south, larger open space park areas include Avenue A Park and George Pyle Park. Each of these parks are a block wide and contain lush vegetation and trees with trails.

FIGURE A.7 EXISTING NATURAL FEATURES



Existing Utilities

The City of Hutchinson operates and maintains the City's existing utilities, which are in varying conditions. The city also conducts and oversees the planning efforts that anticipate the growth and management of these operations over time. This section provides brief overviews of the City's utilities.

Water Distribution and Sanitary Collection

The Water Distribution and Sewer Collection system is maintained by the City of Hutchinson. The infrastructure in the downtown area is in good condition and the water line on Main Street in the downtown area was replaced between 2004 and 2019 as part of the streetscape improvements.

Stormwater Management

The City has a Stormwater Master Plan that funds three different types of projects. The plan has eight flood reduction or mitigation projects listed inside of it. Engineering has a Maintenance reserve account that is to repair and replace failing infrastructure. Public Works has a Stormwater maintenance crew that maintains the stormwater infrastructure and cleans the storm sewer lines.

Water Conservation

The City has a Water Conservation Plan, the primary objectives of which are to develop long-term water conservation plans and short-term water emergency plans to assure the city customers of an adequate water supply to meet their needs. The City of Hutchinson has implemented 3 conservation practices: 1) Educating water users and providing information, 2) Responsible management of water use including metering of flow and monitoring well output, and 3) Regulation Practices (reduce lawn watering when drought conditions are persistent).

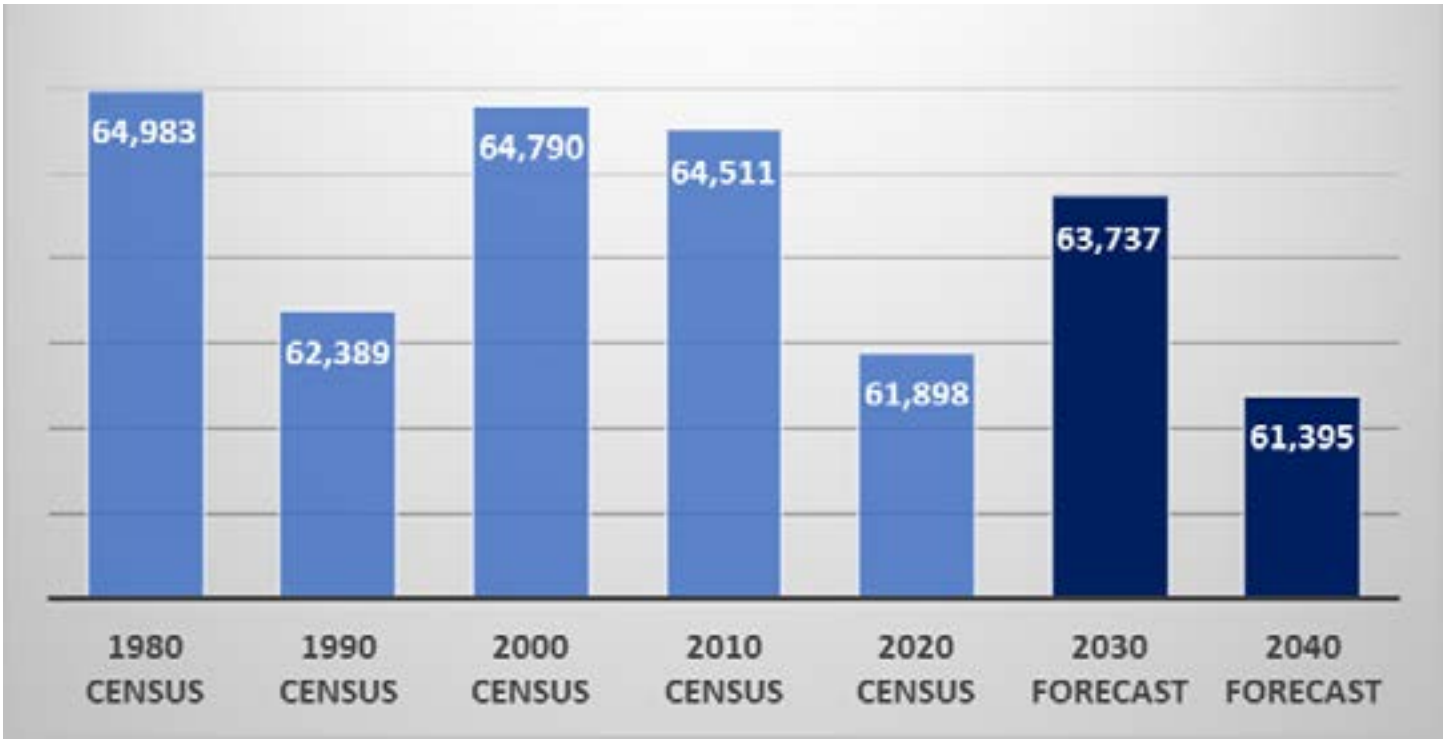
Existing Demographics, Workforce, and Housing

According to U.S. Census, in 2022 Hutchinson had an estimate of 39,950 people. The city serves as a regional hub for commerce, industry, and healthcare in central Kansas. Hutchinson has a diverse economy with various industries, including manufacturing, agriculture, healthcare, and education. Major employers in the area include Tyson Foods, Hutchinson Regional Health System, Dillons, and Hutchinson Community College. There is a large range of housing options in Hutchinson, from single-family homes to apartments and condominiums. The median home value in Hutchinson is around the national average, making it an affordable place to live compared to some larger cities.

Population Growth

Hutchinson's population has been stable for the last 40 years, ranging between 39,000 and 40,000 people. During the 1970s, the city's population expanded by 9.2 percent to 40,284 people. **Figure A.8** shows that the population fell by 2.4 percent in the 1980s before rebounding with growth rates of 3.8 percent in the 1990s and 3.2 percent in the 2000s. Hutchinson's population fell by 4.9 percent between 2010 and 2020, to 40,006 people. Hutchinson is Reno County's population center, and as of 2020, 65 percent of Reno County citizens were Hutchinson residents (U.S. Census Bureau).

FIGURE A.8 POPULATION GROWTH



Population Age

Age is an important indicator of a community's consumption patterns, housing and personal needs, as well as its financial context. Hutchinson's population primarily consists of children in the 0-14 age range, and adults in the 45-64 and 65+ age ranges, as shown in **Figure A.9**. Compared to statewide averages, Hutchinson supports an older population with a large senior population aging in place. The adolescent to young adult population ages ranges 0-14 and 15-24 respectively, are lower than the statewide percentages. The number of adults aged 35-44 and 45-64 years are also lower than the statewide percentages.

FIGURE A.9 POPULATION AGE

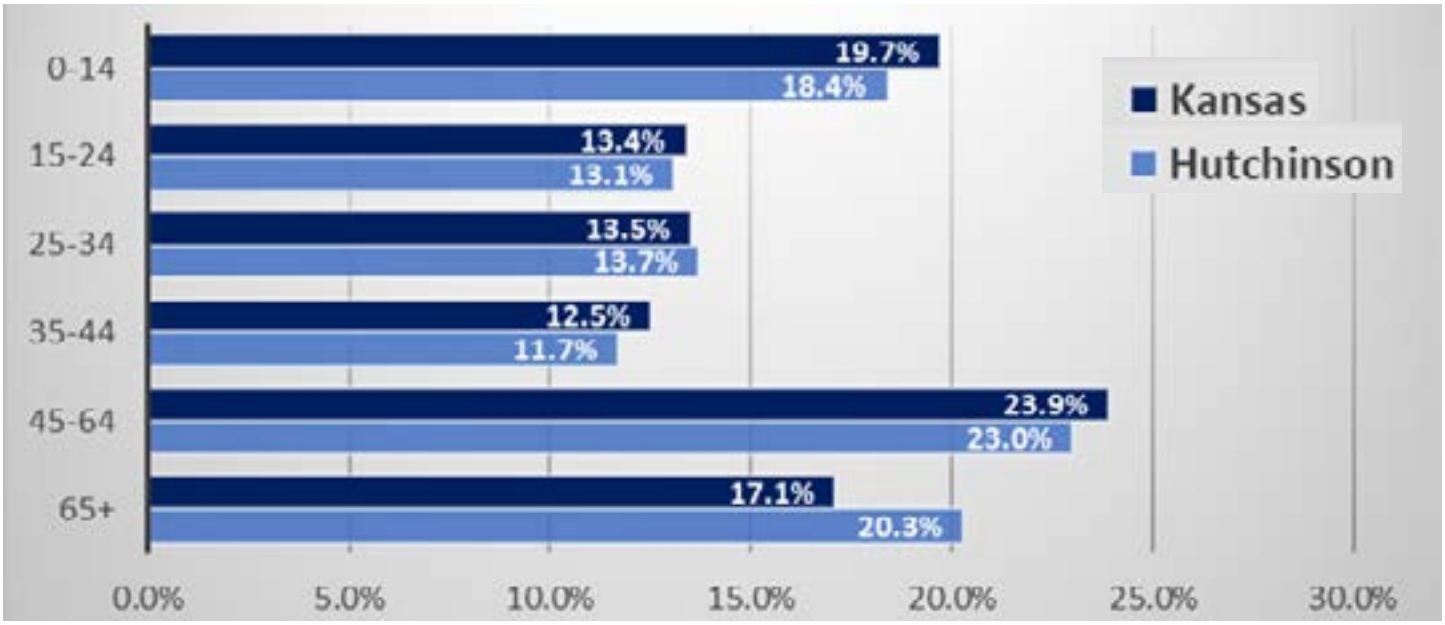


TABLE A.1 CITY OF HUTCHINSON HOUSEHOLDS BY TYPE; 2022

Household Type	City of Hutchinson	State of Kansas
Total Households	16,613	1,153,738
Family Households	61.2%	66.0%
Married Couple Households	44.3%	51.1%
With Related Children	17.1%	22.5%
Other Family (No Spouse Present)	16.8%	14.9%
With Children Present	11.8%	11.8%
Householder Living Alone	32.9%	27.8%
Householder Living Alone 65+ Years Old	4.3%	3.7%
All Households with Children	29.4%	33.2%
Average Household Size	2.27	2.49
Average Family Size	2.93	3.07

Source: Esri Business Analyst.

Household Composition

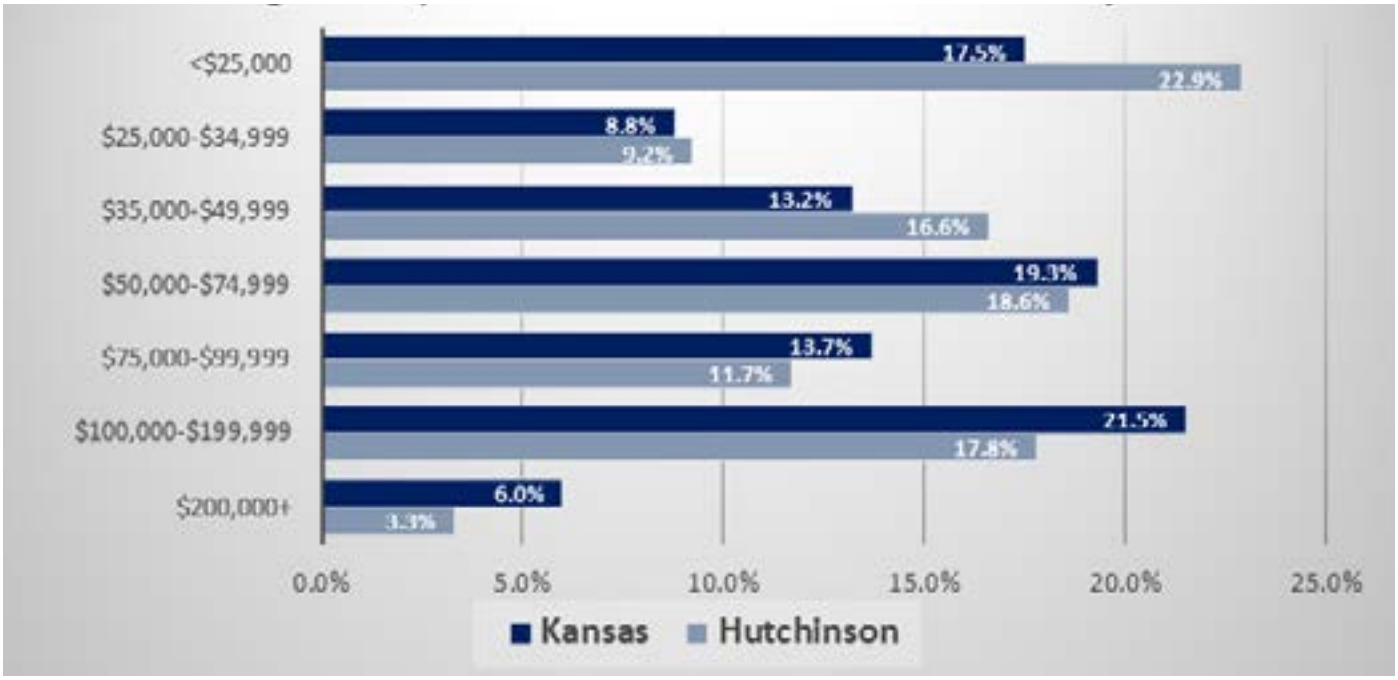
Hutchinson has a lower than state average rate of family households, as shown in Table A.1. The average household size in Hutchinson is 2.27 people, which is also lower than the state average of 2.49 people per home. The percentage of people living alone in Hutchinson is 32.9 percent, which is much higher than the statewide average of 27.8 percent. The greater incidence of individuals living alone is backed by a lower than state average Households with Married Couples (44.3 percent), which is approximately seven percent lower than the State of Kansas.

Household Income

The impact of a community on retail expenditures, housing requirements and values, and residential rents is defined by household income levels. Hutchinson's median household income of $51,229 contrasts Kansas' median household income of $61,084, with a substantially higher rate of low-income families earning less than $25,000 and a much lower rate of high-income households making $100,000 or more. Hutchinson families earn less than $25,000 per year, compared to 17.5 percent statewide, indicating a need for affordable and income-based housing. The rent for properties receiving Low-Income Housing Tax Credit funding is 30% of the tenant's income ($7,500 if earned $25,000 per year). Hutchinson's well-below-average household income limits attainable retail sales, home values, and residential rents.

Renters with incomes of $35,000 or less are more likely to qualify for any type of housing assistance. Households earning between $35,000 and $49,999 and $50,000 to $74,999 can qualify for for-sale housing valued between $100,000 and $199,999, according to standard lending norms. An estimated 16.6% of Hutchinson households earn between $35,000 and $49,999, compared to 13.2% statewide, and 18.6% make between $50,000 and $74,999, compared to 19.3% statewide, as shown in **Figure A.10**.

FIGURE A.10 HOUSEHOLD INCOME DISTRIBUTION COMPARISON

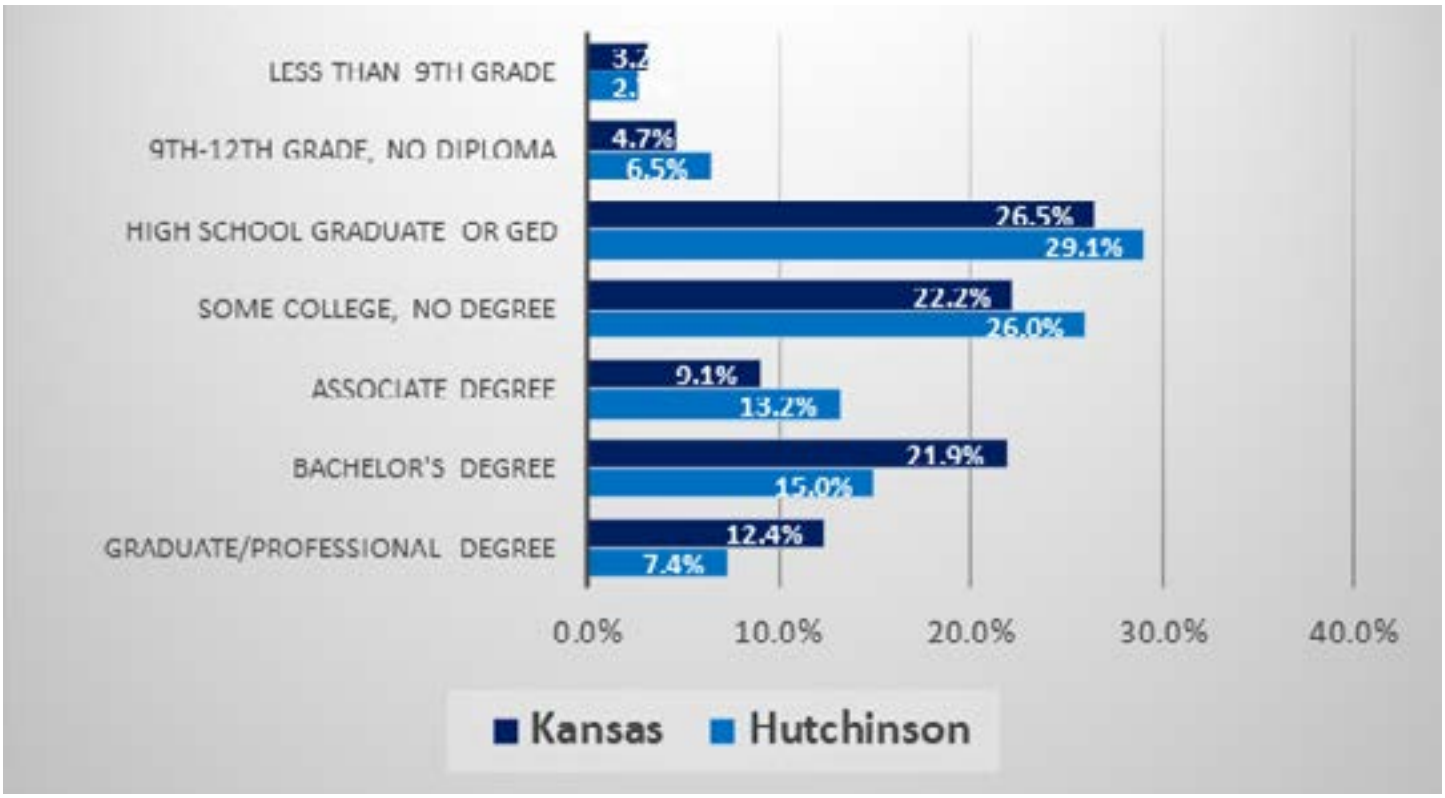


Educational Attainment

Educational attainment evaluates labor skill levels in a market and is becoming increasingly crucial in attracting and retaining knowledge-based companies as well as supporting above-average earnings. Educational attainment has a direct impact on achievable income levels, retail spending patterns, home values, and commercial space demand.

Hutchinson's adult population is slightly less educated than the general Kansas population, as seen in **Figure A.11**, with 35.6 percent achieving an Associate Degree or above compared to 43.4 percent statewide. Almost 38% of Hutchinson people, on the other hand, had a high school diploma or less, compared to 34.4 percent of the statewide population. The educational attainment levels of the Hutchinson adult population are appropriate for targeting industries such as manufacturing, retail commerce, and professional and business services.

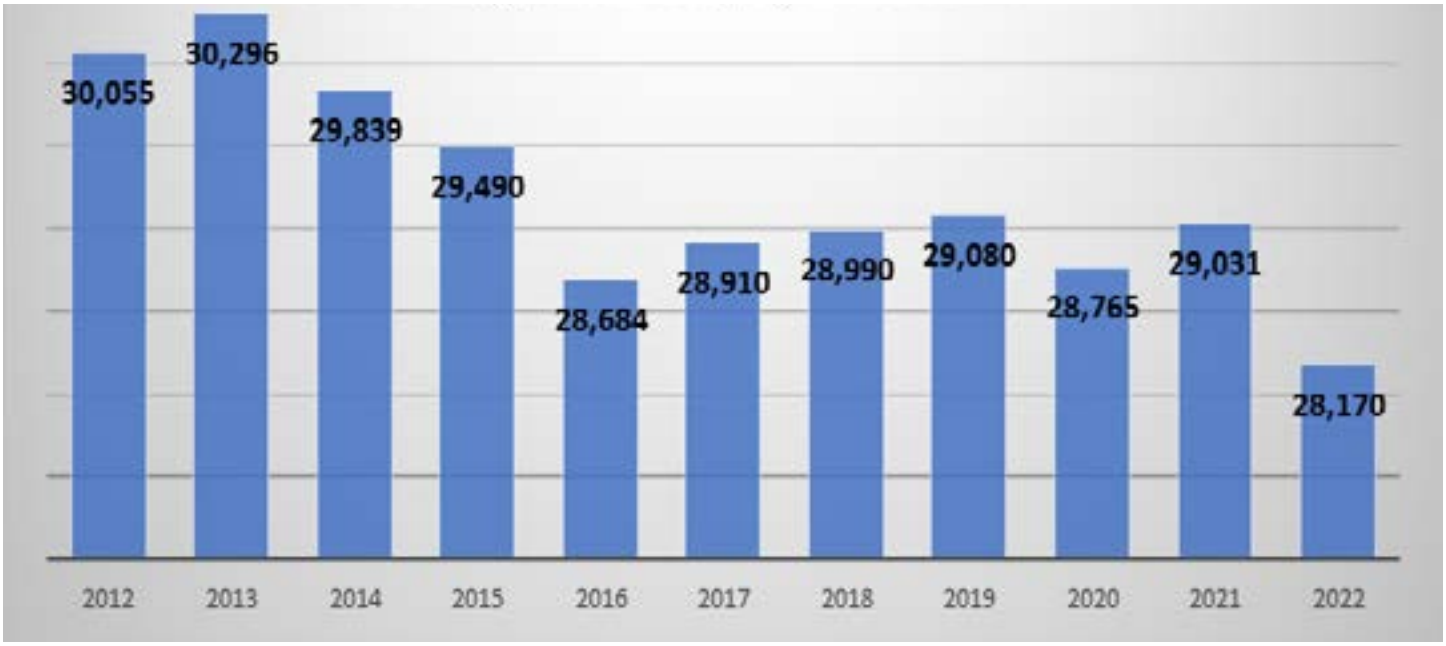
FIGURE A.11 EDUCATIONAL ATTAINMENT LEVELS



Existing Employment Conditions

Hutchinson has a diverse employment landscape with various industries contributing to the local economy. Some key sectors of employment in Hutchinson includes manufacturing, healthcare, education, and finance & insurance. Hutchinson has a robust healthcare sector with the Hutchinson Regional Healthcare System being one of the major employers in the area. Education is another significant employment sector in Hutchinson, with Hutchinson Community College being a prominent institution in the area.

FIGURE A.12 RENO COUNTY EMPLOYMENT TRENDS



Employment Trends

Job growth is an excellent indication of general economic circumstances and the need for housing, commercial and industrial space when it feeds the expansion of a community's population, income, and retail expenditures. Hutchinson is in Reno County, Kansas, which is just outside the four-county Wichita MSA and has a population of 648,000 people and 311,700 jobs.

Reno County and the Wichita MSA have experienced varying growth during 2012, as illustrated in **Figure A.12**. Employment fell from a high of 30,296 jobs in 2013 to a low of 28,684 jobs in 2016. Reno County experienced steady job growth during the next three years, gaining 396 positions. Although employment increased by 265 jobs in 2021, it decreased by 861 jobs in 2022.

Existing Real Estate Market

As the largest city in Reno County, Hutchinson serves as the principal shopping destination supporting a pull factor of 1.19, indicating it captures retail sales at a rate 19 percent above the statewide average. Along with the retail market, the Hutchinson office market totals 972,903 square feet of space, as Downtown, and North Main Street and Missouri 61 Highway serving as the prominent office districts. With Downtown Hutchinson being an important destination for the city, four hotels operate in the area totaling 199 guest rooms. Soon the historic Hoke building will be converted into a 23-room boutique hotel that will add a new lodging product to the Downtown real estate market.

FIGURE A.13 DOWNTOWN HUTCHINSON PLANNING AREA RETAIL MARKET TRENDS

Year	# of Properties	Inventory Sq. Ft.	Vacant Space	Vacancy Rate	Net Absorption
2010	49	550,619	32,945	6.0%	0
2011	49	550,619	65,179	11.8%	-32,234
2012	49	550,619	74,147	13.5%	-8,968
2013	49	550,619	9,400	1.7%	64,747
2014	49	550,619	32,925	6.0%	-23,525
2015	49	550,619	40,425	7.3%	-7,500
2016	49	550,619	13,434	2.4%	26,991
2017	49	550,619	0	0.0%	13,434
2018	49	550,619	14,500	2.6%	-14,500
2019	49	550,619	20,500	3.7%	-6,000
2020	49	550,619	14,500	2.6%	6,000
2021	49	550,619	0	0.0%	14,500
2022	49	550,619	0	0.0%	0

Source: CoStar.

Commercial/Retail Space

The Downtown Hutchinson Planning Area is centered on Main Street and extends nine city blocks north from Avenue C to 6th Avenue. The Planning Area has two economic activity centers. The retail business core is located at the south end of Main Street between 3rd Street and Avenue C, while the remainder of Main Street from 3rd Street north to 6th Street is comprised of lower density commercial buildings. As shown in **Figure A.13**, downtown Hutchinson has 49 retail properties totaling 550,619 square feet of commercial space, accounting for 15.2 percent of the citywide inventory.

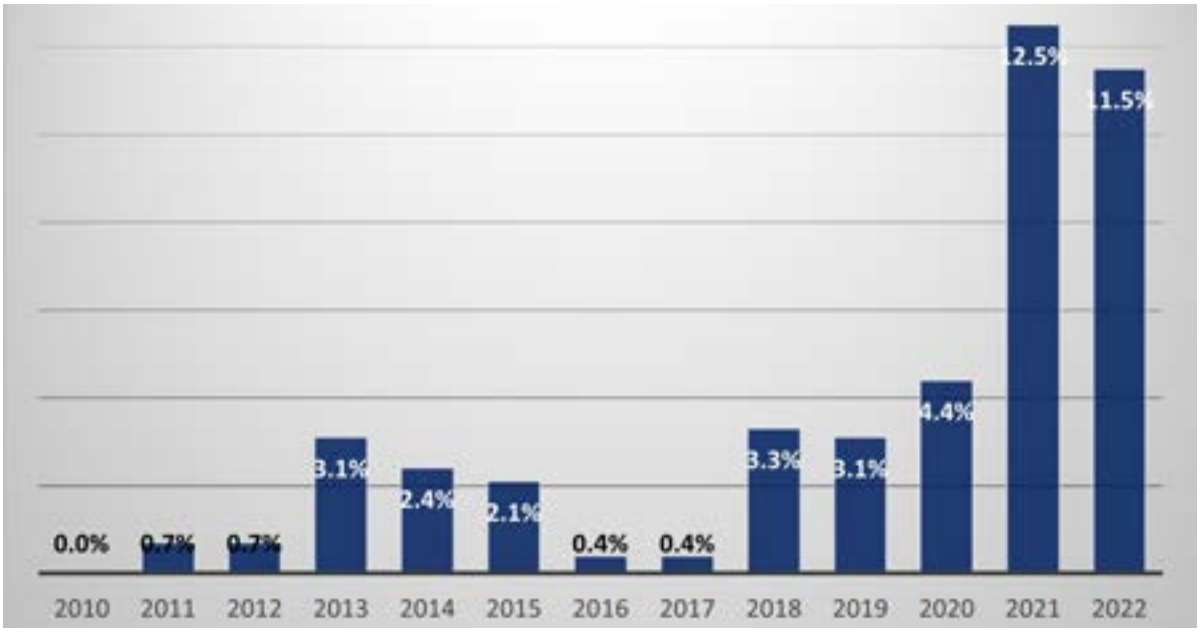
Downtown has 77 retail establishments, with notable concentrations of home décor and furniture (15 establishments) and antiques (11 establishments). The planning area's retail inventory was fully occupied as of the end of 2022, and no new commercial was under development at the time. Since 2016, the planning area's retail space inventory has had a vacancy rate that is much lower than market equilibrium. A lack of available retail space for immediate occupancy is a hurdle to luring prospective businesses to downtown Hutchinson.

Office Space

Downtown Hutchinson is home to 24 properties totaling 330,928 square feet, accounting for 43.0 percent of the city's office inventory. While there are a few office buildings along Main Street, there is no large concentration of buildings. The Planning Area is home to 135 personal and professional service firms. Home care, insurance, accountants, attorneys, and employment agencies are the most common professional business types.

Downtown Hutchinson has suffered from negative absorption of 27,751 square feet over the last three years. The total outcome, as indicated in **Figure A.14**, was an increase in the overall vacancy rate from 3.1 percent in 2019 to 12.5 percent by the end of 2021. In 2022, little net space absorption resulted in a minor fall in the vacancy rate to 11.5 percent.

FIGURE A.14 OFFICE VACANCY RATE

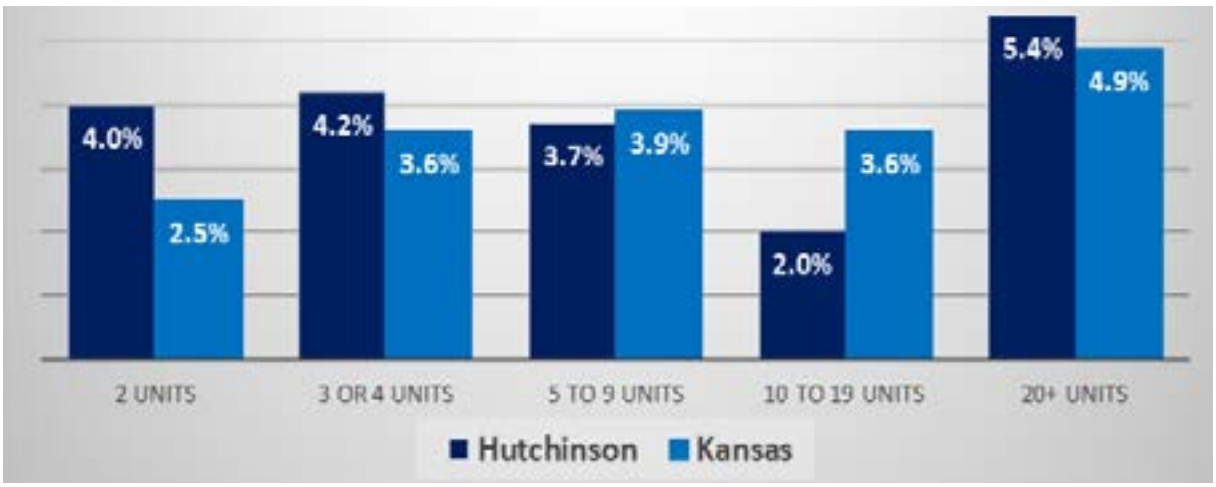


Residential and Rental Housing

Hutchinson's residential housing stock was 18,048 dwelling units in 2021, with 15,909 residential housing units occupied, for an overall occupancy rate of 88.1 percent. There were 10,391 owner-occupied units (65.3%) and 5,518 renter-occupied units (34.7%) in the occupied housing stock. There was a total of 2,139 unoccupied housing units reported. Hutchinson's outdated housing stock may be to blame for the high vacancy rate, with more than half of all dwelling units built before 1960.

In 2021, Hutchinson's inventory of multi-family housing totaled 3,497 dwelling units, accounting for 19.3 percent of the city's total housing stock. In comparison, multi-family housing accounts for 18.5 percent of the housing stock in Kansas. Large-scale apartment facilities with 20 or more units account for most of the multi-family housing in Hutchinson, accounting for 983 dwelling units, or 5.4 percent of total housing stock, compared to 4.9 percent statewide as shown in **Figure A.15**. Duplexes and houses with three to four dwelling units account for 8.2 percent of Hutchinson's housing stock, accounting for 1,483 living units.

FIGURE A.15 COMPARISON OF MULTI-FAMILY HOUSING STOCK
City of Hutchinson vs. State of Kansas, 2021



Housing Market

The existing market-rate and income-based rental apartments in Downtown, are operating at or near full occupancy, suggesting strong market need and the potential to support additional market-rate and income-based rental units. Through population growth and achieving a balanced housing market, new housing need from 2023 through 2040 in Hutchinson is estimated at 1,030 to 1,750 dwelling units. The housing demand is estimated to be segmented 65 percent owner-occupied and 35 percent renter occupied.

Apartment Market

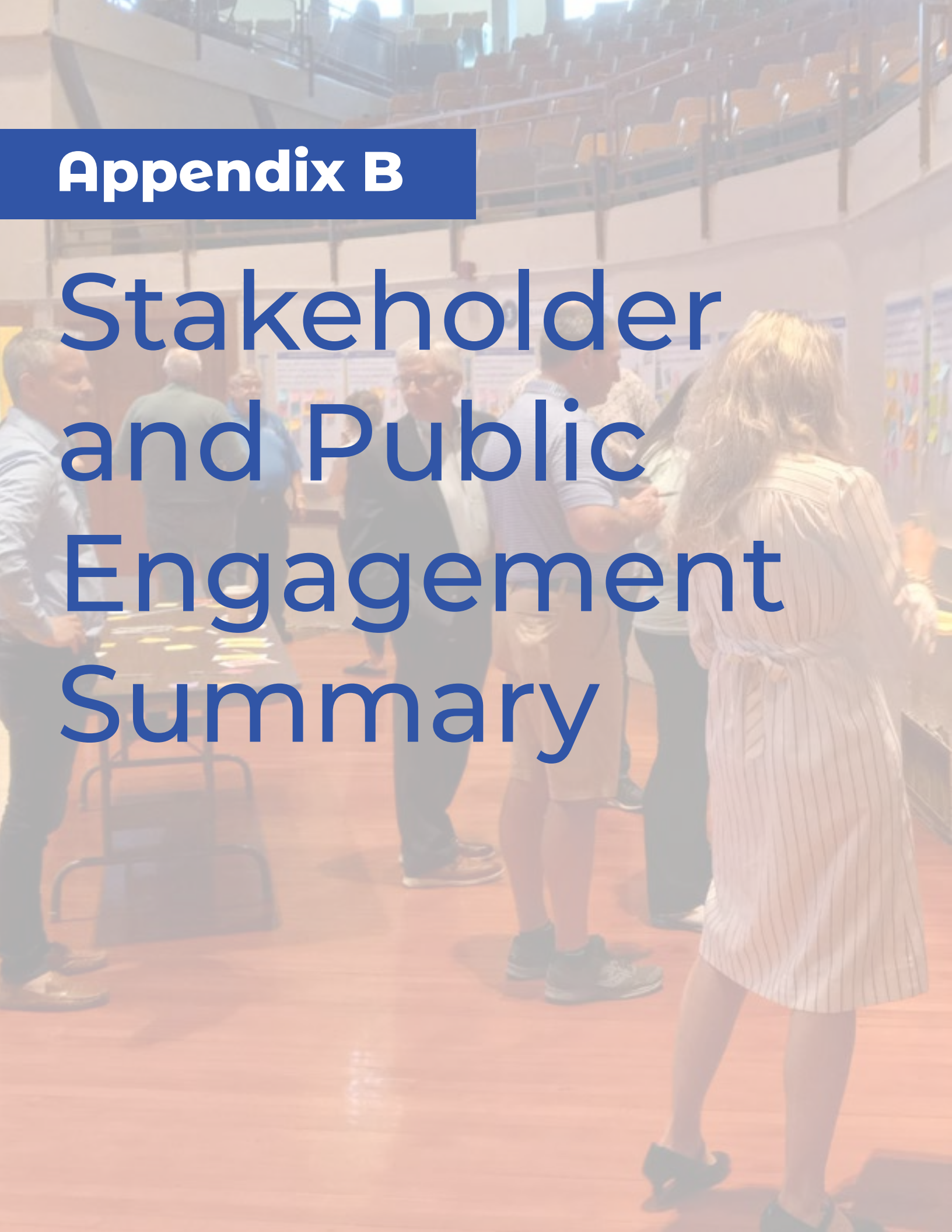
Downtown Hutchinson includes eight apartment buildings with a total of 192 residential units. The buildings are strewn about downtown, with the greatest concentration near the intersection of 2nd Avenue and Main Street. Five market-rate apartment properties totaling 135 dwelling units, and three income-based properties totaling 57 dwelling units.

Because of strong demand and falling vacancies, the Hutchinson apartment market has seen significant rent growth in recent years. As the total vacancy rate stabilized, the average rent increased by 0.8 percent in 2018 and 2.5 percent in 2019, reaching $542 by 2019. As the overall vacancy rate fell over the last three years, the average rent jumped 1.5 percent in 2020, 4.5 percent in 2021, and 2.3 percent in 2022. By the end of 2022, the average apartment rent was $588 per month as shown in Table A.2.

TABLE A.2 HUTCHINSON, KANSAS APARTMENT MARKET TRENDS

Year	# of Properties	# of Units	Vacant Units	Vacancy Rate	Net Absorption	Average Rent/Mo.
2010	26	1,125	80	7.1%	1	$468
2011	26	1,125	72	6.4%	8	$472
2012	26	1,125	69	6.1%	3	$482
2013	26	1,125	69	6.1%	0	$509
2014	26	1,125	65	5.8%	4	$515
2015	26	1,125	62	5.5%	3	$510
2016	26	1,125	68	6.0%	-6	$512
2017	26	1,125	82	7.3%	-14	$525
2018	26	1,125	66	5.9%	16	$529
2019	27	1,154	69	6.0%	26	$542
2020	27	1,154	58	5.0%	11	$550
2021	27	1,154	50	4.3%	8	$575
2022	27	1,154	47	4.1%	3	$588

Source: CoStar.



Appendix B

Stakeholder and Public Engagement Summary



Engagement Overview and Key Findings

Good public engagement lies at the heart of successful planning. It is a genuine and open dialogue between technical experts and those who have the lived experience and local knowledge. It is collaborative, engaging, personal, and involves extensive listening.

In the end, a good plan is developed with the community, and not just for it. This Plan was developed with the community and stakeholders. Through a series of online and in-person engagement opportunities, the planning team was able to collaborate with the community on the thoughts, ideas, and comments that became the recommendations put forth in this Plan; the Plan is better for it. **Appendix B** summarizes both that process and its outcomes.

The planning team worked with stakeholders, city staff members, city leadership, and the community to collaborate on the thoughts, ideas, and comments that, in turn, generated the recommendations in this Plan. Over the course of this process, multiple stakeholder and public engagement activities were conducted, including:

- Public Survey (February - June, 2023)
- Virtual Visioning Workshop (February 28, 2023)
- Planning and Design Charrette (April 11 – 13, 2023)
- Public Open House #1 (April 12, 2023)
- Virtual Open House (April 24 – May 19, 2023)

Key Findings

The planning team discovered several common themes from resident, stakeholder, city staff member, and city leadership responses that emerged from the engagement activities. The following seven themes provide an overarching idea of what the Plan looked to address.

Attract More Entertainment, Dining, and Retail Options

Respondents indicated that they would like to see more entertainment options within Hutchinson, including family-friendly and young adult festivities. There were requests for a variety of restaurants, including fine dining, and a general desire to see more retail diversity. Some comments expressed a desire for pedestrian-oriented shopping locations to fill in current gaps of retail, services, and attractions.

Economic Flexibility and City Attractiveness

The engagement exercises revealed that there was widespread recognition that to attract future businesses, a more welcoming environment needed to be created. This included a desire for the Chamber of Commerce and the City to promote local grassroots efforts and evaluate current taxation structures, redevelopment requirements, and available financial incentives for new, growing, or expanding businesses. There was a consensus among comments highlighting local organizations and stakeholders need a greater effort to revitalize vacant retail, commercial, and business buildings, improve the appearance of run-down properties, and provide pedestrian and landscaping improvements throughout Downtown.



Hutchinson, KS

Enhance and Create Recreation Opportunities

Respondents indicated that they would like to see a connected citywide sidewalk system that fosters an increase in street engagement via pedestrian activity. There was an expressed desire to see more designated green space and landscaping throughout the Downtown, as well as outdoor amenities to promote community pride and engagement among members.

Community Health and Well-Being

Respondents expressed concern that there was a lack of diverse housing and recreation options for young professionals and families within the community. Some commentors desired more healthy recreational options catered towards both teenagers and senior citizens alike. With access to a regional hospital, it is important for Hutch residents to have easily accessible opportunities to exercise, socialize and enjoy nature right in Downtown.

Transportation Safety and Accessibility

Several comments indicated that pedestrian and bike accessibility need to be improved throughout downtown, particularly throughout the city's park spaces. There was a desire to see safe crossings for pedestrians and cyclists, as well as additional wayfinding signs and safe spaces to gather for residents of all ages.

Unity Among Stakeholders and Open Dialogue with City/Chamber

Community members indicated they would like a high level of participation and communication from the City and Chamber, as well as an enhanced sense of responsibility and teamwork among stakeholders. Residents want to ensure that the Downtown Plan is utilized to enhance everyday quality of life in Hutchinson and that recommendations will set up short-term and long-term goal achievements. There was desire to enhance the variety and availability of city programs/events/services that bring community members together and attract new visitors.

City Character and Identity

Respondents indicated a desire to make downtown stand out with unique art displays, including a neon light alley. Similar comments included a desire to develop a community gathering space, or small gathering places like coffee shops, breweries, and wineries.

Renovate and Reprogram Memorial Hall and the Landmark Hotel

Many respondents identified Memorial Hall and the Landmark Hotel as land uses downtown that need to be preserved and highlighted. There were suggestions that new programming be brought to these venues and additional enhancements made to give these historical venues new life in the next chapter for Downtown Hutch.

Preserve Historic Buildings and Character

Many respondents called out code compliance as being difficult and expensive, especially related to life safety and bringing existing older buildings up to code. Many comments indicated that the old buildings have significant meaning and character in Downtown, however the cost and process of bringing them up to code and renovating them is a barrier to successfully changing the landscape of downtown.

Aside from the items mentioned above, there were a few concerns that were consistent throughout this process. One concern that was expressed time and again was the lack of retail, restaurants, nightlife, amenities, and services in Downtown. Residents have a strong desire to gather and enjoy the existing downtown area, and thus welcome all opportunities to develop attractions, generate economic vibrancy, and enjoy the rich history alive in Downtown Hutch. Despite the current state of the downtown, residents still have a strong desire and passion for the preservation and continued focus on Downtown as the cultural and communal center of the city.

Project Marketing

Through the engagement process, community members were notified and updated about events and findings. The planning team coordinated with the city and economic development commission to utilize social media and send out community emails, website e-blasts, and postcard mailers.

Additional forms of communication and outreach included a project kickoff video, a Downtown Hutch Master Plan project website, and several public outreach events (both in-person and online). Each of these project marketing methods and the resulting input are summarized in the following subsections.

Project Kickoff Interview Video

The planning team coordinated with the city to develop a short project kickoff video interview with Debra Teufel, the President/CEO of Hutchinson/Reno County Chamber of Commerce. This video was an announcement of the downtown planning process and provided an overview of the purpose and need for a new Plan. Ms. Teufel emphasized the importance of public involvement and the need for community input throughout the process. This video was shared on the city's website and social media platforms as well as the project website.

Project Website

A project website was created (*www.downtownhutchmasterplan.com*) to provide members of the community with updates and information pertaining to the Downtown Hutch planning process. The website provides information on topics related to the Plan, including:

- A project overview, which details the purpose of the Plan and the goals of the planning process;
- A project timeline that shows the four key phases of the project;
- A listing of the different ways to engage in the planning process as a member of the public (e.g., public survey, virtual open house, in-person open houses, email notifications, etc.);
- Project downloads that include Plan drafts; and
- An opportunity to ask questions or provide comments directly to the city and planning team.

The website was updated regularly throughout the planning process, serving as the main hub for project-related information.

Social Media

Both the Chamber of Commerce and City's social media pages were used to inform people about the planning process and solicit participation at both in-person and online events. Several posts were made regarding the project kickoff, the public open house, and the online community survey.

Press Releases

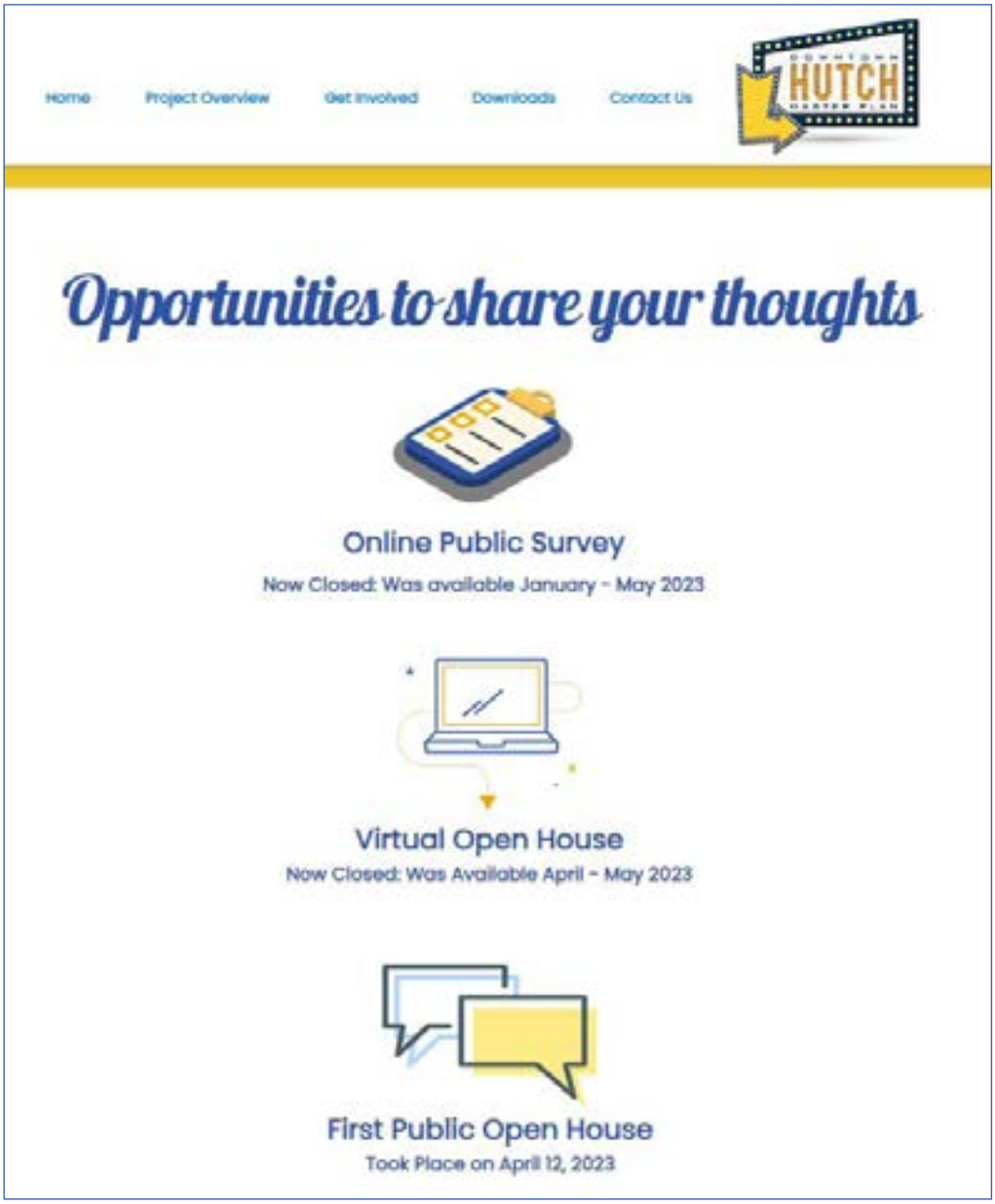
Two press releases were distributed and used to formally announce key milestones in the planning process. Each press release included basic project information and directed readers to the project website. The press releases focused on the following topics:

- **Press Release 1:** Downtown Hutch Master Plan Project Kick-Off Announcement
- **Press Release 2:** In-Person and Virtual Public Open Houses and Online Public Survey




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HUTCH
Debra Teufel
President/CEO, Hutchinson/Reno County Chamber of Commerce


Home
Project Overview
Get Involved
Downloads
Contact Us
HUTCH
Opportunities to share your thoughts
Online Public Survey
Now Closed: Was available January - May 2023
Virtual Open House
Now Closed: Was Available April - May 2023
First Public Open House
Took Place on April 12, 2023

Public Survey

As part of the public engagement process, a public community survey was prepared and administered, via the project web page. The survey focused on residents' and stakeholders' preferences for the downtown's future. The results of the 735 completed surveys were used to identify potential focus areas for the planning process. The survey was available from January 30 to May 19, 2023, via the project web page.

According to the survey, residents gave three stars to indicate their neutral satisfaction related to the quality and variety of businesses in Downtown. Most residents go downtown for shopping/boutiques (52.8%), grab lunch (49.5%) or dinner (42.9%), visit the farmers market (45.4%), attend an event (41.8%), or visit the post office (41.8%). When thinking about the future, survey responses indicated that entertainment and nightlife (59.8%) and a mixture of business and services (53.8%) are most important to them. The top three development types identified by the survey as the most needed and appropriate for downtown Hutchinson were: commercial space, i.e., retail/restaurant (49.92%); green space, parks, and recreation (52.83%); and mixed use, i.e., three to four story retail/office/dining with residential above (39.9%), respectively. It is clear from the survey that most respondents that are active in downtown are looking for more reasons and ways to live, work, and play there more frequently.

Survey Comments Summary

A full list of all the public comments that were received during the survey period can be found in the following section, Full Documentation of Responses. A few of the major findings from prominent questions are listed out below.

What physical characteristics of downtown Hutchinson would you most like to see preserved as it evolves over time?

- Historic buildings and architecture
- Public art and sculptures
- Brick streets
- Green spaces
- Memorial Hall

What physical characteristics of downtown Hutchinson would you most like to see changed as it evolves over time?

- Not so many empty or dilapidated buildings
- More streetscape amenities, landscaping, and green spaces
- Signage
- Bike lanes
- Parking

For more details about the public survey, including the complete report of participants' responses—refer to the section: ***Full Documentation of Responses*** later in this Appendix.

Virtual Visioning Workshop

Why Visioning?

The Visioning Workshop was a virtual event hosted with the Stakeholder Committee and Technical Committee to gain key insights into the community and begin the visioning process. Public engagement serves as a critical milestone in any planning process. Not only is the Virtual Visioning Workshop the first opportunity for community members, downtown stakeholders, and project team members to work together, it is the time to set the tone for the downtown planning process. The goal of the workshop is to guide the development of the Plan, ensuring that it is reflective of overarching community goals.

This visioning process is designed to reveal the needs, wants, and desires of the community without being clouded by physical or financial constraints. While it is important to be realistic about what can be implemented, visioning is a time when participants are encouraged to think long-term without price tag and timing concerns.

In addition to providing a dedicated time and space for community members to participate actively in the planning process, this time is also important for the planning team, allowing them the opportunity to listen intently to what the community hopes to achieve from the project. The facilitated dialogue and candid conversations reveal telling insights that are invaluable to the development of the Plan.

Virtual Visioning Workshop Overview

Before the vision for the Plan is crafted, it is important to meet with stakeholders to (1) ensure a clear understanding of their desires for the future of downtown; (2) gather local knowledge related to the issues and opportunities facing downtown; and (3) build consensus around a multifaceted solution. As the first step in this planning process, the visioning workshop was held by the planning team.

The Virtual Visioning Workshop was held on Zoom on February 28, 2023, from 5:30 p.m. to 8:30 p.m. The evening workshop was attended by the planning team, downtown stakeholder committee members, and technical committee members.

The downtown Stakeholder Committee was made up of community members with a vested interest in this planning process, such as property/business owners, special interest advocates, developers, and more. The technical committee members are vested community members who possess technical expertise as city staff members.

In preparation for the visioning workshop, the planning team designed a project brand and logo, developed a project website, conducted a site visit, and carried out an existing conditions evaluation. These matters were present to both committees at the visioning workshop, allowing all participants to provide input on and ask questions about these initial findings. After presenting this information, the planning team led a series of exercises. These sessions are described and illustrated in the following subsections.

Visioning Workshop Summary

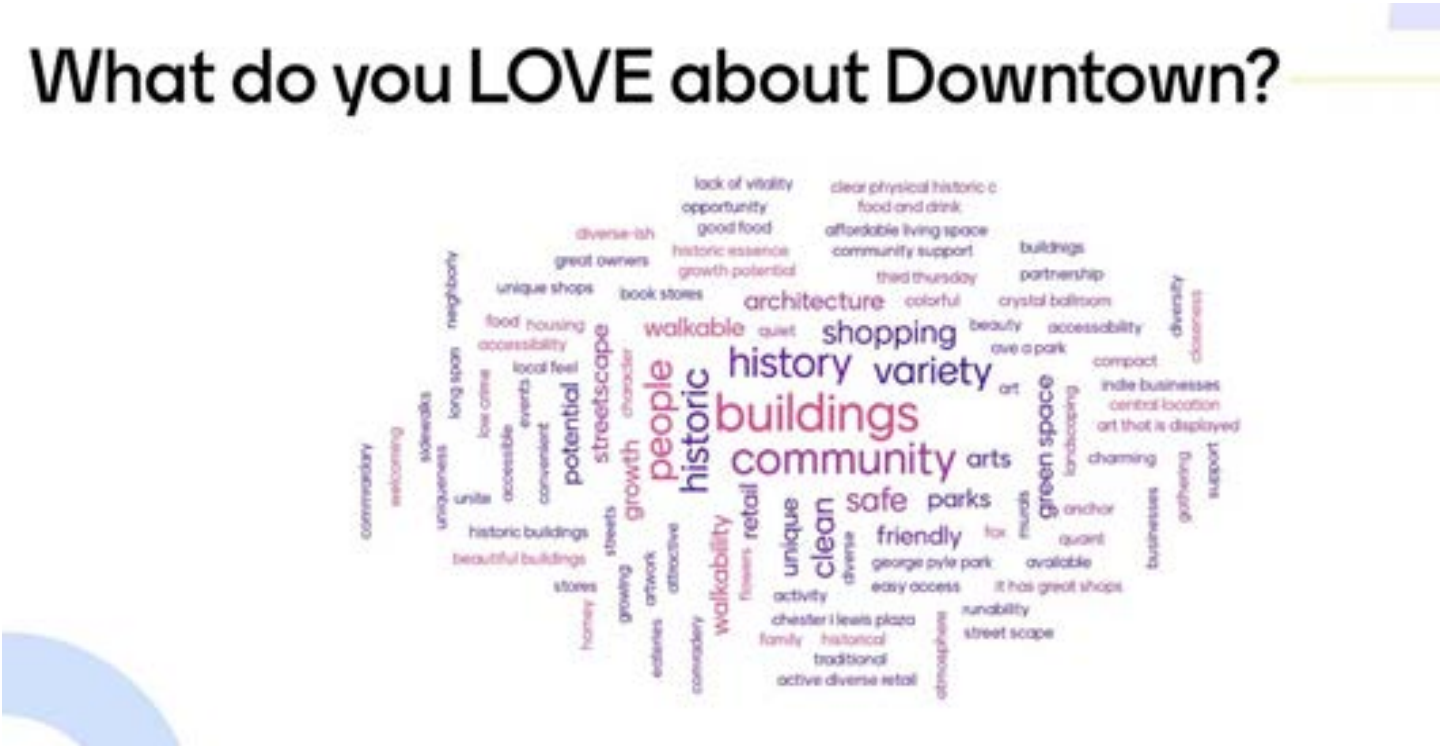
To begin the Virtual Visioning Workshop, the project team introduced themselves, explained the downtown planning process, and asked that participants to be open-minded and candid in their responses throughout the workshop. The planning team then lead the group through a series of individual and group exercises, pulling responses, ideas, and thoughts to better understand suggestions for the community and their needs.

Word Cloud Exercises

The first two exercises simply asked the attendees – in three, single-word answers – what they love and do not love about Downtown Hutchinson. Attendees were sent a link to an online polling site called Mentimeter to input their answers. Mentimeter populated the answers in real time into word clouds, as seen in the following images. The larger the word size in a word cloud, the more it was repeated as a response to the question. Word clouds are helpful in finding consistencies among responses.

The ONE Thing

The next exercise asked the attendees to identify the one thing that must happen for this project to be considered a success. Attendees input their answers on Mentimeter and could then see other answers populate on the results screen. Responses indicated a need to bring new life and activity to downtown, improve vehicular and pedestrian infrastructure, rehabilitate buildings, and increase the variety of downtown businesses. All responses for this exercise are provided in Full Documentation of Responses.



What do you NOT LOVE about downtown?



What ONE THING must happen for this project to be a success?



Needs, Wants, Desires, Barriers, Obstacles, and Annoyances

Stakeholders were then prompted to record their needs, wants, desires, barriers, obstacles, and annoyances as they relate to downtown Hutchinson. This exercise was conducted virtually using a program called Konveio, which allowed attendees to view a group of posters (one for each of the categories) and leave comments by clicking on the posters. All comments were anonymous, populated in real time, and visible to all other attendees.

Participants were broken up into eight groups using the breakout room feature on Zoom and given 5 minutes to test out the Konveio comment feature. Then, they were given an hour (or ten minutes per category) to record their needs, wants, desires, barriers, obstacles, and annoyances. After a short break, the groups were given an additional hour to select their top three priorities from each category (e.g., three needs, three wants, etc.) onto a communal Google Slides presentation. Each group was provided with a pre-formatted slide with three blank spots underneath each of the six categories. After recording the top three priorities, the groups were then asked to highlight their top priority for each of the six categories. The following images detail each groups' priorities, by category. While there was variation between each groups' selections, patterns began to emerge among the group.

GROUP #1 PRIORITIZATION RESULTS

NEEDS
1. *Capital/Investment/Incentives*
2. *Safety (address homeless)*
3. *Address vacant buildings and gaps*

WANTS
1. *More fine dining*
2. *Entertainment/things to do*
3. *Diverse housing options*

DESIRES
1. *Hotel*
2. *Attractions (like conference center, reasons to be downtown)*
3. *Critical mass of options to attract people, and density/strategic placement (placemaking: block unity)*

BARRIERS
1. *Industrial businesses on South Main*
2. *Railroads*
3. *Negative perceptions or attitudes*

OBSTACLES
1. *Code compliance*
2. *Vacant buildings or absent owners*
3. *Available capital and quality workforce*

ANNOYANCES
1. *Interest and tax rates*
2. *Wayfinding*
3. *Availability of parking at large capacity businesses/events*

GROUP #2 PRIORITIZATION RESULTS

NEEDS
1. *Permanent housing & a hotel*
2. *Tourist attraction*
3. *Public & private investment*

WANTS
1. *Variety of restaurants (breakfast, lunch, and dinner and options)*
2. *More business downtown (retail)*
3. *Digital connectivity and public wifi*

DESIRES
1. *Memorial Hall renovation & use*
2. *River Walk (clean up Cow Creek)*
3. *Speakeasy/Gin Join/Cigar Bar*

BARRIERS
1. *Trains*
2. *Downtown Industrial*
3. *Life safety codes & regulations*

OBSTACLES
1. *Address downtown homelessness*
2. *Absentee & deadbeat owners*
3. *Traditional decision-making processes*

ANNOYANCES
1. *Negative mindset and those who don't participate*
2. *Parking for residential*
3. *Skateboarding, loud cars, lous music*

GROUP #3 PRIORITIZATION RESULTS

NEEDS
1. Food options
2. Rehabilitate buildings
3. Mixed use buildings – retail/housing

WANTS
1. Pet and children friendly/focused
2. Destination events/community events
3. Hotel/convention center/bar

DESIRES
1. Parks/green space
2. Young professionals return
3. Redevelopment of Ave B to Carey Park

BARRIERS
1. Railroad tracks
2. Cost/business case to rehabilitate buildings
3. Absentee ownership

OBSTACLES
1. Meeting historical compliance
2. Perception of downtown
3. Presences of homeless population downtown during the day

ANNOYANCES
1. Parking issues
2. Litter
3. Business owners and employees parking in front of other businesses

GROUP #4 PRIORITIZATION RESULTS

NEEDS
1. Safety
2. Attractions/experiences
3. Funding/investments

WANTS
1. Multiple housing options
2. Entertainment District
3. Expanded dining options/hours

DESIRES
1. Reiverwalk
2. Main Street Trolley
3. Shopping options

BARRIERS
1. Avenue A Bridge
2. Trains
3. Length of Main

OBSTACLES
1. Codes
2. Negative perception
3. Absentee building owners

ANNOYANCES
1. Lack of nightlife
2. Litter & debris
3. Lack of employees

GROUP #5 PRIORITIZATION RESULTS

NEEDS
1. Communication/cultivation of community mindset
2. Animal/Human Shelter/Homeless Needs
3. Public/Private investment

WANTS
1. Outdoor space/dining opportunities
2. City Center/Square
3. Community centered events/entertainment

DESIRES
1. Public Wi-fi
2. Beautification/signage/outdoor music
3. Variety of entertainment

BARRIERS
1. Interpretation of code enforcement
2. Vacant buildings / misuse of space
3. Finance/budget constraints

OBSTACLES
1. Negativity of retailers
2. Availability of funds/grants/low interest loans
3. Environmental conditions/walkability/accessibility

ANNOYANCES
1. Perception of safety/security
2. Lack of focus on healthy living
3. "Nothing to do"

GROUP #6 PRIORITIZATION RESULTS

NEEDS
1. Housing
2. Dining & entertainment
3. Consistent communication & messaging to reach the masses

WANTS
1. Memorial Hall Renovation
2. Public spaces
3. Destination/tourism

DESIRES
1. Off road options – ability to use unconventional vehicles in town

BARRIERS
1. Memorial Hall renovate or no?
2. Overload of choices (social, news, radio, etc.)

OBSTACLES
1. Communication of what programs are available/changes in where to get details
2. Homeless community

ANNOYANCES
1. Vacant windows
2. Anything that keeps people from coming downtown
3. Ugly things in windows

GROUP #7 PRIORITIZATION RESULTS

NEEDS
1. *Improve built environment - signate/shade/greenspace/parking/ bike lanes*
2. *Kid/Teen friendly activities/spaces*
3. *Vacant property requirements*

WANTS
1. *Restaurants/variety/ethnic options cafes/outdoor seating options*
2. *Existing business participation - i.e. support*
3. *Outdoor event spaces*

DESIRES
1. *People living & visiting /hotel/gas/groceries*
2. *Bike options/youth friendly/dog park*
3. *Better merchant hours during peak seasons*

BARRIERS
1. *Train tracks/walkability issues*
2. *Access to outside capital*
3. *Negativity/attitudes*

OBSTACLES
1. *Safety/address homeless/loitering*
2. *Priority for funding of placemaking/gathering spaces*
3. *Length of Main*

ANNOYANCES
1. *Apathy/lack of buy-in from BOTH the public and private sector*
2. *Lack of people focused placemaking/design of gathering spaces/ parks & public spaces*
3. *Attention to cleaning/sweeping/debris*

GROUP #8 PRIORITIZATION RESULTS

NEEDS
1. *Reduce vacancies and improve appearance*
2. *Family entertainment*
3. *Housing*

WANTS
1. *More dining option*
2. *Shade and green space*
3. *Chester I Lewis*

DESIRES
1. *Assistance with needs for the homeless*
2. *Cleanliness*
3. *Youth involvement*

BARRIERS
1. *Midwest Iron and Tyson*
2. *Length of Main St*
3. *Proximity to better options*

OBSTACLES
1. *Businesses closing at 5ish*
2. *Building codes*
3. *Absentee business owners*

ANNOYANCES
1. *Complaints with no contribution*
2. *Downtown parking, blind spots*
3. *Lack of shade/seating*

Planning and Design Charrette

The Planning and Design Charrette took place at Memorial Hall (101 S Walnut Street) from Tuesday April 11, 2023, to Thursday, April 13, 2023. This event was designed to solicit iterative feedback from the Hutchinson community over the course of several days. The planning team developed content, questions, and frameworks each day for the community to review and provide feedback on. The below is a summary of the charrette by day.

Day One

In the afternoon of day one of the charrette, the planning team met with the Downtown Hutch Master Plan Stakeholder Committee and Technical Committee members to discuss several specific questions related to downtown.

In the evening of day one, the Stakeholder Committee and Technical Committee gathered for the planning team to go over the charrette process and the schedule for the upcoming two-day charrette session. The planning team provided participants with an update of recent public engagement efforts and reviewed the existing conditions analysis and presented findings from the economic and market conditions report. Participants were then split into groups and asked to work their way through five different topic stations. Each group was given about 20 minutes at each station to provide comments in response to written questions developed by the planning team. The topic stations included the following questions for community feedback:

Land Use

- What land uses are missing from or desired in downtown? Tell us using a sticky note.
- What land uses would you like more of downtown? Place a blue dot on this sheet corresponding to these land uses [Commercial, Single Family Residential, Attached Residential, Urban/Multifamily Residential, Parks/Green Space, Public/Institutional, Public Space/Amenity Area, Business Employment, Industrial/Flex, Mixed Use]
- What land uses would you like more of downtown? Tell us using a sticky note.
- Are there existing land uses that are misplaced? If so, which ones? Place a red dot on the map. Tell us why using a sticky note.
- What land uses should be preserved within downtown? Show us by placing a green dot on the map. Tell us with a sticky note.
- Where should future housing be located? Show us by placing a yellow dot on the map.
- What kind of housing should be developed? Tell us with a sticky note.
- What are the important landmarks, attractions, or destinations downtown? Show us by placing a blue dot on the map. Tell us using a sticky note.

Development & Redevelopment

- What areas, sites or buildings downtown do you consider underutilized? Tell us using a sticky note.
- What areas of the downtown are primed and ready for development or redevelopment? Show us by placing a yellow dot on the map. Tell us why using a sticky note.
- Where do you consider the center or "heart" of downtown? Place a green dot on the map to show us. Tell us why using a sticky note.
- What kind of development or redevelopment would you like to see downtown? Tell us using a sticky note.
- What attractions, entertainment opportunities, programs, and events would you like to see downtown that do not currently exist? Tell us using a sticky note.

Placemaking, Public Space & Aesthetics

- Should new parks or public gathering space be developed downtown? If so, where? Show us by placing a green dot on the map. Describe your desired space using a sticky note.
- When do you feel like you've arrived in downtown? Show us by placing a yellow dot on the map. Tell us why using a sticky note.
- How/where can we make downtown more beautiful? Tell us using a sticky note.
- What would make it more enjoyable or comfortable to relax and spend time downtown? Tell us using a sticky note.
- What changes need to be made to the streetscaping, vegetation, and outdoor furniture downtown? Tell us using a sticky note.
- What do you like or want more of in the aesthetics of your downtown? Tell us using a sticky note.
- What would make your downtown more vibrant? Tell us using a stick note.
- Is there a need for additional public performance space downtown? Tell us using a sticky note.

Transportation & Mobility

- Where is it difficult to walk in downtown? Where are missing pedestrian connections? Show us by placing a blue dot on the map. Tell us why using a sticky note.
- Where is it difficult to bike in downtown? Where are missing bicycle connections? Show us by placing a yellow dot on the map. Tell us why using a sticky note.
- What are the missing vehicular connections within or to/from downtown? Show us by placing a green dot on the map. Tell us why with a sticky note.
- Where is traffic congested? Are there any high crash locations? Show us by placing a red dot on the map. Tell us why using a sticky note.
- Where is there enough parking? Show us by placing a green dot on the map.
- Where is there not enough parking? Place a red dot on the map to show us.

Business Operations & Policy

- What business operations issues exist within downtown? Tell us using a sticky note.
- What district operations issues exist within downtown? Tell us using a sticky note.
- What maintenance operations issues exist within downtown? Tell us using a sticky note.
- What marketing/branding/identity issues exist within downtown? Tell us using a sticky note.
- What did we miss? Jot down any last thoughts or comments about downtown Hutchinson. Tell us on a sticky note.

All comments received from the charrette are listed in the ***Full Documentation of Responses*** at the end of this Appendix.

Day Two

Day two began with an open studio from 8:00 a.m. to noon. The planning team worked on drafting initial design concepts and ideas for the Plan based on participant feedback gathered during the previous day's exercises. During this time, members of the Stakeholder Committee and Technical Committee were able to engage and interact with the planning team. That afternoon the planning team continued to work in a closed studio session, further refining draft concepts. Later that evening, the proposed concepts were presented to the Stakeholder Committee and Technical Committee. The planning team then led participants through a commenting exercise to provide feedback on the concepts and ideas.

Day Three

During Thursday morning's closed studio time, the planning team worked to incorporate participant feedback from the initial concept review held the previous day. That evening the planning team presented concepts and ideas to the Stakeholder Committee and Technical Committee in a final concept review session. Stakeholders and city staff members had the opportunity to leave detailed comments on the revised concepts which would then be reviewed by the planning team and integrated in to the creation of the Plan.

Virtual Public Open House

After the public planning charrette, a virtual public open house was made available via the project website. This virtual public open house was divided into different stations, allowing participants to navigate between the stations by using a drop-down menu. Each station replicated what stakeholders and the Technical Committee saw during the Planning and Design Charrette. This included the questions as well as the initial concepts and ideas generated by the planning team. As they followed the questions through the virtual open house, participants were able to pin their comments to the pages of the virtual stations. These comments were gathered and incorporated into the **Full Documentation of Responses**.

Full Documentation of Community Responses

Public Survey

Q1. Do you live and/or work in downtown Hutchinson? (Select all that apply.) [735 answered]

- Live in downtown Hutchinson – 3.81% (28)
- Work in downtown Hutchinson – 22.45% (165)
- Live elsewhere in Hutchinson (not downtown) – 70.61% (519)
- Live outside of Hutchinson – 16.05% (118)

Q2. How often do you come downtown? [736 answered]

- Every day – 28.13% (207)
- A few times each week – 32.34% (238)
- A few times each month – 29.89% (220)
- A few times per year – 8.42% (62)
- Rarely or never – 1.22% (9)

Q3. Which days of the week do you typically come downtown? (Select all that apply.) [733 answered]

- Weekend (Friday through Sunday) – 62.07% (455)
- Weekday (Monday through Thursday) – 73.67% (540)
- Rarely or never – 2.05% (15)

Q4. What time of day are you most likely to be downtown? (Select all that apply.) [733 answered]

- In the morning – 42.43% (311)
- Mid-day – 78.58% (576)
- In the evening – 46.11% (338)
- Not applicable – 2.05% (15)

Q5. For which activities/destinations do you typically go downtown? (Select all that apply.) [734 answered]

- Going out to dinner – 42.92% (315)
- Going out to lunch – 49.46% (363)
- Farmers' market – 45.37% (333)
- Grocery shopping – 28.88% (212)
- Shopping/boutiques – 52.86% (388)
- School – 2.18% (16)
- Post office – 41.83% (307)
- Park – 15.53% (114)
- Recreation center – 4.22% (31)
- Entertainment – 37.47% (275)
- Other business – 25.07% (184)
- Going to work – 11.58% (85)
- Business at City Hall – 18.66% (137)
- Attending an event – 41.83% (307)
- Amtrak station – 2.86% (21)
- Just passing through – 28.75% (211)
- Other: _____ – 8.17% (60)

Q6. When thinking about the future of downtown, what is most important to you? (Select your top three responses. If you select more than three options, you will not be able to advance to the next question.) [712 answered]

- Business operations and quality: Consider businesses' hours of operation, whether businesses are responding to community interests/needs, and the general quality of downtown businesses – 32.16% (229)
- Entertainment/nightlife: Add more fun and engaging activities for all ages in downtown, and encourage businesses that support nighttime downtown activity – 59.83% (426)
- Downtown housing options: Increase diversity in downtown housing options, both within the downtown core and in the surrounding neighborhoods, to help support downtown's economic activity, identity, and success – 14.04% (100)
- Public gathering spaces and amenities: Increase the number of and quality of public spaces within downtown, allowing organic or programmed activities to take place – 20.79% (148)
- Mixture of business and services: Increase the variety of uses within downtown to include everything from retail shops to neighborhood food markets – 53.79% (383)
- Tourism: Promote downtown as a tourism destination that increases the viability of downtown shops, restaurants, and bars – 23.03% (164)
- Employment: Promote downtown as an employment hub to increase daytime activity – 10.81% (77)
- Mobility and connectivity: Enhance the multimodal connectivity of downtown destinations and the ease with which people can easily and safely go to and around downtown – 9.69% (69)
- Design and appearance: Improve the first impression of downtown Hutchinson through aesthetic improvements in new developments and redevelopments and enhanced public spaces – 30.76% (219)
- Character and history: Embrace the history of downtown and the character of Hutchinson, integrating it into the design of downtown – 28.09% (200)

Tell us about your satisfaction with downtown and the desirability of additions or attractions using star ratings, with five stars being the best/highest. You can give the same number of stars to different issues.

Q7. Rate your current level of satisfaction with business operations in downtown: [627 answered]

Response	1 Star	2 Stars	3 Stars	4 Stars	5 Stars	Total	Weighted Average
a. Operating hours	6.26% 39	17.82% 111	43.66% 272	27.61% 172	4.65% 29	623	3.07
b. Quality of businesses	4.64% 29	14.56% 91	38.56% 241	35.04% 219	7.2% 45	625	3.26
c. Quantity of businesses	11.8% 74	32.7% 205	39.71% 249	14.99% 94	0.8% 5	627	2.6
d. Variety of businesses	11.7% 73	31.41% 196	40.22% 251	15.54% 97	1.12% 7	624	2.63
e. Quality of business signage	10.88% 68	25.6% 160	39.2% 245	21.44% 134	2.88% 18	625	2.8

Q8. Rate your current level of satisfaction with downtown mobility features: [629 answered]

Response	1 Star	2 Stars	3 Stars	4 Stars	5 Stars	Total	Weighted Average
d. Parking quantity	7.18% 45	18.02% 113	35.25% 221	30.14% 189	9.41% 59	627	3.17
e. Parking quality/location	8.0% 50	19.36% 121	33.28% 208	2906% 185	9.76% 61	625	3.14
f. Public transit access	20.03%1 15	20.91% 120	34.84% 200	16.72% 96	7.49% 43	574	2.71
g. Regional connectivity through public transit	24.43% 139	23.73% 135	33.74% 192	13.01% 74	5.1% 29	569	2.51
h. Bike route connectivity in downtown	21.15% 121	23.43% 134	32.87% 188	14.51% 83	8.04% 46	572	2.65
i. Bike route connectivity to/from downtown	19.76% 113	27.10% 155	30.07% 172	15.21% 87	7.87% 45	572	2.64
j. Walkability in downtown	1.77% 11	5.14% 32	21.83% 136	44.46% 277	26.81%1 67	623	3.89
k. Walkability to/from downtown	9.8% 59	16.61% 100	32.23% 194	26.74% 161	14.62%8 8	602	3.2
l. Vehicular traffic efficiency/ease in getting where you want to go	2.07% 13	9.41% 59	26.63% 167	43.86% 275	18.02%1 13	627	3.66
j. Vehicular traffic safety	4.79% 30	11.34% 71	28.91% 181	38.02% 238	16.93% 106	626	3.511
k. Pedestrian Safety	5.46% 34	12.68% 79	28.89% 180	37.56% 234	15.41% 96	623	3.45

Q9. Rate the desirability of adding/enhancing the following entertainment activities in downtown: [628 answered]

Response	1 Star	2 Stars	3 Stars	4 Stars	5 Stars	Total	Weighted Average
a. Health and fitness	16.69% 101	22.48% 136	28.76% 174	20.50% 124	11.57% 70	605	2.88
b. Nightlife (e.g., pubs, bars, live music, concerts, etc.)	6.08% 38	7.36% 46	15.52% 97	27.84% 174	43.2% 270	625	3.95
c. Restaurant options	2.55% 16	6.06% 38	9.41% 59	26.16% 164	55.82% 350	627	4.27
d. Cultural venues (e.g., theatres, etc.)	4.66% 29	8.2% 51	25.72% 160	32.32% 201	29.1% 181	622	3.73
e. Events and festivals	2.56% 16	4.96% 31	15.68% 98	34.24% 214	42.56% 266	625	4.09
f. Unique public gathering spaces (e.g., plazas, green space, etc.)	5.49% 34	11.79% 73	26.82% 166	27.95% 173	27.95% 173	619	3.61
g. Youth and water features	10.42% 64	20.20% 124	28.18% 173	20.68% 127	20.52% 126	614	3.21

Q10. Rate the desirability of the following housing types in downtown: [617 answered]

Response	1 Star	2 Stars	3 Stars	4 Stars	5 Stars	Total	Weighted Average
a. Traditional single-family homes	45.39% 271	21.78% 130	18.43% 110	7.54% 45	6.87% 41	597	2.09
b. Live/work units (e.g., work space/studio in the front, with an apartment in the back)	12.44% 76	13.75% 84	30.93% 189	26.51% 162	16.37% 100	611	3.21
c. Mixed use residential (e.g., retail on the first floor with apartments on the floors above)	9.17% 56	7.86% 48	24.06% 147	29.13% 178	29.79% 182	611	3.63
d. Homes with garage apartments or secondary/accessory homes on the same lot	32.72% 197	25.42% 153	22.92% 138	12.29% 74	6.64% 40	602	2.35
e. Duplexes (a building with two separate, but attached units)	40.13% 240	25.92% 155	21.40% 128	9.03% 54	3.51% 21	598	2.1
f. Townhomes (a row of houses attached to other houses)	38.02% 230	20.17% 122	21.98% 133	12.07% 73	7.77% 47	605	2.88
g. Garden-style apartments (two to three story buildings, each with multiple units, arranged around a centralized open space amenity area)	23.34% 141	13.74% 83	26.82% 162	23.51% 142	12.58% 76	604	2.88
h. Bungalow-style apartments (single-story detached homes within a community owned and managed by a single property owner)	38.29% 229	22.41% 134	23.58% 141	10.37% 62	5.35% 32	598	2.22
i. Hotel-style apartments (larger, four+ story elevator served buildings where units are accessed from interior corridors	19.17% 116	15.54% 94	28.43% 172	20.99% 127	15.87% 96	605	2.99
j. Age restricted or senior oriented communities	30.36% 184	20.63% 125	28.05% 170	14.36% 87	6.6% 40	606	2.46

Q11. Rate the desirability for the following business types in downtown: [628 answered]

Response	1 Star	2 Stars	3 Stars	4 Stars	5 Stars	Total	Weighted Average
a. Mixed use with housing (e.g., retail on the first floor with apartments on the floors above)	9.59% 59	12.2% 75	24.88% 153	29.76% 183	23.58% 145	615	3.46
b. Start-up and small business including boutique retail	3.7% 23	7.09% 44	21.58% 134	35.1% 218	32.53% 202	621	3.86
c. General and medical office	21.39% 132	23.99% 148	27.07% 167	17.99% 111	9.56% 59	617	2.7
d. Hotel and lodging	14.33% 89	12.56% 78	21.58% 134	26.57% 165	24.96% 155	621	3.35
e. Craft manufacturing (manufacturing products by hand)	10.08% 62	14.47% 89	34.15% 210	26.02% 160	15.28% 94	615	3.22
f. Restaurants and nightlife	3.35% 21	2.72% 17	11.98% 75	24.6% 154	57.35% 359	626	4.3
g. Light industrial, such as warehousing and light manufacturing	32.74% 203	26.29% 163	27.58% 171	7.42% 46	5.97% 37	620	2.28

Q12. Rate the desirability of the following employment and tourism opportunities/techniques in downtown: [627 answered]

Response	1 Star	2 Stars	3 Stars	4 Stars	5 Stars	Total	Weighted Average
a. Events and festivals	3.36% 21	3.52% 22	14.72% 92	30.24% 189	48.16% 301	625	4.16
b. Art galleries and studios	7.54% 47	9.95% 62	26.32% 164	27.29% 170	28.89% 180	623	3.6
c. Bars and craft breweries	7.05% 44	8.17% 51	16.35% 102	21.96% 137	46.47% 290	624	3.93
d. Start-ups	3.57% 22	8.6% 53	28.41% 175	28.73% 177	30.68% 189	616	3.74
e. Hospitality and lodging	9.66% 60	11.27% 70	24.64% 153	28.34% 176	26.09% 162	621	3.5
f. Marketing and advertising	10.95% 68	19.81% 123	35.59% 221	19.16% 119	14.49% 90	621	3.06

Q13. Rate the importance of the following features in public spaces downtown: [627 answered]

Response	1 Star	2 Stars	3 Stars	4 Stars	5 Stars	Total	Weighted Average
a. Street trees and shade	2.58% 16	5.32% 33	23.71% 147	29.52% 183	38.87% 241	620	3.97
b. Wide sidewalks and crosswalks	1.92% 12	3.37% 21	15.06% 94	30.45% 190	49.20% 307	624	4.22
c. Dedicated bicycle lanes and bicycle parking	16.8% 104	13.73% 85	25.2% 156	20.36% 126	23.91% 148	619	3.21
d. Comfortable outdoor seating and sidewalk dining	2.08% 13	4.32% 27	12.64% 79	33.44% 209	47.52% 297	625	4.2
e. Wayfinding/ directional signage	5.95% 37	12.38% 77	29.42% 183	27.01% 168	25.24% 157	622	3.53
f. Landscape and plantings/planters	4.18% 26	8.04% 50	20.90% 130	29.10% 181	37.78% 235	622	3.88
g. Lighting and safety	0.8% 5	2.25% 14	8.99% 56	29.53% 182	58.43% 364	623	4.43
h. Technology (e.g., public Wi-Fi, mobile applications, etc.)	6.13% 38	8.55% 53	23.39% 145	29.35% 182	32.58% 202	620	3.74
I. Public art	9.84% 61	10.97% 68	25.48% 158	24.19% 150	29.52% 183	620	3.53

Q14. Which three development types are most needed and appropriate in downtown Hutchinson? (Select your top three responses. If you select more than three options, you will not be able to advance to the next question.) [619 answered]

- Work force housing: Housing where a minimum percentage of the units must be affordable for lower income residents and local workers – 19.39% (120)
- Townhomes/duplexes: Townhomes or duplexes that are renter- or owner-occupied – 11.15% (69)
- Live/work units: A single unit (e.g., studio, loft, one bedroom, etc.) that consists of both a commercial/office and a residential component that is occupied by the same resident – 25.85% (160)
- Mixed use (5+ stories): Mixed use development with retail/office/dining on the bottom floor with multiple floors of residential above – 25.04% (155)
- Mixed use (3-4 stories): Mixed use development with retail/office/dining on the bottom floor with multiple floors of residential above – 29.9% (247)
- Mixed use (2 stories): Mixed use development with retail/office/dining on the bottom floor and office or residential above – 34.57% (214)
- Office space: Traditional office space or shared co-working spaces and open office concepts – 16.32% (101)
- Commercial space: Retail/restaurant opportunities without residential above – 49.92% (309)
- Green space, parks, and recreation: Pocket parks, public spaces, outdoor venues, etc. – 52.83% (327)
- Other (please specify) – 4.2% (26)

Q15. Do you view downtown as a community gathering space and source of identity for Hutchinson? [595 answered]

- Yes – 79% (473)
- No – 20.5% (122)

Q16. Would you like to see additional community gathering spaces in downtown? [594 answered]

- Yes – 79.46% (472)
- No – 15.66% (93)
- Other (please specify) – 4.88% (29)

Q17. What types of retail businesses would you like to see more of in downtown? (Select your top three responses.) [601 answered]

- Restaurants/bars – 76.71% (461)
- Brewery/distillery – 25.12% (151)
- Boutiques – 27.79% (167)
- Movie theatre/live entertainment – 36.11% (217)
- Ice cream shop – 25.79% (155)
- Coffee house – 34.61% (208)
- Furniture and home furnishings – 6.49% (39)
- Hair salon/barber shop – 1.33% (8)
- Clothing and accessories – 30.78% (185)
- Farmers' market – 22.96% (138)

Q18. Which of the following types of food-related establishments would you most like to see more of in downtown Hutchinson? (Select your top three responses). [601 answered]

- Casual/fast casual dining – 44.59% (268)
- Fine dining – 58.57% (352)
- Café/coffee shops – 40.43% (243)
- Bakeries/ice cream shops – 23.46% (141)
- Bars/pubs/breweries – 38.6% (232)
- Distilleries – 7.49% (45)
- Grocers/butchers/craft or artisan grocers – 27.29% (164)
- Farmers' market/food hall – 25.96% (156)
- Food trucks – 22.3% (134)
- Other – 2.66% (16)

Q19. What kind of recreational activities would you like to see more of in downtown Hutchinson? (Select your top three responses.) [601 answered]

- Walking trails – 40.77% (245)
- Bike trails – 23.13% (139)
- Playground – 26.76% (161)
- Swimming pool/splash pad – 17.8% (107)
- Dog park – 24.63% (148)
- Community garden – 27.95% (168)
- Outdoor amphitheater – 61.56% (370)
- Event center – 43.43% (261)
- Other (please specify) – 4.49% (27)

Q20. What amenities and additions would you like to see more of in downtown Hutchinson? (Select your top three responses.) [601 answered]

- Trashcans – 14.64% (88)
- Public restrooms – 50.92% (306)
- Public art – 27.79% (167)
- Benches – 34.44% (207)
- Parks/open space – 33.78% (203)
- Picnic areas – 22.46% (135)
- Landscaping and shade features – 54.91% (330)
- Public Wi-Fi – 31.95% (192)
- Other (please specify) – 5.82% (35)

Q21. What safety and mobility features would you like to see more of in downtown Hutchinson? (Select your top three responses.) [601 answered]

- Sidewalks – 24.96% (150)
- Crosswalks – 25.46% (153)
- Bike lanes – 27.29% (164)
- Bike racks – 20.47% (123)
- Public transit infrastructure – 21.8% (131)
- Parking – 24.11% (205)
- Streetlights – 30.95% (186)
- Signage and maps of downtown – 35.94% (216)
- Medians with vegetation – 23.63% (142)
- Delivery truck infrastructure/planning – 19.8% (119)
- Other (please specify) – 5.16% (31)

Q22. What physical characteristics of downtown Hutchinson would you most like to see preserved as it evolves over time? (Blank text box) [350 answered]

- The old buildings
- Old downtown charm. Historical buildings.
- Old downtown building charm
- Brick buildings, current art.
- The old buildings. I think it's important for the present & future generations to have a connection to the great history of Hutchinson
- Architecture and vintage neon signs
- The feel of places like what used to be the bank on Main and 2nd or Peagues.
- I would love to keep as much of the old storefront look as possible. Preserving history.
- Old historical buildings
- Old buildings kept up
- Murals on buildings
- The old store front brick and dates with history
- Original storefronts
- Historical buildings and original storefronts, flower beds along Main street, Cow Creek access points
- Original building design
- Memorial Hall at Avenue A and Walnut
- Old storefronts
- Nothing, it would be a waste of money.
- Brick Streets
- Historic look and feel
- The historical buildings
- I do like the charm of downtown Main Street when I am walking along and shopping.
- The older architecture of many downtown buildings
- The historical facades and "Main Street" style buildings (storefront, at least 2 story, party walls)
- The original architecture. I like what they did with the Wiley building. It was updated, but the style was left intact.
- Love the sculptures at certain corners and the benches and corner flower beds. Feels more "welcoming"
- The preservation of historical buildings.
- Green spaces
- South end of town needs cleaned up badly. It a eye sore for our visitors
- The buildings downtown (not quite as South as almost to Carey Park) all have so much character. They're unique, such as the Anchor Inn restaurant's look, or many shops downtown such as boutiques.
- Main Street cool architecture should be cleaned up but preserved
- Old style store fronts
- Old historic building facades.
- Historical
- Old buildings
- Appearance of downtown historic buildings
- The History!! Please bring old buildings back to life but preserve the history.
- The old buildings reused for shops
- Buildings fully ADA accessible all main entrances
- I thought it was really cool on the lights on the corner, but then they burned out they slapped in a bunch of crap and called it good
- Maybe when the cops are out, they do not harass people when they are walking

- Maybe places could stay out past 8p on the weekends
- Some of the old buildings themselves that have nice features and characteristics-renovated instead of torn down.
- The natural structure of the original buildings
- Restoration of original building fronts
- Closeness.
- Historical Buildings
- S. Main
- Historical buildings and landmarks that are worth noting for educational purposes.
- The older store fronts, when maintained, have a wonderful charm. The Amtrak station could become more of a focus.
- Brick buildings
- Building sidings
- The historical buildings and the wide two-lane driving.
- Parks, historic buildings (with the stories behind the buildings).
- I like the seating, and the art murals. I like trash containers and flower planters.
- I love the different artwork and murals that have gone up in recent years and I also hope the old charm of the buildings can be preserved.
- Old-time architecture look, but with consistency throughout the buildings.
- Any old buildings give it character, so as long as they are safe, I'd like to see those kept.
- To use the buildings already in place.
- Landscaping
- Preserve the beautiful buildings
- Brick/stone buildings.
- I like the sort of frontier vibe the town has in some areas.
- Historic buildings and their histories
- The original buildings, perhaps upgraded.
- The number of storefronts plus more evening opportunities.
- Needs to maintain classic look, needs to warm and inviting to foot traffic. Windows-hoping friendly
- Original store fronts
- Historical buildings
- Nothing, everything must change that is the beauty of life we should embrace it rather than neglect
- Buildings there renovated into new use...in particular, all the buildings 3 blocks in front of Carey Park... reuse them or tear down...horrific eye sore!!!
- Architectural /historically relevant buildings
- The historical aspects of the buildings
- Historic building preservation, downtown hotels, boutique shops.
- Keep historical looks as much as possible
- Keep the old as much as possible. Celebrate Hutchinson's long, varied history!
- Use old building for homeless or do something with them
- Historic buildings
- PUBLIC ART, FLOWERS, LANDSCAPING
- Memorial Hall
- It's fine
- Old buildings
- Outside architecture of the buildings
- Historical buildings
- Murals, historic buildings, flowers and trees
- None.

- Character of the exterior of the older building. Fix the landmark building
- The brick streets are cool. The old buildings and murals are fun. I like the planters on the streetlamps.
- The character of the oldest buildings should be preserved.
- Building architecture
- The architectural structure of some of the older buildings
- The architectural elements of the buildings. It gives downtown character
- The historic buildings and historic feel of Hutch.
- Store fronts
- Old Hutchinson National Bank
- South Main buildings
- Train station
- Family arts and entertainment for evenings and weekends throughout the year not just holidays, and a nice variety of businesses.
- The older architecture from the start of our town mixed with some modern amenities
- Renovation of old buildings or tear them down.
- Modern, aesthetically pleasing structures. Clean businesses that have the appearance of modern style (fresh paints, clean windows, good color).
- The art/sculptures and beautiful old buildings
- Calm and beautiful. Not too crowded. Feels like a neighborhood for those of us that live here.
- The history of the buildings
- The old buildings update but not destroyed
- Ave A park. Stage and green space
- The old buildings, historical looks.
- Locally owned businesses, public art
- Flowers, flags.
- I think the old historic buildings should be preserved.
- The Pegues wheat; the Jillian's building. I'd love to see the building next to the railroad tracks downtown maybe be a semi-outdoor event venue. Don't tear down buildings that are unique, but clean them up.
- Building facades to remain original.
- Historic buildings preserved, parks and greenery areas preserved
- Original bldg fronts
- Character- the Hallmark feeling
- ?
- Nature
- The architecture of the downtown buildings.
- DCI, Ave A and George Pyle Parks. I would like to see them enhanced (seating options and/or LQC movable furniture for events) and more connected to one another through bike lanes/paths and some kind of interesting pathway/signage.
- All the public art. The seating. The planters and trees that exist.
- Historical signs and buildings
- The landscaping and public art is so visually appealing, I hope to see that quality beautification maintained. I would like to see the parks continue to be maintained and utilized for events and activities, especially in the warmer months.
- THE WIDE WIDTH OF MAIN STREET THROUGH DOWNTOWN AND NORTH TO 30TH.
- Historical
- Store front angle parking, preserving the Fox and Memorial Hall
- None

- Idea! More opportunities in the gardening industry. Example, land, grants for buying land. Education in this field. Growing food on the outskirts of Hutchinson. Preserve the Hutchinson Community Garden!!
- Historical properties, old signage, unique features that can be used to attract tourists
- Restored brick and stone architecture
- The feel of old Hutchinson!
- Expand seating areas east and west 1 block with small trees for shade
- I'd like to see the buildings revitalized and properly utilized, which isn't happening currently.
- Parks
- Fox Theatre
- Downtown housing
- The unique character of downtown.
- The face fronts of stores and historical exterior elements.
- The streetscape that was done 20 years ago needs some love. There are broken benches and tables, trash cans are looking very worn, and a lot of the curbs are beat up.
- Street art, diverse local businesses, the food markets
- Landscaping is nice. Save old buildings
- Store fronts and original buildings preserved and maintained. Restoring of buildings with historical significance
- Continue artwork displays - add quirkiness to downtown
- The Antique District
- Old buildings preserved
- The historic buildings, the old-time atmosphere, friendliness and charm of the town.
- Old buildings
- The older building's original design.
- Brick streets
- I love the downtown art. I love that our downtown isn't corporate! Mom & pops stores are the best and we always try to support them.
- Historical buildings like the Fox preserved
- The older style buildings. They add to the character of the area.
- Older buildings maintained
- Disabled accessibility
- The parks and landscaping are beautiful and need to be maintained. The older architecture needs to be preserved and well maintained.
- The historic building fronts and brick streets.
- Building facades
- Downtown building facades.
- Nothing
- Storefront architecture
- Historical store fronts.
- Original, historic building facades.
- None of it.
- Historic buildings
- Small town atmosphere, historical buildings,
- Old buildings
- Memorial Hall
- General skyline, original facades, historical walking tour
- The historic preservation of the buildings.
- Save the historic old buildings, keep current landscape/parks, but add more Antique district, unique buildings, lofts.

- The Fox theater, Flag theater, the Wiley Building, Memorial Hall, antique district. Fix up Carey Park.
- All the landscaping and Avenue A Park to be preserved
- Historical exterior of the buildings, but with appropriate maintenance
- The buildings
- The character of the old buildings; but making sure they are preserved and kept in good condition (exterior and interior)
- Feeling safe when in the area.
- The old downtown look. Hutchinson's history of downtown is somewhat unique in some ways because of flooding, railroad, salt and founding fathers that cared about this community and put their money into it.
- Ease of traffic flow. It's only gotten more and more congested as traffic lanes get reduced to add in bike lanes that are hardly utilized at all, which results in even more dangerous crossings for pedestrians. Specifically, I'm looking at Avenue A and Walnut, where most people have to try and walk across Avenue A to get to Memorial Hall when most available parking is north of the street. The same amount of traffic flows through, and the city decided to throw in bike lanes on both sides, reduce the street to one lane each direction for cars, reduce the width of Walnut (which requires cars driving through there to pull up further to see oncoming traffic, reducing pedestrians' viewing distance), and the squeeze on traffic means that same traffic flow is now going through half the width and making it take even longer for the intersection to clear and it stays clear an even shorter period of time. All that without ANY TRAFFIC SIGNALS. Not to say I'm asking for even more of those; traffic lights are terrible for traffic flow downtown with virtually every light being timed and timed to force cars to stop at every light instead of actually allowing traffic to flow properly.
- Original storefront and restoration as is reasonable, easily navigable layout of the town center.
- The "quaintness". With so many locally owned businesses, downtown feels comfortable and cozy.
- Old Buildings
- Unique and historical building facades -- wide streets -- uncluttered sidewalks -- roof-line lights on all buildings
- Classic old buildings
- Parks and splash pads
- Old buildings skyline
- Public art and historic buildings (provided they can find modern uses).
- Love the multi-story buildings and the architecture of some of the older bank buildings. Would love to make sure trees are not removed or if they are, they are replaced.
- Historic buildings retain charm, original/renovated facades, no more orange paint. A cohesive look.
- The history of the architecture. Try to adhere to "green" eco-friendly as much as fiscally/responsibly able.
- Key buildings in the downtown area, especially those buildings in the blocks of Ave C through 3rd Ave
- Antique District and hotel/motel
- Historical buildings that bring value to the community. Preserving those that can be is important to me.
- Facades of buildings
- The nice historic buildings.
- Old buildings
- Original buildings
- Character and charm
- The historic make of the buildings.
- Some of the historical buildings brought up and incorporated into the new model of our future
- Storefront appearances
- History
- The history. I think it's important to preserve the buildings with appropriate safety updates as needed. i.e., limestone bricks, window frames, indoor ceilings with historical ornate designs, and definitely consider

history for tasteful signage on a building. To me, this gives our downtown unique character and atmosphere that "big city" living doesn't offer.
- Affordability to live and shop downtown, art
- Occupied retail space.
- Historic buildings and storefronts
- Love the small shops ran by individuals.
- Things that have significance; such as statues. venues: such as Fox Theatre and anything with historic value.
- Doesn't matter to us
- The historic nature of buildings.
- Clean, refurbished store fronts. Some of the empty stores cleaned and refurbished.
- History of old buildings and events and areas reserved for just walking and activity with food trucks
- The Fox Theater, Convention Hall, continue 4 lanes for flow of traffic
- Not to lose the small hometown feel.
- Love the old buildings
- The historical building facades, the newer landscapes areas and the wide sidewalks
- Building designs left alone or enhanced.
- Appreciate when old buildings are re-purposed! Also like clean streets and sidewalks!
- ?
- Original facades, local business parking access on store signage.
- Preserve the History of our Town.
- Building Frontage
- Landscaping
- Bike lanes and Parking.
- Historic buildings
- Historical spots and architecture
- Original Downtown Buildings that have been up kept
- Need a food truck park
- Don't allow cheap signage
- Small town feel and look.
- The wide cross walks at corners and mid street.
- The historical aspect of it. As a collector of Hutch history, I love the rich and vibrant buildings of yesteryear. They need to be preserved and shown to younger generations. I like the small-town feel.
- The murals on the buildings add a lot of character, the flowers and plants always look nice
- Historic well-kept buildings
- Historic buildings, tall buildings, the courthouse, the Landmark building and the Fox Theater. Wiley building and convention hall.
- Sculpture and flower plantings
- The wide Main Street. I think that is a unique and attractive part of our downtown.
- The train depot. The flowing river and parks. The trees memorial hall.
- We don't need more chain restaurants.
- Historic facades
- Fox theatre
- Old architecture
- Don't know!
- Historical view of the existing buildings.
- The brick roads, what trees and natural landscape that is already there
- Historic buildings
- Historic buildings and public art

- The history of the older buildings, bringing back as much of the exterior of buildings to original. Also expand the size of double-sided signage allowed on business.
- Main Street aesthetics, small town vibes, and small businesses.
- Keep the character of the old buildings as much as possible
- Storefronts
- Main Street and how it appears now is great!
- Older buildings
- The Fox Theater and any historical buildings
- Parks, local family-owned businesses, and historical buildings.
- The exposed brick, and craftsman details.
- Clean up the historical buildings
- Local art and pretty flowers < 3
- Locality and history are at the core of hutch
- Historic buildings. Too many rundown buildings.
- The area is already a bit of mixed architectural design, so I don't think there is an existing theme that needs to be maintained. Don't be afraid to tear down dilapidated structures if they'll be replaced with something tasteful.
- Use some of the empty buildings instead of allowing to build new one
- The original facade of buildings.
- Keep the historic look of the buildings.
- The 'original' brick appearances and other aesthetics of buildings carry a nostalgia of what downtowns were in their hay day.
- Historic Buildings
- Condition of historical buildings & landmarks
- The little statues everywhere
- Just a cohesive plan
- Historical buildings
- Fine dining
- Continued redevelopment of existing historical structures and new construction to have similar styles/ features
- Landscaping
- Continue adding stores
- Inviting retail and dining
- I love some of the old buildings that have some character!
- Not sure
- The Main Street America feel.
- The older or historical buildings.
- Overall style and look
- Shopping
- Historical buildings
- Unsure. I know Salina's downtown seems like a shining example of Hutch could be though
- I love the small town downtown feel of things. I would like to see more lofts built in the existing buildings.
- Architecture and the look of older buildings.
- Character/history
- N/A
- Restore and preserve the original architectural design of the older buildings. Make new construction conform to original styles and designs.
- The buildings. They have so much to tell and continually renovating them is taking away so much character.

- ?
- Architecture and history
- Nothing. It all needs to be updated so that it doesn't look so run down
- Outside Characteristics of buildings preserved
- The general look of the architecture
- The historical buildings - to reinvent them not torn down.
- Preserve existing buildings where feasible.
- Historic buildings like the Flag, Fox, and Wiley
- The building facade on most of the buildings
- The older buildings should stay; however, they need to be allowed to be fixed or upgraded for better efficiency.
- I like the artwork that's present. I miss Julians, like Salt City, Carl's and Sand Hills
- Keep historic buildings and re-purpose them
- The exterior historical aspects of the buildings.
- We have a strong commitment to public art already, with multiple murals and sculptures, with new ones being added each year. We should maintain and strengthen our commitment to public art.
- I feel the historical characteristics of downtown need to be preserved/enhanced while at the same time integrating the new plans to meld and flow seamlessly. I love Hutchinson & would love nothing more than to see a beautiful and vibrant downtown.
- Playgrounds, vegetation areas
- Preserve and or refurbish old buildings.
- N/A
- The history of downtown and the buildings
- Architecture
- Keep look of buildings
- The architecture and history of the buildings
- Keep the historical charm of downtown but make it a destination for unique shops and boutiques.
- Older buildings
- History
- Old buildings
- Old time feel... No more RIDICULOUS spending on RIDICULOUS art. GET OUR SPENDING AND TAXES UNDER CONTROL OR NONE OF THIS MATTERS.
- The history and old feel
- Historical
- Getting rid of all the old houses and all the old buildings that nobody uses. Also stop getting rid of all the antique shops, roads (like the brick roads) and all the ugly antique houses on Ave A, B and Sherman.
- Historical buildings maintained as part of the design
- Historical buildings of
- Historical buildings
- The mural on the wall.
- The landmark historical buildings that are in good condition to remain fairly untouched from the exterior. Ave A park in place but kept up (urine smell cleaned up), old signs preserved like Steven's building
- None
- Save the old buildings and encourage restoration.
- Landscaping maintained; murals maintained
- The old building facades
- Original storefronts
- Ave A Park and Street Art

- Antique District
- The historical appearance of existing buildings.
- Avenue A park/bridge
- I love the old buildings; however, some need a lot of TLC. The Landmark needs to be fixed or demo'd
- Btw: Totally unrelated but the Eaton building is a huge EYE SORE coming into Hutch.
- Preserve the historical integrity of downtown buildings. Remove false fronts and restore building facades
- The beautiful brick buildings
- The original storefronts
- Buildings with beautiful architecture
- History in the form of pics and plaques.
- Saving older buildings/structures.
- Keep some of the beautiful buildings. Downtown has such an old time feel and if up kept or repaired could be absolutely gorgeous.
- Increase the cohesion of the units by repairing and upkeeping the building fronts and insides. Some of these buildings are breath taking but heartbreaking because they are dilapidated.
- Preserve the original buildings store fronts.
- Landmark Hotel. Great potential and would bring that block to life even more!
- The charm of the store fronts
- Any unique and original architecture still in good condition.
- Faces of old buildings restored
- Amtrak
- Art. Fox Theatre. Longevity of businesses.
- The art
- Original building facades.
- Old buildings and façades. Brick sidewalks. No buildings more than 5 stories.
- The murals. That have been painted. Wish the rest of downtown looked more like Main Street.
- Beautiful old building facades
- Existing buildings re-purposed or rebuilt to make them appealing places to lease/buy for businesses. Renovate Landmark.
- The building facades.
- I most enjoy that landscaping and flower beds in Downtown with the art sculptures worked into them.
- The historic architecture
- The buildings should be preserved. Funds should be allocated to repair/maintain them on a grant basis.
- Character of older buildings

Q23. What physical characteristics of downtown Hutchinson would you most like to see changed as it evolves over time? (Blank text box) [329 answered]

- The "good" and "safe" areas are confined mostly from Sherman to Avenue B. Most up to that is kinda sketchy visually, past Smiths Market is also sketchy. I'm not sure about any streets off of Main Street because I don't request them. The alleyways are pretty sketchy around here too. Would be nice for them to resemble Wichita's old town district where the alleyways are walkable and feel safer. Eventually, it would be nice to have all of Main Street be a visually appealing and lively place. There are a lot of empty buildings that l need TLC so it takes the life out of the town.
- Not so many dilapidated empty buildings. It's a waste.
- No empty dilapidated building. Looks dumpy and run down. It is not inviting.
- Unified signage so it captures attention when someone drives down the street.
- More greenery. Trees/Plants/Shrubs.
- The falling apart and the "who cares about these people so let's not worry about" roads
- Less concrete, more green spaces!
- Fewer shops that say they sell antiques that aren't of good quality like the one near Midwest Iron
- Less public amenities that homeless would gather at.
- Confusing patterns of traffic signage--started when "Francisco " was still here--a mass removal of traffic lights downtown to save $$. Bad move for drivers and pedestrians.
- The store fronts themselves updated with improved lighting and signage for bigger impact. You can have an updated storefront and keep the history of the building on second and third story.
- Renovation of storefronts that have been "updated" to cover historic buildings; fill empty buildings and preserve buildings that have fallen into disrepair; improve entry corridors to downtown (woody seat freeway).
- Older buildings that are present an eyesore
- Lack of parking
- More cycling options
- Let it die.
- Signs on buildings
- General feeling of unsafety - I'm a young single woman walking around
- Move out the furniture stores. Visitors are not coming to shop furniture. Fill those spaces with other shopping alternatives. Gift shops, a game room for kids like Dave & Busters, shoe stores etc.
- While I think that Main Street does a nice job with the aesthetics (flowers, art, lighting, etc.), I do not feel the same on the streets just one block off of Main Street. I prefer not to walk on those sidewalks in certain areas and would like to see those areas become more aesthetically pleasing. I think having more consistency in signage/outdoor curb appeal would help unify downtown and make it more visually pleasing. It would help to have more signage overall of attractions downtown.
- Public transportation and green spaces
- Focus on improving existing dilapidated buildings and financially help existing local businesses relocate to them so that they have an active tenant.
- I don't like seeing boarded up windows above the main floor of many of the businesses.
- Many closed businesses that have horrible looking fronts (for example Smedleys). Some of the downtown sidewalks are in bad shape. South Main needs to be "evened out" with some of the train tracks.
- Many, many years ago, as a mother and daycare provider I was able to take my kids to the water park. Now I have seen many homeless overtake the park and the restroom as their place to sleep and hangout. Leaving trash, needles and personal belongings. Over time, the change I would hope to see is a way to provide adequate housing for the homeless.
- Also, more small businesses who are able to afford to rent or lease buildings. More events and outdoor concerts. Downtown farmers market with food trucks, live music, outdoor seating or balcony seating.

- No green spaces
- Once you hit a certain point on Main Street, the buildings start to look very sketchy in comparison to slightly more north on Main. Once you hit GunBros, basically everything south of that begins to look like you'd want to turn around and go back North again. Those buildings could be refurbished and turned into businesses, or demolished and turned into parks or picnic areas, or art displays.
- I like the suggestions of the expanded green space block, the convention center, the connected and well-lit walkways and spaces, the suggestion of the future art museum, and updated history museum. We still need a PEDESTRIAN ONLY restaurant block on Walnut just south of Fox Theater. Even if it's only one block, it would be such an asset and a huge mistake to not include it. Two blocks would be even better over time, but we may not have the numbers to justify that right away.
- Parking
- Decrepit buildings/homes revived, remodeled, cleaned up. Community spaces freshened up. No abandoned buildings.
- Empty buildings gone
- Better handicapped spaces
- Wall murals, quality of roads/sidewalks, street lighting
- Add more murals to make it look pretty - by local artists?
- Fill and update vacant/underutilized properties
- Make the downtown feel like one space instead of different sections as you go down main
- Like Salina.
- Buildings that are more "modern" (after the 1960s) that are in bad repair just torn down.
- The old walkways with small tree in the median
- Cohesive look of building fronts, timeless and traditional
- Building/Structure aesthetics.
- Bike Lanes, Improve building conditions
- Renovations made to showcase local performing artists. Visual art has been a focus in the art community for most of Hutchinson development for the last decade, but I would like to see spaces improved so the conditions are favorable for the people in our community that have an inner performer and just need the right stage.
- The older buildings that have deteriorated and been neglected need a facelift.
- Fill empty spaces
- The deteriorating buildings put back into shape.
- More greenery and landscaping with less of the concrete jungle
- More curb appeal, nice landscaping, good night lighting, more parking for restaurants, theater, and window shopping.
- Some of the old store fronts that have not been maintained over the years. Needs painted or touched up. They have neighbors that have fixed their stores up just to be next to a store that's run down. Lighted signs at night would brighten up downtown
- More parking
- It's really sad to see all of the old businesses boarded up/vandalized. It would be great to see empty spaces brought back to life.
- Some store signs could use updating and in the empty storefronts, it would be nice if there was some kind of art or display for people to see as they walked by, so it wasn't so apparent that that store was empty.
- To update all the vacant buildings.
- Vacant buildings
- Less empty buildings but please preserve them
- The empty buildings
- Less empty stores!

- There needs to be a lot more green, especially in the way of trees. A lot less billboard style advertising, that stuff is just tacky looking.
- Availability to senior citizens and safety for those in downtown.
- Quaint small-town vibe (brick, trees, etc.). Maybe reduce the scope. You are taking on a huge area. The downtown nights are a huge undertaking for walking the distance with no parking. (Get rid of the pawn shops, tattoo parlors, etc.)
- Remove the stupid art that mean nothing
- The condition of the street as it transitions to and from the two train tracks south of Smith's market. So rough and so bad for vehicles of all kinds.
- Remove cheap store front cover
- I would like to see the gap between the median and the lower-class change. You high-horse northerners simply love to spend taxes on remodeling and reconstructing a town filled with homeless and poor people but won't do a thing when it comes to helping the community. Spending tax dollars on a new downtown is the biggest waste of money and if you would like a further detailed plan about how we should spend those tax dollars the most efficient and effective way to help the greater population then send me an email tomnoxuzi@gmail.com or (620) 521-8872
- A smaller version of Wichita downtown...
- Make the town look less "old and dusty" so that it is more appealing visually
- Sidewalks, parking, other safety features. Also making train tracks smoother to drive over.
- Removal of signage if operations have ceased. Cleanliness of properties.
- I just want to see empty building filled with businesses and housing
- More green spaces, trees, plants.
- A place that the homeless can go to lock their stuff up during the day so maybe they could get jobs and not have to carry their stuff all the time.
- USING BUILDINGS FOR STORAGE OF JUNK, FACADES OF BUILDING BE MADE MORE ATTRACTIVE
- Put the older buildings back to their original store fronts by removing all the 50's facades
- Less control from the Hutch Rec
- More outdoor opportunities - like sidewalk cafes - outdoor seating for hangouts
- Less road. More median with greenery, and bike lanes
- More shops where people can just walk in to buy things or eat or experience things, less empty buildings
- Old buildings updated or torn down.
- Store fronts. Blending all together for a new clean look.
- Bring back the streetcar
- I love the public art - the murals and art that is created by the community, not necessarily the statues that were from the public art committee.
- Improve the eye sore, run-down, abandoned buildings
- Upgrade Memorial Hall into a modern venue with air conditioning allowing for year-round use of the hall while maintaining the historic look and nature of the building.
- Keep the brick buildings
- Vacant building owners held to at least keep up the cleanliness, upkeep of their building fronts
- I would really like to see old buildings restored and filled with businesses.
- Empty buildings utilized
- I would like to see more vegetation in the medians of the roads like we use to have injunction with crosswalks. Spruce up of the building facades with a little help from the city even if they are empty.
- The out of half of our downtown businesses that are closed and look like a ghetto driving down Main Street
- Places to shop and bars/restaurants

- Have pro-business, friendly tax rates for the current businesses in downtown. It's way too expensive to own and operate a business on Main Street currently. Also, that should lead to growth and the fixing up of the stretch south of Ave B to the Carey Park entrance if you entice individuals to invest in business downtown with friendly business environment and the cutting of red tape from local government.
- The old buildings brought back to life with more living space for Airbnb/hotel for our city's big events like the State Fair, Juco tournaments
- Safer crosswalks. More shopping resources. More low-income housing options, and job opportunities.
- Not having empty lofts and abandoned buildings all over
- Add more beauty/flowers/lighting
- Empty stores/stores closing early or odd hours
- Parking right on Main Street. I think there should be more centralized off-street parking areas.
- More housing
- Buildings updated.
- South of the railroad tracks and before Carey Park needs some help - The cute buildings like the eye dr. place should be kept, but the metal buildings further down could be demo'd and rebuilt for other purposes - perhaps industrial.
- Nicer streetlights and Christmas Decorations
- More parking, more aesthetic development north of 3rd street
- Brick roads replaced
- Deteriorating buildings fixed
- Blight, buildings deteriorating
- ?
- Get rid of empty buildings
- Preserve the Landmark Hotel.
- I would actually be in favor of a new parking garage if we could eliminate Main Street Parking ... allow streets to be pedestrians with bike lanes in the middle.
- Metal facades. Four lane traffic. Updated banner fixtures and updated/more intentional use of banners on light poles.
- More activities for kids and families to engage in at a low cost
- I would like to see the variety of shops expand downtown over time. Some shops are not well maintained (inside or outside) and it affects the overall appeal of the whole district. Pride of place by those who live and work in that neighborhood should be physically visible.
- RESTORATION OF ORIGINAL STORE FRONTS.
- Deteriorated and empty buildings
- Making downtown a destination place, more nightlife, more public art, salt hawk statues around town similar to the horses in Lindsborg.
- The amount of businesses. Stuff to do in general. No more empty buildings
- Knitting is a type of art, Example, Fair Isle. Use the Art building in town to sell knitted sweaters etc.?! Just a thought!
- Get all covered windows and facades opened up, if windows need to be boarded up have them decorated
- Some of the ugly metal/plastic signage and fascia for businesses.
- The dirty and ran down used part of downtown that look bad.
- Facelift front signage
- More greenery and better overall aesthetic of downtown while walking and or driving downtown.
- I'd like to see a city without outdoor public beer and liquor serving events done away with
- More pedestrian friendly.
- More shade, more seating, more trees. More wind blocks artistically added in.

- I would like to see more effort to keep the gutters clean and the sidewalks free of weeds. The alleys are very trashy
- Bringing in more industry and investing in small businesses.
- The run-down and closed store fronts need to be revitalized
- Better sidewalks and alleys need repaired for safety.
- Landscaping for all four seasons
- Infill of vacant or substandard buildings with all of the above amenities mentioned as quality business options.
- Get rid of vape shops.
- Vacant buildings offering reduced rent so tenants can be found. Nothing worse than vacancies, messy storefronts, dirty and ugly window displays, and dirty sidewalks.
- Hotel at 5th and Main needs fast improvement
- The Memorial Hall taken down and replaced with a building that could be used.
- Center of street parking - hard to see traffic/pedestrians.
- We have a very large downtown with a lot of vacant buildings. We need to consolidate large, deteriorated blocks and turn into fresh new housing or wide-open green space. Not low-income housing, but hip housing for young professionals.
- Parking for downtown area needs to be fixed especially when there are major events like parades or Third Thursday that prevents Main Street parking. Also, the presence of homeless people. We love Ave A Splash Pad but refuse to go there because of all the homeless people bathing and/or hanging out there.
- Possibly taller mixed-use buildings if there is a need. 4 to 10 story buildings like the Wiley building
- More opportunities to cross the street safely
- Parking lots
- Disability access
- Renovations of old buildings that are left vacant and rot away. South Main is in dire need of attention.
- The lack of parking and the rolling up of the sidewalks at 6PM.
- Move away from automobile infrastructure toward bike/walk/public transit with safe transitions to areas surrounding the "downtown" area defined by your map.
- Traffic needs to slow down, more things to do in the evenings/weekends. We have one bar/eatery that closes at 4 p.m. on Saturday?!? Something that could bring youth downtown would be good too. Axe It Up is a great addition to our downtown! But kids have to be 18. What can we do to bring a few activities/businesses that cater to youth. But also, will cater to that couple who want to go out for a nice dinner and show. The loss of Jillian's to our downtown is a negative impact. Where do you go downtown for dinner/drink before or after a Fox Show?? Need to implement a plan that revamps and supplements what we have.
- Remove false building fronts. Return to historical building.
- Alleys throughout the downtown area are absolutely atrocious. They need to be fixed. These are an embarrassment.
- Less Main Street traffic and closed in free parking.
- Encourage removal and updating building fronts that are outdated and unsightly. Try to encourage a certain overall "look" downtown.
- Empty buildings.
- Districting of restaurants, bars, theaters, shopping
- Better transit, more opportunities for disabled
- Removing underground park and flatten bridge.
- The Ave A park
- More outdoor restaurant seating/patios
- Synchronized stop lights. Improved lighting south of 3rd street to match the brightness of the north 300 block.

- Get businesses into existing spaces, more living spaces above/behind current business space
- The empty buildings, ESPECIALLY the one at 5th and Main on the Northwest Side.
- More fun shopping besides clothes boutiques and furniture stores.
- To demolish or refurbish old empty buildings on south main
- Keep it clean, looking nice, make sure the lights on the light posts are all operational, holiday decorations are fully functional, flags/banners are in good condition, etc. Showing pride and investment in our community.
- I would love to see more reasons to go downtown. My family and I don't get down there enough because there isn't a lot of establishments we need to visit.
- Bin N shopping is what brings us downtown.
- The 1960's to 2000 signage is horrid and needs to go
- Traffic lights. TRIPPED lights, not timed! And if they must be timed, let cars go through without stopping as much as possible, because that reduces time vehicles spend running and start/stop time (which have both improved environmental effects AND wear and tear on said vehicles and the roads).
- Traffic flow in general. Driving at the speed limit you're pretty much guaranteed to hit every single light, no matter what route you take. Proper traffic flow should allow people to reach their destinations without constant interruptions (especially when those interruptions are timed lights that have no bearing whatsoever on cross traffic's needs, which usually winds up missing the light and having to also sit). For many people, especially younger drivers, this actually encourages speeding in order to try and find the right speed to make the lights, regardless of what's safe or legal.
- Increased or at least improved parking. Most of it is on Main, and it's incredibly dangerous to back out of those spots with how many pickup trucks park there with beds that sit higher than the roof of most sedans. Even many SUVs have difficulty seeing oncoming traffic or even lights past them to know if it's safe or not. There are many studies that have proven drivers will drive at the speed they feel is safe, regardless of what is actually posted.
- Increased traffic safety. We have WAY too many drivers running red lights in Hutch. It's pretty much second-nature to most of them and it's a true miracle people aren't regularly killed by getting T-boned or run over when the crosswalk signal says to go but someone's running late.
- Better access for deliveries downtown. This will help businesses, pedestrians, and traffic flow, as well as probably also decreasing many parking woes.
- Higher encouragement of foot and bike traffic in central corridor where the predominance of retail space would be. Encouraging development of retail corridors and mixed-use space to encourage more life and centralization toward downtown.
- I would like to see more available parking. With all the downtown living spaces, customer parking is in short supply.
- Signage
- Trees that drop fruit/seeds on sidewalks
- Remove 2 lanes from Main Street and make it pedestrian friendly
- The apartments above downtown buildings would be occupied instead of being empty.
- Better low-income housing. We don't need more housing for high income/middle class, our low-income housing is a nightmare.
- More continuity /cohesiveness is the style of building upgrades or store fronts - honor diversity, but to think about how the 1970's look juxtaposes against the 1800/early 1900's
- Addition of more trees/vegetation, and actual bike lanes and bike racks.
- Would love to really see it kept clean and establish a standard for signage and quality of businesses. Or a program to help those smaller businesses present a better professional look.
- Improve Upkeep and look of certain buildings…. Paint colors, signage, and more, including second/third floor windows that have been covered with wood over time. There are some really nice buildings downtown, but there are more I would consider eyesores, both occupied and unoccupied properties.

- Not bland box type buildings.
- Added shade and green spaces with walkability/bikeability top of mind.
- Not sure
- Would love to see more living options downtown.
- Signage of stores would be held to a higher standard. You can tell some businesses have put a lot of thought and $$$ into their signage and others have not. If it is a new small business that may not have funds available for such a sign then, have the local sign businesses and a small community fund work together to fund signage and offer a repayment system for the small business to take ownership of the property.
- Tear down abandoned old buildings that are bad
- Don't know
- Nothing
- N/A
- Need more of the buildings to put financial effort into looking decent! So much of downtown just looks run down - if you aren't from here and heading south on Main you'd stop and turn around before you get to avenue A to see a nice little block
- Increased livelihood of signage and landscaping downtown. You drive down Main Street and it's gloomy.
- More convenience shopping enterprises, such as grocery marts, butcher markets, and bakeries and such.
- Store front improvements
- Industry
- Tasteful signage on buildings, historical markers, a fun Smallville oriented art piece or marker.
- More accessibility & amenities at DCI park.
- More art and modern architecture
- Empty retail space occupied by businesses.
- Cleanup of areas just off of Main St (Washington and Walnut corridors). Expansion of Main Street streetscape look to these areas.
- Better parking
- I; and I can speak for many people that have the same thoughts; think that we need at least one or two upscale restaurants downtown. As well as something like an ice-skating center (I think that it would do very well). A dog park too
- We absolutely have to have more things to do or areas to gather such as bars, events, street concerts, places to dance, arcade bars, etc. young people are flocking out of hutch. We have decided to give it one more year or we are leaving because of the lack of fun things to do.
- Moving away from traditional roads.
- I like the storefronts that have been redone over the years brought back to the original facade.
- More green and pedestrian friendly
- Current vacant buildings, cleaned up, looking attractive for development. Clearly defined downtown district signage.
- More lighting
- Properties (residential or commercial) that are neglected addressed (cleaned up or torn down) example: Landmark Hotel
- Carey Park bike trail needs resurfacing!!
- The outdated facades and bad signage on businesses
- Eliminate the crosswalk jut out hazards, false fronts over brick and stone.
- Restore the historic building fronts of the buildings on Main Street. Add Character and Charm, so it would be more inviting to tourists and residents.
- Sidewalks that are better kept and not so many height differences with the sinking H blocks. Very much a trip hazard

- More parking, my concern is with more people living downtown there will be less parking for people coming downtown
- Make it more of a destination with signage, art, murals, fun events, more businesses.
- Cheap looking signs
- Lack of biking options
- Crossing mid-block and more bike infrastructure
- Need a food truck park
- Require unique, dimensional signage
- I would like to see the very south end of Main change. One of the biggest eyesores in this town is the south end of Main from B street to Carey Park. The junk yard on Main gives the whole town a bad look if you are a visitor to Hutchinson.
- Buildings with ordinary fronts could be given variety based on what the overall theme is. Make downtown a destination for tourism by making the buildings beautiful will entice people to come in and see what's for sale there.
- South main is in very poor condition. I'd like to see some buildings and infrastructure around there get cleaned up and look more welcoming. When you drive in it really gives Hutch a bad look. I'd love to see that area cleaned up. I'd also like to see some of the aspects of parking and some of the broken-down buildings down by the landmark go away. The board foot and the erectrix building have no roofs and should be torn down. As much as I love the Landmark it's getting to be unsafe.
- No one wants to see more statues. They're expensive and a waste of money. I've lived in Hutch most of my life and I've never once heard a positive statement about any of our downtown statues. EVERYONE thinks they're a waste of money and complains about the money lost that could have gone to something else... and whoever thought a humpty-dumpty statue was a good idea should be fired so embarrassing to drive by that all the time.
- Buildings that aren't kept up
- Less empty store fronts. More housing. More lodging. More restaurants and bars, breweries, wineries, distilleries. More shopping, maybe a small grocery store and a music store and a national chain clothing store. A new hotel /motel. I would like to see more emphasis on the side streets and other areas of downtown get some attention, not just Main Street. Fix up the convention hall, maybe add central heating and air so it would hopefully get used more often. More multi use high rise/skyscrapers.
- Fix the deteriorating outside tables and benches. Many of them are rusting and aren't in good shape.
- The lack of clean flowing river through downtown. More flowering trees and plants a different kind of river walk. Continued cultural events, competitions, public sports, etc.
- Bike paths all over town.
- Get rid of the stupid and expensive statues
- Don't know
- The terrible, unnecessary, and totally random art pieces like the weird gold egg people?????
- More places to eat with outdoor seating, some store fronts look older and dilapidated,
- Less empty storefronts and fewer mattress stores
- Repairing rundown buildings
- Taking more of the physical features back to what it looked like in the past and playing on the Nostalgia. Like lighting, signage and more. From Victorian era to art deco. Anything late 1800s to WWII.
- Empty storefronts and abandoned buildings.
- We need sports bars, breweries, places to eat, and more nightlife other than the trashy bars we have in other parts of town.
- This may sound silly, but signage downtown, with lighting for businesses, like they did many decades ago with neon lighting. The entire Main Street was lit up and it was an adventure within itself to cruise up and down Main Street. I'd also like to see the blocks off of Main Street, to be better improved, updated, and restored.

- Design so people will want to come to Hutchinson
- That it gets updated or cleaned up while evolving
- I would like to see our theaters updated.
- The junky and outdated store fronts.
- Clean out the blight.
- Too many broken buildings.
- We need to continue the beautification efforts all the way South to Carey Park. The South end of Main Street is one of the gateways to Hutchinson and can give people a negative initial impression of Hutch. The sidewalks need fixed and the boarded-up buildings need repaired.
- Get some good retail businesses back in the downtown
- Planting of perennials that look better and perform better than the annuals they switch out continuously.
- Encourage the few businesses that have metal facades to return their building to their original fronts.
- Parking availability, especially around the current multi-level housing & business locations.
- I don't know
- More safe & quality gathering places (ex. Dining places, coffee houses)
- More appealing to the eye with professional landscaping, flowers, colorful awnings on the businesses.
- I think overall it's not terrible now, it just not vibrant. To me vibrant is seeing people making money, providing quality jobs, and creating achievers.
- Less empty buildings
- Fix old building
- More parking, continued redevelopment of existing historical structures, more / better crosswalks east and west of main. i.e., parking by post office to go to downtown events or coming from farmers market to downtown for shopping, eating or simply walking.
- Inviting
- Clean
- Continued landscaping - love the wall created south of Fox Theater!
- Sense of community
- Outdoor fitness - take better care of bike and walking trails
- Stores for shopping
- Empty buildings maintained
- All storefronts should be occupied. Signage consistent, flowers, bushes, trees...I wish it looked like someone cared for our town. I don't care necessarily what the businesses are...can be a tattoo parlor, a CBD store or an upscale salon, but let's make it look like we care. Many look kind of "trashy" currently. Sorry can't think of a better word...
- More people wanting to spend time outside
- Clean up the overall appearance. No homeless people, no run-down buildings. Make it more inviting.
- Property owners maintaining their properties. Or the City tearing down un-maintained properties and billing the owners for the cost.
- More business/ shopping. I buy clothes and other products in Wichita.
- Would be nice to see better/more decor for holidays would like more events
- More stores
- Add retail stores like the old Penney's, Sears, Anthony's and Woolworth's that included eating spots too. As a child, it was great to shop downtown.
- Uniformed signage and appearance codes
- Those dang bump outs on the corners removed as well as the bicycle roundabouts on Washington and the median in the middle of 17th street.
- I love downtown Hutch. It is a beautiful downtown, and I would just like to see that maintained. I feel like the unhoused in this community is an issue and might deter families from moving here.

- Higher end business signage and storefronts. Increase in the number of restaurants and areas with outdoor seating.
- More outdoor space/wider sidewalks for outdoor eating. Allowing restaurants/bars downtown to have outdoor seating.
- Rebuild run-down buildings or just tear them down
- Remove the false fronts and restore to original building architecture and design.
- More consideration to preservation of historic buildings and maintaining the integrity of historical components.
- ?
- Consider input from area residents and those who will be spending their money there.
- We need some affordable places - Academy, Five Below, and a mix of mom-and-pop shops and home style food cafes.
- Hutch needs good food employees- paid a livable wage. I'm tired of ordering food that is old and cold or reheated after sitting under a warmer. Hutch fast food has a terrible reputation. Bigger cities the fast food is hot and fresh. It's an issue worth addressing.
- It needs to be updated and better parking. There's not nearly enough
- Nicer storefront signage on some of the buildings
- The poor exterior signage and facades
- Historical buildings and empty buildings re-purposed with businesses.
- Parking
- Cleaner
- The old motels torn down, the Landmark revitalized/built into hotel. Less industrial use, more retail/ destination shops.
- More upscale restaurants and cocktail bars someplace nice to eat and drink and then go catch a show at the Fox
- The water park/ splash pad At AVE A is an eye sore. It's rarely used & always dirty. The space could be better served by a food truck park or small dog park.
- I would like to see an evolution of our parking to reduce the amount of on-street parking and encourage people to use the larger public lots. This will drive more walk-in traffic to businesses, encourage citizens to be healthy. The only spots we actually need on the street in front of businesses are for ADA.
- Downtown has some very impressive & beautiful storefronts however it has also had some sub-par (hideous) ones. Perhaps creating a standard or offering assistance to upstarting businesses to plan & implement a facade that blends & compliments the area.
- We need more fine dining...no more Mexican restaurants. It would be nice to have another bar/club downtown geared toward the 40&up crowd. Something that the degenerates will hate and never come to.
- I believe an outdoor movie area would be cool
- More parking. More measures for public safety with the homeless presence
- More parking lots/garages
- More artwork and events
- Keep the charm of the old buildings but allow modern renovation that doesn't take away from historical charm.
- I believe that we could preserve older buildings but also be a little more flexible on what we allow to modernize those buildings. One example is that having a more modern style of windows on a historic building will make it more efficient and modern but the fact that the old building is still there still give it the original look.
- More character
- Rundown buildings
- Quit blowing taxpayers' money on art and new buildings. Renovate existing buildings.

- Dirty and empty
- Better property owners
- Helping the homeless people that stay downtown and get the drugs off the street.
- Full stores
- Correct the inappropriate merge on Ave A and Main headed south. Engineering poor design!!
- Parking
- The run-down buildings without windows, proper care of exterior either remodeled or demolished.
- Further down on south main
- Stop narrowing the streets. They were designed to be nice wide avenues.
- Clean it up
- Less empty buildings and shabby storefronts need to be gone. If a business goes "out", landlords need to clean and maintain the property to make it more desirable for new business.
- South main needs cleaned up, it looks awful and neglected. Needs to be a scheme throughout the whole street. Can't go from ghetto to nice.
- Bike lanes
- The old Pague building built into something great again!
- Removal of the metal facade on historical buildings to restore to their original architecture
- Salina has it going on!
- More green space and street scape. The median planter at A and Main is lovely
- Decaying, empty storefronts
- Through traffic, would like to see streets closed off
- Demolish buildings that aren't salvageable
- Downtown Hutch has too many 'gaps' in its smile! Parking lots, vacant lots, etc. detracts from the downtown feel.
- The parking. It's horrible and also dangerous.
- Increase the amount of handicap ramps.
- Increase public seating along Main.
- A few more eating establishments. Jillian's is greatly missed.
- Parking and extending the overall safety and cleanliness of the area and surrounding area
- Empty ran down buildings being restored and utilized
- Homeless problem for businesses
- Better roads and parking spaces. I like the idea of a map of downtown!
- Utilizing all the empty buildings
- Would like to see metal and vinyl facades replaced and restore the original fronts.
- Clean up the terrible building infrastructure. Clean up the trash/run down overall nature of downtown.
- More trees on the west side of downtown behind main street to the courthouse it nearly has no trees.
- Excessively wide streets tamed in some way to be more pedestrian friendly
- Re-purposed or rebuilt
- Outdoor seating/gathering space.
- I would like to see absentee business owners take better care of their storefronts. Eliminate the storage/vacant/ugly storefronts.
- The use of vacant buildings with strong historical ties.
- Consolidated parking areas. The checkerboard pattern breaks up too many blocks.
- Dilapidation of buildings, especially those that are abandoned

Q24. What is your gender? [596 answered]

- Male – 37.58% (224)
- Female – 58.89% (351)
- Other/Non-binary – 0.84% (5)
- Prefer not to say – 2.68% (16)

Q25. What is your current living situation? [597 answered]

- Single, living alone – 12.4% (74)
- Single, living with children – 3.52% (21)
- Single, living with parents – 2.18% (13)
- Single, living with roommates – 1.01% (6)
- Married or partnered, living together without children – 38.53% (230)
- Married or partnered, living together with children – 37.52% (224)
- Prefer not to say – 3.52% (21)
- Other (please specify) – 1.34% (8)

Q26. What is your age? [598 answered]

- 17 years or younger – 0.33% (2)
- 18 - 24 years – 3.01% (18)
- 25 - 34 years – 13.38% (80)
- 35 - 44 years – 23.24% (139)
- 45 - 54 years – 18.39% (110)
- 55 - 64 years – 23.41% (140)
- 65 - 74 years – 12.21% (73)
- 75 years or older – 2.34% (14)
- Prefer not to say – 3.68% (22)

Q27. Email address [321 answered]

[Email addresses are not disclosed to protect the privacy of survey respondents]

Virtual Visioning Workshop

What do you LOVE about Downtown?

- Buildings
- Community
- Safe
- Parks
- Clean
- Friendly
- Arts
- History
- Variety
- Shopping
- Historic
- People
- Growth
- Unique
- Architecture
- Green space
- Lack of vitality
- Clear physical historic c
- Food and drink
- Affordable living space
- Community support
- Opportunity
- Good food
- Historic essence
- Growth potential
- Third Thursday
- Colorful
- Book stores
- Quiet
- Ave A park
- Walkable
- Diverse-ish
- Great owners
- Unique shops
- Buildings
- Partnership
- Crystal ballroom
- Beauty
- Accessibility
- Diversity
- Closeness
- Compact
- Indie businesses
- Central location
- Landscaping
- Charming
- Art that is displayed
- Anchor
- Murals
- Fox
- Businesses
- Gathering
- Support
- Quaint
- Available
- It has great shops
- Runability
- Streetscape
- George Pyle Park
- Easy access
- Atmosphere
- Diverse
- Activity
- Chester I Lewis Plaza
- Family
- Historical
- Traditional
- Active diverse retail
- Flowers
- Walkability
- Retail
- Camaraderie
- Attractive
- Eateries
- Artwork
- Growing
- Streets
- Homey
- Stores
- Beautiful buildings
- Historic buildings
- Food
- Housing
- Accessibility
- Local feel
- Neighborly
- Camaraderie
- Welcoming
- Sidewalks
- Uniqueness
- Unite
- Long span
- Low crime
- Accessible
- Events
- Convenient
- Potential
- Streetscape
- Character

What do you NOT LOVE about Downtown?

- Vacancies
- Homeless
- Empty Stores
- Parking
- Closed
- Empty Buildings
- Hours
- Homelessness
- Empty
- Vacancy
- Restaurants
- Vibe
- Dirty
- Vacant buildings
- Big
- Forgotten
- Rust
- Complainers
- Fast cars
- Quiet
- Need more uniqueness
- Lack of night life
- No greenspace
- Needs more for families
- No center crosswalks
- Unusable buildings
- Few outdoor areas
- Few outside gathering spaces
- Barriers
- Store hours
- Lack of restaurants
- Unkempt buildings
- Limited
- Miscommunication
- Few eateries
- Heat
- Exclusivity
- Maintenance
- Naysayers
- Traffic
- Street
- Wide streets
- Needs more shops
- Store variety
- No plan
- Factions
- Use during day
- Taxes
- Entertainment
- Closed stores
- Vacancies
- Shopping
- Cleanliness
- Losses
- Vacant
- Lacking
- Abandonments
- Lack of dining
- Lack of unity
- Low foot traffic
- Lack of diversity
- No food
- Highway streets
- Too much parking
- Ran down in some areas
- Needs more for children
- Homeless population
- Not enough stuff
- Lack of vitality
- Empty buildings
- Poorly maintained
- Little foot traffic
- Sunday
- Demographics
- Disconnected
- Closed stores
- Spread out
- Character
- Fine dining
- Boring
- Unrealized potential
- Nonactive
- Bland
- No fine dining
- Negativity
- Length
- Bare
- Marketing
- Ageist
- Curb appeal
- Trash
- Retail
- Needs restaurants
- Lack of shopping
- Misunderstood

What ONE THING must happen for this project to be a success?

- Growth
- Inclusion
- Collaboration
- Cooperation of community
- Most business downtown
- More people going downtown
- Community access
- Restore vibrancy
- Entertainment
- Unified vision
- Togetherness
- More housing downtown
- Food
- Action to a plan
- Development
- Support
- Representation
- Commitment
- Investment
- Implementation
- Vibrancy
- Density
- Teamwork
- Accountability
- Come together
- Economic vitality
- Community buy-in
- Destination planning
- Teenager-attractive
- Welcoming
- Successful small brands
- Increased business
- Hispanic input
- Open
- Strategy
- Synergy
- Inclusivity
- Activity
- Vibrant
- Destination
- Teamwork
- Participation

Needs

- Lack of evening events. The downtown just rolls up the sidewalks in the evening. Not safe if only one place is open or feasible financially.
- Distinguish downtown by hosting local restaurants and not chain restaurants
- Need evening activities to draw people in at the evening. Block on Salt City Brewery is hopping every night. How do we create more of that?
- Affordable ability to use the buildings without the renovation being cost prohibitive.
- Variety of attractions
- Make it a place for families and connect them to our schools
- Better hours and open businesses on Sunday and Monday
- Address absentee building owners – upkeep
- Homeless
- Long term plan
- Homelessness (group effort)
- Hotel
- Development of the Landmark and the 5th street corridor
- Incentives for downtown housing
- Build more density...people living...people working...people on the street visiting, shopping, etc.
- Less highway effect...two lanes down main street with bike lanes.
- Community support
- Group: increase opportunity for downtown coalition to include retail and not just non-profit
- Road diet
- Marketing
- Public/private partnerships
- More retail options
- Activity
- Housing
- Group: not everyone on the same block have input the same effort
- Hotel
- Improve “destination” options
- Bike lanes
- Connect trails to downtown
- An area more dedicated to teenagers that doesn’t involve filtering in and out of shops. They need somewhere to hang out that is designed for them intentionally.
- More community gathering spaces
- Strategic planning and allocation of spacing for desired impact. Nightlife district, shopping district, etc. All grouped around a city center. Potentially removing road access to two block area to allow safe walking and green space
- Address blight/aging infrastructure in neighboring areas
- Connectivity
- Better entertainment options
- Vacant buildings falling down
- Allow incremental code improvements and creative financing
- Housing
- Restaurants
- Ability to fix up buildings without red tape
- Investors from Hutch and beyond
- Absentee building owners to be involved and care about the community

- Business and event collaboration
- More events to draw families
- Family attractions
- Deal with blighted buildings
- Slower traffic
- Less vacant buildings
- Homelessness
- Blight
- Fire code upgrades. A fund to help out with the upgrades.
- Vacant/unkept buildings
- Need to be addressed
- Fine dining
- Attention to south Main Street...not just north of Smiths Market
- More Nightlife, things to do in the evening
- Extended store hours
- More dining options
- Something for our youth to do. Our youth have very limited options for fun, education, or entertainment
- Need more live-able space that also provides usable space, like apartments with shopping in the area.
- Bicycle friendly
- Restaurants and entertainment
- Wi-Fi
- Empty buildings need to be rehabilitated
- Housing
- Clean swept streets so trash doesn't blow around for building occupants to have to pick it up
- Unity
- Improvement of streets around Main Street
- Mixed use housing
- Address homelessness in downtown
- Entrepreneurs and Capital Investment
- Make downtown more viable by restoring historic buildings
- More "fine dining"
- Dedicated funding for infrastructure
- Brick street work
- To undertake the process proactively
- Updates to Memorial Hall so it can be fully utilized
- Codes examined – building leases easier/more affordable
- Giving downtown an overall look or personality
- Pedestrian-friendly
- Improve landscaping upkeep. So much trash in the flower beds. Full or overflowing trash cans for too long of time periods. Replace and improve the rusting outdoor seating options.
- Hotel
- Homeless
- Retail for "staple items"
- Access to broadband throughout
- Lighting
- More downtown living WITH good parking adjacent
- Incentives for downtown housing
- Incentives to fix up & repair existing buildings

- Hotels
- Activities
- Community fund for fire code upgrades
- Revitalized housing around downtown
- Placemaking approach
- “Hangout space” open in the evenings (think Metro Coffee) and people COMING to those spaces to justify it
- Classy evening dining with a relaxed atmosphere to hang out and have a drink with friends
- Fine dining downtown
- More entertainment options
- Mixed Use Buildings – Retail & Housing
- Attitudes
- Incentives to invest and choose Downtown over other locations
- Vacant buildings. Tax the owners who are not taking care of them
- Less homeless and mental illness to scare people away from coming downtown with families
- The run-down buildings towards the south end of Main Street
- Nice housing downtown
- More density of dining/gathering places/outdoor dining
- Nightlife
- Best uses for vacant buildings
- Aggressive planning strategies that don’t forsake safety
- Mix use
- Pedestrian friendly
- Building inventory
- Entertainment
- Crosswalks in the center of the streets
- Residential options
- Food options
- Entertainment options
- More businesses
- Restaurants
- Safety/security
- Events and downtown retail available in evenings and at night
- New code disallowing downtown buildings used only for storage
- We need to address the homeless community and safety of our residents at night
- More events for people in 20s-30s
- Financial investment from private and public investors
- Larger variety of shops/galleries/restaurants
- Solve homeless problem
- Prioritize pedestrians over vehicles
- Housing
- More trees. The temperature downtown is too hot in the summer. It takes away from wanting to walk downtown.
- Occupied buildings
- Create pedestrian friendly areas like old town Wichita where you can’t drive a care
- Bike lanes and parking
- Kid friendly activities
- Connectivity to downtown (pedestrian and/or public transport)

- Improve and add to outdoor gathering spaces
- Retailers' negativity
- Wi-Fi
- Homeless population needs a safer less visible place to gather
- Diverse housing options and availability in the Downtown area
- Investment
- Bike lanes
- We need the various districts to work together as one
- Keep streets clean and take care of weed/grass in sidewalks, etc.
- Offset costs for code compliance
- Clean environment, less trash on windy days
- Inclusive access for disabled, minorities, and LGBTQ+ individuals to feel welcome in downtown activities and businesses
- Vacancies
- Keep the history/architecture with some modern touches
- Empty buildings need to be filled with businesses
- More community events
- Businesses
- More help with animal shelters
- Better parking
- Draw foot traffic to DT!
- More events like the 150th celebration. Why was it successful? Because the organizations felt like they could participate, in a true team effort, unlike Third Thursday. Hutch Rec is not a good collaborator. — Reply: Hutch Rec was one of the main organizers of the 150th and instrumental in collaborating and getting the team together to pull off a truly collaborative event. — Reply: clearly not informed on how Third Thursday works. — Reply: Easy to criticize when you are anonymous.
- Restaurants open late to increase walking access
- Safety
- Develop areas of Main
-
- Wants
- Brewery
- Better and more signage
- Restaurants
- Group: common place of green space. Sense of place is important. Can we create that? Healthy living.
- Dog park
- Restaurants
- Downtown pride and camaraderie
- More Dining options
- Group: fix homelessness
- We would have upper floor spaces occupied with residents, offices 24-7 environment
- Parking
- More shade coverage up and down main street. Carey Park to 30th
- Christmas Attractions/lights in our Carey Park
- More shops to choose from
- Food truck gathering place
- Plaza or green space like a town square
- Inviting Environment

- Ability to have people live downtown, shop downtown and dine downtown
- Housing
- Focus on DESTINATION planning for events and static options
- Group: a place where all are welcome...to include the homeless
- Events – Bring Back HutchFest! (150 Anniversary was great!)
- Bars & restaurants
- Shade for Chester Lewis Plaza – Reply: Amen! Shade would make it so much easier to use, more often!
- City of invest in new signage to welcome people at entrances to downtown – Reply: Yes!
- Downtown Hotel / More 2nd story housing / More Night Life / Restaurant Options
- Shopping Center
- Homeless Problem / Repairs to Streetscape (Safety) / Dim Street Lights on Main Street (Safety)
- Nicer Park
- Green space
- Downtown convention center – Reply: Agree
- Healthy living
- Better / consistent communication in event planning
- Bike Trail
- Convention center
- More housing/offices on second floors
- Indoor/outdoor utilization for nightlife, restaurants, etc.
- Hotels
- To foster more overall use the downtown should have items of daily use, like a Pharmacy, re-stored recognizable businesses (Penny's was a draw), and even larger draws that won't take away from local businesses.
- Green space/garden space
- Dining, shopping, office, and entertainment district
- Memorial hall
- Downtown should have more unique shops that relate to the Hutchinson or Central Kansas experience
- Boutique hotel
- Dog park in downtown
- Fine dining
- Marketing for the current businesses downtown. An app with hours and what the shops have to offer with links to local shops websites.
- Restaurants
- More services or areas that address the homeless population
- Convention center
- Greenspace
- Music speakers along sidewalks
- Medians with plants
- Safety for walking and running
- A tourist attraction in Downtown
- Housing options
- Shopping
- Outside dining areas
- Shopping
- Wi-Fi
- More space for animal areas
- Nice place to eat and gather

- Mix use
- Utilize Memorial Hall
- Bike infrastructure
- A hotel
- Use of multiple locations for downtown conventions
- Boutique shopping
- Multiple restaurants
- Entertainment for all ages
- More housing
- More focus on public art and green spaces
- More retail
- Window coverings for empty spaces
- More Green Space
- Loft living
- Activities for families
- Well-lit safe parking
- Public art
- Improved Access to Capital
- Hotels
- Positive attitude
- Narrow main street to two lanes
- Happy people and not grumpy store owners
- Nightlife
- More shopping
- Diversity of eating/drinking options
- Renovate Memorial Hall
- Dining, shopping, office, and entertainment district
- Equal support
- Children focused attractions
- Vacant store fronts reduce the draw to the area
- Less exclusivity of the existing nightlife
- More restaurant options
- Remove the awful '90s wayfinding signs...PLEASE!
- Entertainment venues
- Wi-Fi
- Streetlight and sidewalk repairs towards the park
- Bring "boulevards" back on side streets
- Ethnic restaurants
- Cultural diversity in food
- Public transit – trams, scooters, bikes, etc.
- Chain store/anchor store
- Hip/cool places for families
- Downtown Lawrence, KS...shopping, restaurants, entertainment. Busy all the time and hard to find a parking spot.
- Hotel
- Vibrant signage
- Downtown Hotel
- Better use of memorial hall More dining options available

- More cultural diversity in dining options
- Addressing some of the run-down buildings toward the south end of Main St
- More places designed to accommodate OT and Speech Therapy. More service/medical service-oriented building occupation
- Bike lanes
- Restaurants
- Music played over speakers
- More diverse restaurant options
- Safety
- Develop areas of main
- Longer hours at merchants at key times of year
- Incentives for upper floor dwellings
- Business owners need to engage in efforts to improve and grow as a whole. For some the only time you hear from them is a complaint.
- Coffee shop
- Adjusted store hours to fit working folks' schedule
- Better use of Chester I Lewis Plaza. Lighting and shade
- More events for college aged students
- Better hand holding with potential businesses and what tools are at their disposal
- More community events
- More green spaces and safe places to congregate
- Tourist attractions
- Have more and diverse restaurants
- Bring back sculpture walk and public art
- Nightlight
- Hotel and/or event center
- Extended shopping hours
- Outdoor music options in parks
- Fine dining
- Better (updated) directional signage
- Desires
- Redevelopment of South Main to Carey Park
- Trolley system
- Dog Friendly
- Food trucks in George P Park
- More murals, big ones
- Main Street trolly line
- Green space
- More shade between south main street and north main street. Carey Park to Ave B especially, and 11th to 30th also
- More public art opportunities
- Daily farmer's market kind of space
- Home Made Ice Cream Shop
- Memorial hall gets a new life
- More tourist attractions possibly
- Add landscaping towards the south end of Main
- Digital connectivity

- Synchronize the Stop Lights / Recruit National Chains / Loan Fund for Building Improvements / Music / Student Coffee House / Main Street Trolley
- Clean up the water in Cow Creek
- Dog Park
- South Main streetscape finished bringing Carey Park closer to downtown
- Free Wi-Fi
- Young people return
- Children's Museum
- Hotel
- More entertainment at memorial hall
- More EV chargers
- Outdoor dining spaces
- Tram/trolley for movement around downtown
- Young people move or move back to Hutch to live and use downtown
- Funding for more murals and art
- Restaurants to bring more traffic
- Signage that is vibrant and welcoming to visitors
- More retail storefronts
- Walkability
- Connect trails to downtown
- Hotel
- More downtown closed street functions, to draw crowds
- More bike infrastructure, such as bike parking
- Housing
- Mass transit to/from downtown
- Wayfinding systems
- Gateway entrances to our downtown
- Continue the investment down south main
- Continue to add art to the downtown
- Something to draw young people to downtown
- Free Wi-Fi everywhere you go
- Happy people
- Inclusion
- Fine dining restaurants
- Outdoor amphitheater
- The entire area needs a more common theme, that will tie much of the business together
- Nicer looking downtown with artwork, cleaner area
- Profitable events
- Dog park
- Making the streets narrow instead of having a highway
- Current acts at the fox
- Utilize Cow Creek like they do in OKC – boat rides and such
- More attraction down South Side of Main St. It's too quiet.
- Main street trolley/tram
- More public investment in promotions and events
- Avenue A Trailhead. Direct Path from Main Street to Ave A trailhead (needs to be developed) to start more utilization of the trails with easy access to main street.
- If more people would want to live downtown

- Restore a section of trolley running from Carey Park to the State Fairgrounds
- To have good development on the south end of Main Street heading into the park
- Trolley system/public transport
- More use of our waterway that goes through Downtown
- More murals, big ones
- Main Street trolly line
- Outdoor eating/community gathering space
- Public scooters
- Diversity...appreciation for multi-cultural businesses and events
- A large attraction
- Outdoor music system
- Rebuild main street – narrow
- Hotel/convention space
- Less focus on statue art that clutters walkways and more focus on architectural aesthetics...grass, brick, stone, etc.
- Revitalize memorial hall
- A common theme to the area...things that make it feel whole
- Wi-Fi
- Downtown restaurants
- An indoor jamboree/Gymboree type of business for young children
- Community garden
- If more of the community valued downtown and its assets
- Free Wi-Fi
- Water park or pool
- Use of Memorial Hall
- The fox is a beautiful opportunity for live music...but as a young person, I hardly recognize the bands.
- Downtown city street closures for community events
- Wi-Fi
- More entrainment that people born after the 1980s can appreciate
- Support state fair
- Barriers
- Proximity to Wichita makes it hard for some businesses to compete
- Homeless issues
- Group: length of downtown will affect walkability
- Codes
- Length of our downtown
- Group: What is realistic about what we can sustain/maintain in a city of our size.
- Rundown buildings
- Group: What exactly are the boundaries of downtown?
  Reply: 6th street to C Ave and a few blocks east and west.
- Length of Main Street – size of Downtown District
- Code issues
- Lack of working together to get things done
- Space
- Kansas is flat and has a reputation for just being plains
- Funds
- Group: angst about what is downtown past Avenue C. Why does it end at C Street?
  Reply: That is the boundaries for this study

- Unity
- Industrial look
- Lack of resources or housing for homeless so there is congregation around Ave A Splash Park and river run
- Homeless
- Lack of capital
- Traffic flow through downtown
- Many healthcare businesses on Main
- Lack of respect for others with new ideas or differing opinions
- Industrial properties
- Building/safety codes
- Traffic jut outs are very difficult for older drivers to navigate and create street restrictions, particularly when the area is busy
- Group: Main Street is very wide. It is a four-lane highway. Not only is it long, but it is wide
- Warehouses
- Money and financial
- Cost of code compliance
- Accessibility for all ages, disabilities, etc.
- Mixed use buildings – Retail & Housing
- Attitudes
- Investment funding to do more creative things
- Lack of respect from seasoned retailers
- Retail corridors that AREN'T downtown
- Public perception
- Construction costs
- Fire safety codes and the expense to meet them for certain building uses
- Codes
- Rising costs of things $$$$$
- Owners who are reluctant to sale
- Tyson chicken plants on Main St
- Woody seat freeway
- Metal salvage yards on Main St
- Railroad tracks
- Railroads
- Health and Safety codes
- Railroad
- Same voices making decisions. Lack of unusual voices and creative ideas
- Unwillingness to accept change or move out of the "that's how it's always been done" mentality
- Length of the "downtown"
- Property owners not willing/unable to fix up their buildings
- Cow Creek
- Having to drive through other areas to get to downtown
- People coming to Hutchinson on the highways see the entrances to the community as drab, or old and even poorly maintained
- Finances
- Ran down buildings owned by people who won't sell
- Rundown buildings
- Empty rundown buildings
- All the members of our community have to work together

- Group: resistance for the requirements in the details on how to open a business
- The settled in happy crowd doesn't see the need to change anything if it isn't their idea
  Reply: Explain more please?
- Railroad tracks creating the "barrier" of what is considered Downtown
- Financing for building acquisition/remodeling
- Vacant buildings on side avenues that are not being utilized or made available for redevelopment
- Financing/money (for possible business owners)
- Not considering our youth/young people when we are developing
- No youth involvement
- Trying to do things the way we used too, not coming to the present or looking to the future
- Ugly buildings on south Main
- Who gets to make decisions about funding and projects, and how those decisions are made
- Property owners repairing property
- Railroad
- Code enforcement that wants to be help be part of the solution
- How wide and long main street is
- It's too hot without proper shade to make movement up and down main street plausible
- Railroads
- Absentee building owners
- No consideration of what young (youth) want or what people 20-30yrs old want. If we want youth and younger people to stay/return, then we need to find out what it would take.
  Reply: this requires the people in this age group to engage in the efforts and meetings we do have going on.
- Landmark Building – Historic feature of downtown and is a vacant, dangerous eyesore
- Homeless
- Lack of value understanding of railroads and Creek
- Trains going thru downtown
- Homeless and services located near or on Main St. Mainly with the idea of having people wanting to move or invest in the area
- Railroad
- Railroads
- City cooperation
- 3 correctional facilities
- Downtown Main is too large of an area with limited walkability, safety, and activities.
- Train tracks
- Long distance to downtown from access points
- Mindsets... what's the story we are telling ourselves? I hear downtown business owners talking about the lack of safety. Really? How many people have been assaulted? How many of us have experienced crime? Our biases are showing
- Negativity
- Unwillingness to listen to other voices...this is a good starting point
- Strict city code restrictions to prevent downtown development
- Finances/resources for business owners and citizens wishing to revitalize downtown
- Vacant buildings that make downtown look bad
- What IS downtown? How long is it really?
- Help Homeless people

Obstacles

- Group: beauty of downtown
- Small tax base to fund worthwhile projects
- The impulse to tear down buildings which could be restored into community assets
- Declining population
- Apathy
- Deteriorating housing in nearby neighborhoods
- Group: having people understand how to open a business
- Funding
- Difficult building codes
- Condition of adjacent neighborhoods
- Public perception of Downtown being empty
- Lack of National Chains
- Employment Pool
- Youth perception of downtown
- Location
- Homeless people downtown
- Available Capital
- Trains blocking traffic
- No common plan or vision for downtown
- Group: Total community buy-in
- Middle Income Housing
- Building Codes. Early Saturday Business Closings. Empty Buildings
- Group: That the hours of downtown close early
- Lack of vision and strategic planning
- Labor pool
- Funding
- Group: Energy, time, resources
- Lack of passion for Downtown
- Length of Downtown II blocks long. RR Tracks at Ave C and 3rd Street
- Aging infrastructure
- Population decline
- Group: Homelessness
- Size of downtown
- Resistance from city vs helpfulness of how we can do a project
- Conflicting vision
- Inability to incorporate our youth in our plans for downtown
- It's easy to blame it on the City or the Chamber. What's our part of the mess?
- Stakeholders not engaging the community or being willing to hear all voices
- Too close to Wichita to compete with businesses that have limited franchise allowances. Or, we haven't made the pitch that we do have a strong draw from rural areas and by adding their business we can increase the draw for all
- Absentee owners
- Group: Centralized map of downtown
- Proximity to Wichita
- Funding
- Lack of public Wi-Fi

- More public dollars for some infrastructure
- Lot of buildings being used for personal storage only
- Building codes
- A need for more private investment
- Fire, safety, and building codes
- Construction costs
- Memorial Hall being so far behind in accessibility and usefulness
- Negativity
- Lack of investors
- Absentee building owners
- Old people making decisions for future generations. Should be wide variety of voices heard...including those unwilling to live/visit here currently because it's "not for them" — YES!!!
- Wide streets
- Absentee owners
- Negative perception of Hutchinson
- Scary after dark
- City cooperation with downtown and city development
- Homeless/mentally ill
- Public perception of downtown
- Cost-prohibitive codes and regulations
- Aging buildings/structures
- Cohesive corridor of "walkable" retail or places people can occupy, as opposed to offices
- Lots of criticism and distrust...what are we doing to build community rather than division?
- We are not spending time building relationships with each other
- Property taxes
- Taxes/costs to develop
- No consequences or penalties for absentee owners of neglected properties!
- Absentee owners – Yes. The is also a priority 1 need. Address the issue of neglected buildings and/or enforce penalties of some kind!
- Building Codes/Regulations
- Code compliance
- Lack of parking on busy days
- Childcare
- Childcare! Need more options. Long wait lists
- Codes
- Employee base
- Construction costs vs market value
- United community!!
- Blighted neighborhoods with obsolete housing
- Lack of working together
- Investors
- Underserved communities don't have the resources and connections to start businesses.
- Hours of access to stores for working citizens
- Negativity/perception
- Absentee building owners
- Codes and restrictions
- When shopping for specific items, downtown stores are closed after working hours, so it is much easier to shop on Amazon.

- Annoyances
- Modern facades on historic buildings
- Homeless
- Group: “That’s now how we’ve always done it before”
- Group: people saying things like...remember when...
- Moving from talking to acting
- Ignoring our youth and their input
- No shade in the hot summer months during Third Thursdays
- Homelessness
- Lack of participation of Downtown owners
- Lack of vision or plan
- Gossip Hutch group on Facebook
- Negativity about Hutchinson
- Negative comments
- People do not see the private investment in downtown over $90,000,000 over the past 10 years
- Some merchant negative attitudes
- Negative perception of Hutchinson
- Trains can be annoying, unless we can do something that builds on the lure to many people who like trains. Reno County Museums could easily add rail-related exhibits, but this must be on a large scale and not a floor in one building
- Spreading negativity and unfavorable attitudes among groups
- Poorly planned events
- Not all voices are weighed the same
- Lack of communication
- Seating/tables are rusting
- Lack of community involvement and attendance, we have great things to do
- Lack of an action plan. Getting to the next plan
- Homes and housing areas that are never updated or cleaned up, including entire neighborhoods. Promote the Hutchinson cleanup programs with the neighborhood associations as normal rather than extra work.
- Loss of the sculpture walk
- Holly never has bierocks when I go in LOL
- Lack of investment
- Comparing ourselves poorly to peer communities
- Glass half empty attitude
- Negativity
- Things being analyzed in a “black box” not facts and circumstances
- No dog park
- Lack of vision by city officials
- An overall negative attitude by Hutchinsonians who have never been anywhere else and have no interest in being part of the solution
- Let’s see if it works
- Youth activities
- City replace corner sign fixtures
- Homeless
- Lack of parking
- Loud cars, music, and drag racing
- Un-synched traffic lights
- Not staying positive

- Not staying positive
- No teen dedicated spaces that leave them little outlets and leads to vandalism in parks
- Stores/events/restaurants don't have coordination on when to be open
- Complaints without solutions
- Trash downtown on windy days
- Smoking in downtown space
- Cohesive communication media that allow us to spread a unified message
- Negativity from seasoned retailers
- Group: access to downtown. It is a long way from anyway really. Definitely from any of our entry points into the town.
- Lack of focus on healthier living to include secondhand smoke
- Dirt in the curbing
- Ugly things in vacant windows
- Heavy truck traffic in South Main
- Lack of vision to move forward
- Parking
- Business owners that no longer have the desire to make things better
- Complaining but not helping
- 4-lane Main Street
- Dog poo on sidewalks
- Trains
- CAVE people
- People come to Hutchinson and aren't directed/guided to downtown
- Negative attitudes towards new ideas
- People who live in Wiley sitting outside smoking
- Negative attitudes

Planning and Design Charrette

Land Use

What land uses are missing from or desired in downtown? Tell us using a sticky note.

- Local Restaurants
- Public space gathering/venue
- Rooftop entertainment venues
- Tourist/Hutch-specific retail shop
- Wine/coffee bar (cheeses/bakery)
- More upper-level housing
- Use of public parks. Picnic area, good parks, long term parking lot
- Parking for Memorial Hall
- Slot car track in … Blvd.
- Designated districts
- Meeting and event space
- Community center
- Hotels, corporate rentals
- Children specific venues. Like a children's museum/activity center
- Make museum amazing
- Children's learning opportunities, camps. Step and plays
- More green space, food truck parking, entertainment district
- Food truck parking
- No bare scary walls (like memorial and museum), light up and advertise
- Restaurants
- More restaurants
- Children's museum, STEM, STEAM
- Colorful building faces, more visual art & interests
- There is no drug store downtown for miscel to walk to
- Making access to downtown walkable/bikeable for families around downtown - trail, bike lane, etc.
- Make space
- Convention center
- Event venues/rental venues
- Upper-level residential options
- Walkable child-safe, child engaging features

What land uses would you like more of downtown? Place a blue dot on this sheet corresponding to these land uses.

- Commercial — 17
- Single Family Residential — 4
- Attached Multifamily — 8
- Urban/Multifamily Residential — 16
- Parks /Green Space — 17
- Public/Institutional — 1
- Public Space/Amenity Area — 23
- Business Employment — 3
- Industrial/Flex — 0
- Mixed Use — 23

What land uses would you like more of downtown? Tell us using a sticky note.

- Hotels
- Loft living
- Hotels
- Hotels
- Historic hotels
- Gran space, entertainment
- Bar/restaurants
- Brewery's
- Hotels/lodging
- Bars & restaurants
- Family friendly activities
- Businesses employment offices to supplement commercial
- Residential — because it helps population downtown 24/7. Public & Institutional service to the public and any education
- Breweries & restaurants w/ outdoor areas that are family friendly i.e., play areas
- Hotel
- Restaurants (open on Sunday)
- Hotels
- Restaurants, bars, event space, community center, meeting space
- Restaurants
- More walkable spaces w/ less traffic going down Main St.
- Hotels
- Outdoor café areas
- Way more greenery and visual interests on Main St. and downtown
- Breweries, boutiques, restaurants, entertainment, outdoor eating
- More restaurants and breweries/social areas around downtown. More choice!
- Art center with more visualization
- Food/green spaces
- Breweries, café, restaurants
- Local upscale restaurants
- Historic boutique hotels

Are there existing land uses that are misplaced? If so, which ones? Place a red dot on the map. Tell us why using a sticky note.

- Storage needs higher, better use
- Storage on Main across from sleep shop
- Buildings used as storage on Main St.
- Building that appear empty but are being used as storage
- Midwest Iron
- Could Parking lots of parking garages be used for more than one business or purpose? With keeping business hours in mind
- Could benefit from: community garden and compost
- Storage use
- Relocate the 3 tire stores
- Salvation Army is in wrong place
- Tyson plant
- Move Midwest iron to 6
- Vacant buildings used for storage
- Catalyst 14 w lot is 3 family 3 apartments
- How often is Memorial Hall used and how much does repair and upkeep cost? Do benefits outweigh costs?
- Warehouses — double down
- Midwest iron
- Vacant building storage
- Buildings used for storage
- Public parking could be enclosed late night/early morning to prevent partying/loitering
- Single family residence on Washington between B & C area is a commercial space

- Hutch exists beyond C and Main St
- Curbs and streets don't go beyond severance Sherman. Potholes have been filled
- Elm Dale tennis courts need repair

What land uses should be preserved within downtown? Show us by placing a green dot on the map. Tell us with a sticky note.

- Ave A. Park, Chester Lewis Plaza, DCI Park, George Pyle Park
- Any residences with historical history, landmark hotel, yellow taxi company
- Landmark Hotel
- Landmark Hotel, and Memorial Hall — museum historic buildings
- Commercial residential mixed use
- DCI Park
- Greenspace
- Green Space
- Chester Lewis Park, Pyle Park, Ave A Park. Chester Lewis Park is an example of using small space to create park with planting, places to sit and artwork.
- Ave A Park, Chester Pyle Park

Where should future housing be located? Show us by placing a yellow dot on the map.

What kind of housing should be developed? Tell us with a sticky note.

- All kinds but especially single family
- Condos and Duplexes
- Multi-market housing in landmark
- Upper story landmark & second floor
- Get rid of or clean up the motels, some are vacant
- Renovate existing motels
- Apartments & Duplexes
- Multiuse Buildings
- Single Family
- Convert vacant buildings to apartment space — attract singles downtown
- More loft spaces above Main Street & Downtown locations with businesses under
- Anywhere we can
- Apartments nice but affordable, in upper levels of buildings
- Market rate
- Renovate buildings, like the landmark for hotel and/or apartments, businesses below
- Housing could be 2nd floors of shops
- Neighborhood renovations and clean up
- Any kind of housing will have to be accompanied by sufficient external recourses in order to make it happen and be affordable
- #1 landmark, #2 the old business college

What are the important landmarks, attractions, or destinations downtown? Show us by placing a blue dot on the map. Tell us using a sticky note.

- Landmark hotel & Memorial Hall
- Memorial Hall
- Courthouse
- Family Children's Theater
- Toy Depot Smiths Market
- Landmark hotel & Memorial Hall
- Memorial Hall
- Memorial Hall
- Chester I Lewis, Fox, Hoke Hotel
- Main venues – Fox Theater, Memorial Hall, Museum, enlarged green space/amphitheaters, gazebos
- Stage 9
- Landmark
- Landmark
- City Hall
- Flag, Fox, Stage 9, All the parks, city hall, destination shopping
- Apron Strings, Amelias
- Memorial Hall
- Metro Coffee
- Crow & Co.
- Convention Hall – Memorial Hall has a 'negative' connotation reflecting a memorial rather than a usable building – fix outside sidewalks – better lighting, difficult to see/read posted maps
- Salt City and Sand Hills brewery, Crow Co, Metro Coffee, Farmers Market
- Ave A. Park, Salt City Brewery, Sand Hills Brewery, Pizzacos, Boutiques
- Ave A. Park, Salt City brewery, Sand Hills Brewery, Gunbros, Farmers Market
- Fox Theater
- Th Burt Hollys
- Axe it Up Hutch and Bin Shop'n
- Smith Market, Gun Bros

Development & Redevelopment

What areas, sites or buildings downtown do you consider underutilized? Tell us using a sticky note.

- Memorial Hall
- Upper floors 2,3,4, above fox theater
- Landmark
- Carnegie Library 5th & Main St.
- Salt city, business school, landmark, older hotels, Memorial Hall
- Entire block where Daylight Donuts is at retail fronts and upstairs both sides of street
- 13.5 Main. Agree but has new owner who has done terrific job of saving building — new roof. gutted inside
- Main 2nd-1st
- SW corner, 4th & Washington office building
- Main 3rd- 4th
- 14 W. Main
- W Building

- Union Temple
- 14 N. Main
- Model NE Corner 4th & Washington
- All upper floors not being used
- Old Reno County abstract building in middle of block
- Salvation Army Property (hotel)
- Sherman & Adams — Shelton Motor
- 4th & Washington — Washington Sq building
- Avenue A Park concerts and community events
- DCI park Ave A Park/water feature
- Memorial Hall, upper stories, sidewalks
- Memorial Hall
- Ave. A Park for community events
- Upper story/floors of buildings
- Memorial Hall, Ave A. Park
- Memorial Hall, Ave A Park
- Memorial Hall

What areas of the downtown are primed and ready for development or redevelopment? Show us by placing a yellow dot on the map. Tell us why using a sticky note.

- 5th street corridor btw landmark & art center — adding housing and sidewalks
- A redevelop tire stores to use more appropriate to downtown
- Historic Carnegie Library & empty lot - @ catalyne intersection 5th & Main
- The old Sears building is prime real estate w parking next to park, courthouse empty
- Area west of the bust on Ave B
- 4th & Washington. Hotel possible?
- Add sears complex.
- Vacant lots C & Walnut. Good for public space/venue
- Taxi places & old business college get redevelopment and location
- Hotel 4th & Washington, and 4th and ½ block east on Main
- Landmark hotel
- Need to redevelop area around water — w popup retail/seating/food. Make it safer
- Both sides of street between 3rd & 4th
- 4th & Walnut rainbow bread, monster building demo
- Dollar General
- Vacant Lots
- Redevelopment should be 1st
- Building for lease next to sandhills on 2nd and Washington
- Landmark hotel, Dollar General
- Vacant Buildings and taxi buildings

Where do you consider the center or "heart" of downtown? Place a green dot on the map to show us. Tell us why using a sticky note.

- Park to park. Sherman to 2nd on Main
- Ave A Park - it's a crucial gathering place that has green space and aesthetic
- 2nd and Main
- Ave. A Park - centrally located

- The area on Main between A & B
- DCI
- Main 1st Sherman
- 2nd & Main DCI Area
- 2nd to B
- 2nd Ave to Ave B Via Main Street
- Chester Lewis Plaza
- Ave A Park
- DCI Park because its accessible visible green space
- The problem is there are pocket parks — like mini heart — spread out, not connected
- Sandhills brewery has been a great place for like-minded people to come together and share ideas
- 1st and Main is center of downtown because the Wiley Building is the anchor
- Ave A Park. Great space — prettiest area
- A & Main. … street intersection 4 lanes to accommodate traffic
- Ave A park. Green space for the community

What kind of development or redevelopment would you like to see downtown? Tell us using a sticky note.

- Hotel (Homewood Suites type)
- Hotels and lodging
- Housing
- Children's science museums or activity center
- Housing utilizing upper floor space
- Entertainment district. Area
- Hotels
- F & B
- Outdoor venue/public space
- Legit ice cream shop. DQ is downtown
- Hotels
- Outdoor entertainment venue
- Green space for study and play
- Convert rundown bar spaces into new adult hangouts, restaurants, sports bars, cigar bars, barcades, etc.
- Retail
- Hotels and upper floor housing
- STEM museums, kids museums
- Consider a series of buildings business pertaining to a certain theme. For Example: arts and entertainment, dinner cocktails, music venues
- Upper floor and infill housing
- Upper floor housing
- Placemaking
- Unique, place-themed boutique hotel
- Single family housing, duplex, apartments - South of D street to Carey Park
- Restaurants w/ outdoor seating
- A dedicated city square to establish a "heart" of the city
- Activate alleys & empty lots w/ placemaking
- Speakeasy & coffee shop
- Make Wiley building a hotel
- Hotels
- Small grocery store (next to planet fitness or old Sears building)

- Retail popup shops — entrepreneurial spaces
- Bed and breakfast small hotels
- Jeni's splendid ice cream
- Convert upper floors to apartments
- Clean up the homeless around Ave A park — more resources for them; places for them to go to
- Coffee shops, magazines, pastry/bakery
- Small business and family green space
- Hayes sight & sound (general TV/electronics store), Virginias ladies dress shop (not another trendy boutique)
- Family friendly engagement sit and play/walkable area
- Historic Hutchinson Neon sign alley
- More loft housing
- Outdoor entertainment. Coffee shop, food, retail (small business)
- Food truck park. Local owned restaurants, artist guild
- Outdoor entertainment, retail, food, small business

What attractions, entertainment opportunities, programs, and events would you like to see downtown that do not currently exist? Tell us using a sticky note.

- Creekside concerts (many summer events given good weather)
- Outdoor amphitheater
- Culture/history
- Major tourist attraction
- Family friendly activities
- Monthly/weekends music in the parks
- Indie music
- Family attraction
- Concerts, family entertainment place (like chicken n pickle)
- Wine bar w cheesecake
- Park & AA tourism/destination innovative dynamic places &/or interactive art & structures that are kid-friendly throughout downtown that keeps families coming back and active
- Wine and coffee bar with music
- More ethnic restaurants from diverse cultures in Hutchinson
- Art walk
- History walk, art walk
- Family hotel, restaurants wine bar, music entertainment
- Hutch history
- Wine/coffee bar
- Improved (and safe) outdoor seating — gathering spaces *metal ones are rusty and unsafe*
- Downtown large Christmas tree
- Outdoor concerts
- More accessible dynamic indoor play place like Oodleplay
- Music in the park series though nice weather
- Arcade/pinball place
- Outdoor patio and street dining
- Outdoor patio and dining
- Partner with churches to create a Mennonite history center
- Evening concerts
- Music to the street

- Movable seating in parks and on sidewalks
- Outdoor venue; greenspaces, movie screen, stage
- More museums, activity centers, performance venues (Comedy, poetry, music etc.)
- Ice skating, carousel wishing fountain, splash pad
- More museums, activity centers, performance venues (Comedy, poetry, music etc.)
- Ice skating, carousel wishing fountain, splash pad
- Wine bar/bourbon bar
- Children's museum, aquarium, (three more things listed... bright pink sticky)
- Get organizations like H. Res/YMCA, BGC and others to create a family friendly center downtown with play space
- Outdoor areas: movies, rotating featured artists
- Food truck alley
- Patio Bar and grill space
- Restaurants w sunny indoor room due to weather wind heat flies
- Historic Hutchinson Neon Sign Alley
- A heritage celebration like the Chili Fest and Third Thursday — sharing of cultured foods, music, little pop-up shops, and booths
- A play area that includes potential band space and café-like seating around play areas for family friendly events.
- Bring Hutch Fest back downtown
- Something similar to exploration place
- Concert, attractive green space, food trucks
- Concerts, wine bars, trendy café, nice restaurants, and green spaces.

Placemaking, Public Space & Aesthetics

Should new parks or public gathering space be developed downtown? If so, where? Show us by placing a green dot on the map. Describe your desired space using a sticky note.

- Woodie Slat after roundabout created
- Ave A Park enhancement on water way, redesign for more foot traffic/pop-up retail
- Seating green space with picnic space
- Design park for people to gather and events
- Expand use of Chester Lewis Plaza, add shade, use food truck parking
- More green space for families to have a reason to gather stay a while
- More amenities and shade at Chester I Lewis
- Just west of Salvation Army and East of Wendy's
- DCI Park redesign seating/art/water feature/ elevations/gardens
- Enhance what we currently have
- Amphitheater, entertainment venue, green space
- Pop-up park next to old Carnegie Library (AFL-CIO)
- Can Creek be deepened for kayaks?
- Dog Park
- Pocket Park by levee on barriers
- Yes — more public gathering places outdoors
- Between union temple and point-blank tattoo (5th and Main)
- Cow Creek - "boat towns" w/ history of Hutchinson
- More opportunities to use the creek
- Yes, Park across city building - amphitheater
- Yes, Ave C & Walnut - outdoor public space
- What is Memorial Hall wasn't there and we had a park connecting Ave A and George Pyle
- By public library picnic park, outdoor music venue
- South Main Dog Park
- No - I think we have enough public space, we don't want to attract loitering, living, or sleeping on street

When do you feel like you've arrived in downtown? Show us by placing a yellow dot on the map. Tell us why using a sticky note.

- Water tower
- North 7th & Main, up tracks south. Walnut/Adams
- 5th & Main
- 6th & Main
- Chester Lewis & the Fox
- George Pyle Park
- Salt City/Wool Market
- DCI Park
- First National Building
- I have arrived in downtown when I see Salt City Brewery
- Harley's – 7th and Main
- For me, downtown begins at the brewery
- 5th St.
- South Ave. A Park, North Dons Floral
- North end @ 7th, South end at B
- North 6th and Main, South Ave C Rail Tracks
- 5th
- 6th and Main, Ave C and Main
- 6th St. Heading south
- DT need to go to 11th
- 5th
- Bike shop
- 'Entrance feel' added at 4th and main when street redone in that are interesting, considering 4th avenue is no longer highway 50 going through town
- A/B & Main
- Harley's bike shop, Ave C and 11th & Main

Map for Placemaking, Public Space, and Aesthetics 1 and 2

- Expand and connect greenspace – entertainment – outdoor dining – pedestrian zones – festoon lighting
- Ave A – outside amphitheater, next to museum
- Downtown convention center/hotel at Woody Seat roundabout
- South Main to and from Carey Park is significant downtown entry point

How/where can we make downtown more beautiful? Tell us using a sticky note.

- Cover vacant window with cityscapes/beautification decals so they don't appear so abandoned
- Upgrade seating and benches, add more color in plantings, hard shade streetscapes
- More public art, more outdoor seating options
- Get rid of the homeless @ Ave. A Park
- Restoring building fronts
- Develop old bakery
- More public art, funding removal of old metal facades
- Clean it on a consistent basis
- The landmark hotel
- Woody seat
- Connectivity and courtyard/square green spaces in place of streets
- Maintain streetscapes, benches, tables, trashcans all need refurbished
- Need to connect enlarge green space and make it beautiful
- Pedestrian/retail zone w/ restaurant and eatery space
- Block off unit east of Sherman
- More green space/pocket parks
- Update store fronts with sort of a cohesive look compared to the old architecture
- Main from 3rd to 4th
- Streetscape in front of Jackson Meats
- Landmark
- More hanging planters and large pots
- Make empty buildings owners pay for window cleaning

- Provide soothing or energetic music
- Maintain all bump outs
- Ave A and Main
- Historic preservation, community gardens, outdoor sculpture, or artwork (permanent or rotating)
- Vacant buildings need to be refurbished
- More flowers, trash off of public street, hanging planters
- Neon sign Alley
- More greenery on the streets
- More color on the buildings – make it vibrant
- Many buildings need scenery updated. Planters in front of the streets, trees, murals
- Public trash cans, public art, homeless issues
- Public trash cans city cleanup (Ave A. Park) green space upkeep flower beds by intersections get rid of abandoned buildings

What would make it more enjoyable or comfortable to relax and spend time downtown? Tell us using a sticky note.

- Hard shade structures not susceptible to wind damage
- More public music, broadcast, or baskers
- Outdoor dining
- Family play spaces @ bars, breweries, and restaurants
- Outdoor eating, coffee shops, outdoor seating at restaurants, more parks in front of delis
- More, shade, grass
- Outdoor eating
- More comfortable seating, wind breaks
- Carriage rides — historic towns
- Move the homeless along
- More green spaces, planted medians
- Outdoor seating at restaurants
- Shade
- Wi-Fi
- Cleaning the creek
- Water features i.e., Fountains
- Outdoor venues/parks outdoor restaurants, special menus/drinks at certain times, shade/heat
- Shade
- Shaded seating at parks
- Outdoor dining
- Outdoor seating and entertainment
- Family play spaces w/ greenery, shade & café like seating
- Outdoor eating coffee shops, green spaces
- Filling buildings, ease up zoning
- Less anti-homeless infrastructure, care for humans, don't seek to put them "out of sight"
- Neon sign alley
- Outdoor seating for restaurants, and coffee shops, dog park
- Spread out, multiple "pocket parks"
- Outdoor cafes/restaurants. Green spaces
- E.g., Third Thursday if in town for work or activity included by 1200, waiting around or driving home then back in town for 1800 start not always desirable — start activities at 1200 or have an attractive year-round place to walk until event starts

What changes need to be made to the streetscaping, vegetation, and outdoor furniture downtown? Tell us using a sticky note.

- Hanging plants
- More trash/recycling bins downtown
- More trash receptacles, more seating that doesn't rust
- No more uncomfortable wire seating
- More safe places for people to sit and congregate
- Trash cans on corners
- Maintain plantings, trees, sculptures (add more)
- Furniture that doesn't rust
- Fix and maintain what's already there
- More greenspaces/new flag stands
- Need hanging flowers
- Outdoor furniture, more strategic wind limits effectiveness and usage
- Maintain bump outs
- Water feature
- Public garden
- More flower & public art
- Updated benches and tables
- More outdoor eating tables
- Main street center landscaping median
- Replace unsafe metal seating down Main St.
- Improve landscaping, clean existing landscaping
- Greenage. Plants. Plants
- Water fountain, flowerpots
- No fruit-bearing vegetation create sidewalk hazards, any vegetation must be pruned to keep sidewalks passable
- Shade giving native plants, perennial edible plants
- Less traffic on main — less noise, strategic wind breaks, big native planting (like Salina)
- Trash and recycling receptacles
- Clean Cow Creek
- More trashcans
- Trash cans/recycling greenspace clean & take care of existing landscape

What do you like or want more of in the aesthetics of your downtown? Tell us using a sticky note.

- Street partnering to remove trash from vegetation
- More wayfinding signage that is beautiful
- Update the 1980s wayfinding
- City help update fixtures on poles for flags and signage — new directional signage
- Murals, public art, interactive art
- We have prison labor — we should be sparkling, clean, and shiny downtown district!
- Improve on street sweeping along curbs side streets are dirty
- Music as you walk downtown main street
- Street sweeping
- Large water feature
- Shops w/ outdoor shopping and eating
- Better trash services and more outdoor seating.

- Building exteriors and windows to be neatly maintained from all view
- More places to eat and shop
- Community cleanup days
- Current Christmas wreathes not pretty or inviting ugly dull
- Building better maintained. More indoor/outdoor shops and eating. Clean up trash
- Do street sweeping
- Restorations and cleanup
- Neon sign alley
- Regular sidewalk cleaning
- More frequent pockets of seating, engagement art, greenery
- More businesses

What would make your downtown more vibrant? Tell us using a stick note.

- Better signage and greenspace corridors
- Designated event space
- Evening public events/outdoor concerts — free if possible
- Less homeless population, common speaker system w/ music/more open pedestrian areas
- More people walking on the streets
- Play spaces, entertainment district, ability to have drinks and walk around downtown
- Find space for homeless to live
- Another coffee shop like in clay works
- Outdoor dining
- Historic tours — bike, walk, scooter, or boat
- Coffee shops or places to hang out like Starbucks atmosphere
- Event space, amphitheater green space, cultural/history
- More events like Comic Con or bluegrass festival
- Outdoor dining
- More restaurants, more places for 20- to 30-year-olds
- Using vacant windows for artwork/murals
- Restaurants, breweries, bike rentals
- Outdoor music system
- More charm. Shop owners taking pride in their sidewalk spaces. Flowerpots etc.
- Downtown convention center 2nd hotel
- More color! More Art
- Outdoor/patio dining
- Concert @ Cow Creek Ave A Park
- Outdoor amphitheater and play area
- Food truck parking/district
- Children activities
- More open businesses after 5 pm
- Signage
- More murals, public art sculptures hanging baskets
- Outdoor dining, rooftop bar
- Re-imagined Memorial Hall
- Downtown…
- Neon sign alley
- More people
- Rental bikes, green spaces, food options

Is there a need for additional public performance space downtown? Tell us using a sticky note.

- Yes! If you build it, they will come
- Yes! Need amphitheater in Ave A Park
- Have enough space, just need improved
- Sidewalk performances
- Tangential to small performance. We need to better utilize on large spaces
- Revamp current spaces to better utilized
- Yes – and bring back Creekside concerts/BBQ at Ave A park
- Upgrade Chester I Park with shade
- Yes! Outdoor amphitheater
- AC Memorial Hall
- Repair and revive what already exists. Then add more
- Upgrade existing inc. Chester Lewis Plaza
- Utilize Avenue A park for more concerts
- Amphitheater
- Music, places to sit, outdoor dining spaces
- Outdoor band stand
- Rename, and enhance convention Hall (not memorial)
- Utilize the stages that we already have Ave A and DCI Park
- Yes! Maybe café like seating around band stand and green spaces
- Outdoor event space amphitheater
- Yes, outdoor event space

Transportation & Mobility

Where is it difficult to walk in downtown? Where are missing pedestrian connections? Show us by placing a blue dot on the map. Tell us why using a sticky note.

- Trip hazards on sidewalks throughout downtown
- Gravel overlay creates an uneven walking hazard when stepping off the curb
- Walking/brining connectivity from Boys and Girls Club on west 2nd street to downtown is poor
- Main St. Is not walking friendly
- Limited site @ B & Washington due to parked cars
- State Fairs Road needs shoulders
- Pavers crumbing at corners
- Pedestrian danger around wooden seat
- Over their railroad tracks
- Sidewalk needs repair on Main and side streets
- Ave A. Curbs are 12" tall
- Uneven sidewalks, unclear crossings, too much traffic, too close to street, not enough greenery and or barriers between us and cars
- Side street sidewalks are mostly all in bad condition
- The blocks east and west of Main need walkable sidewalks
- Ave. B E & W of Main
- During winter snow events — don't clear sidewalk snow into gutter making a motion or river to cross from sidewalk to vehicle. Done clear streets to sides blocking sidewalk access — plows to middle and open intersections
- Connect Ave A. Park to Memorial Hall and to George Pyle Park
- Railroad tracks and persons that use chairs as transportation
- Sidewalks in disrepair on 1st Ave by De las bldg. — several Main streets to sidewalk transfers are bad
- I love walking downtown Main Street! My only concern is the homeless. Most are very friendly, but sometimes there is a concern for personal safety
- Fruit bearing trees along sidewalks that drop tripping. Ankle turning hazards

Where is it difficult to bike in downtown? Where are missing bicycle connections? Show us by placing a yellow dot on the map. Tell us why using a sticky note.

- Limited to no bike parking
- More bike parking
- Washington "bike boulevard" needs repair with share rows and bike signs like the bike/ped Main Plan says
- Ave B Bride Road
- Unsafe street biking unlawful on sidewalk (Main)
- If we can't make Ave A a pedestrian zone, we need a pedestrian bridge connecting Memorial Hall to the future pedestrian/restaurant zone on Walnut
- Finish Washington Street bicycle Blvd.
- All of downtown is dangerous for biking. Hard to see when backing out of spaces
- It's hard to get to downtown
- Main Street itself, with angle parking makes biking hard as cars back out
- Unsafe street biking — cars backing out
- Direct biking route from north of … to downtown
- If you add biking areas, don't block streets (ex. 17th)
- Bike lanes on Main would help families come spend time downtown
- More bike parking connecting bike routes through town
- Possible bike lane next to sidewalk and inside parking stalls
- We need a bike route that is designated
- I bike south north as Washington then try to get out of downtown as quickly as possible using 1st street for sidewalk on Main as last resort. Angled parking is not conducive to seeing bikes. Adams is unsafe for bikes
- Downtown overall does not have good bike connectivity to the rest of town

What are the missing vehicular connections within or to/from downtown? Show us by placing a green dot on the map. Tell us why with a sticky note.

- The access road south of Stephens building is terrible and unclear whether it is to be used or not – but I still do not get the Hayden's salon
- A legal turn around feature south of Smiths Market but north of the tracks would be nice
- Need electric scooter rental downtown
- Public charging station
- Bike rentals
- Alley between Sherman & A…Terrible!
- Need transportation from hotel in E Hutch and the bus station, to downtown Hutch… need transportation to the airport
- Woody seat freeway
- Avenue C west of Main not Maintained.
- Renal scooters and outdoor outlets
- Rental scooters
- LSP track crossing needs repair
- City moped/bike/handicap riding cart rental, need accessible shop doors
- Bike rentals
- Rental scooters
- Avenue C between Washington and walnut
- Needs to be rebuild, natural turn to north when leaving Smiths, Renos, Hollies — prevent cross street parking/U-turns
- Electric Scooters and bike rentals

Where is traffic congested? Are there any high crash locations? Show us by placing a red dot on the map. Tell us why using a sticky note.

- Dangerous blind spots and (can't make out… green sticky)
- S&L Adams high crash location
- Ave A & Walnut
- 2nd & Walnut by Chamber offices — at least two crashes 1 month
- South railroad
- 3rd & Main has to see oncoming traffic
- Around 5th and Adams and woody seat highway
- Need more parking off Main Street. Difficult to back onto main from parking on street
- U turns on Main are dangerous
- Esp. by school — hms7 bulb outs at sidewalks place pedestrians closer to center of intersection
- Clear markings/signage that lanes merge approaching C & Main (heading N) — between both sets of tracks
- Salt City Brewery parking
- Main St. Ave A E/W bound need left turn signal
- Main St. going S at Ave. A — left lane should be turn left lane — right lane go straight to one-lane road

Where is there enough parking? Show us by placing a green dot on the map.

- Every where
- Plenty of parking
- Memorial Hall has limited parking
- Daily parking is OK, but during events not enough
- Add parking in front of old fire in middle of street. B Street.
- Enough parking except on 5th and Main
- Across from Ace Hardware
- We just need more signs for "free parking"
- Parking developed in front of old fire station
- There is a lot of parking, but it does fill quickly
- Wayfinding signage is very dated. Update attractions and parking)
- No main entrance to parking south of Salvation army thrift store
- Parking across the street needs a pedestrian cross walk in the middle of the block
- Awareness of the parking agreement between private business and city at corner lot Ave A and Walnut (HGECU)

Where is there not enough parking? Place a red dot on the map to show us.

- New area a water park
- Unit block East 2nd St. Unit block East B
- 5th & Main Salt City
- Covered and Secure Parking for loft living
- Poorly designed parking 2nd to Walnut for residential
- Need more parking at Memorial Hall
- Stop parking in Chester Lewis Plaza
- Anywhere business workers park that take away from customers
- Salt City
- Landmark
- Need Employee parking for DT
- SW Corner 5th & Main existing parking lot
- Parking is difficult, the full length of main — backing into traffic blindly is dangerous
- Need more parking by future pedestrian area
- Salt City
- Salt City, Hutch Rec
- Around fox where there are shows or symphonies
- 2nd between Washington & Adams is full on Saturday mornings and some evenings

Business Operations & Policy

What business operations issues exist within downtown? Tell us using a sticky note.

- Need for national chain (not this, no, no)
- Restaurants with later dinner hours. Cocktail bars, dessert bars w late night vibe
- Upstairs housing regulations
- Stores close early on Saturday
- Businesses need to get more craftsman from out of town
- Codes are pretty
- Purpose to go downtown then shops will be open more hours
- Homelessness
- Need to create walkability
- Restaurants, hotels, and bars that stay open
- Difficult parking, walk
- Random operating hrs. — depends on store/owner
- Open market/daily farmers marker expanded street market
- Anchor business is Wiley Bldg.
- Unfriendly business owners
- Flag hotel
- There are no places to eat on Mondays wen we have a lot of out-of-towners
- Retail storefronts used for storage
- Small grocery store
- Wages are low and don't support consumer spending
- Restaurants closed too early
- Need to keep all businesses in downtown family-friendly
- Need more hotels, maybe Wiley can be a hotel
- Promote positive messages, promote others — promote downtown

- Kitty café
- Outdated signage and branding
- Business closed third Thursday
- Hours of business not conducive to workers
- Business hours not conducive to peoples working schedules
- Businesses close during downtown events
- Farmers market is great
- Just 4 years ago I thought I would not ever say this, but for the over 60 group DVS senior center is a great value a well-attended
- Hutch has been known to be difficult for small businesses to develop. Is a deterrent to future entrepreneurs
- Businesses close on third Thursday and other events

What district operations issues exist within downtown? Tell us using a sticky note.

- Gap funding needed
- This exists. Contact step up hutch
- Unless you want grants (free public money)
- Night entertainment
- Don't use parking enough
- Organizations of events not inclusive to business owners
- Fire dept. regulation
- Lack of funding to properly redevelop
- Fire dept sprinkler regulations and costs prohibited (huge problem)
- Upper-level restaurants
- Cluster of restaurants to give people "options" for unique dining and entertainment
- Gap funding to code/life safety mitigation on old buildings
- No camping ordinances
- Trans — random timing — hookups in intersections
- Cost of sprinklers, elevators etc. in old buildings
- Lack of funding. City buys in
- Cost to meet code compliance
- Group districts together to create special interest
- No budget for advertising beyond social media
- Need full time downtown director
- Operational hours of downtown business
- Former districts are not consistent i.e., locations are very spread-out membership activity is low. Antique district
- Funding to help with regulations
- Reno county has outdated regulations, aka 30% food, sells requirements, for a liquor license
- Nightlife funding, hours of operations
- Night entertainment, house of operations
- Some districts do no marketing, do not collaborate
- Spent money to make money
- Need to think outside box to figure out resources to create housing entertainment venues, etc.

What maintenance operations issues exist within downtown? Tell us using a sticky note.

- Sidewalks need repair
- Many businesses look very dated
- U turns are a problem
- Need better collaboration between city and county gov
- Water table Is high
- Some dirty appearance and store fronts dilapidated
- Attention to cleaning streets and repairing parking stalls, and repair to parking stops that are crumbing
- Stop lights need to be in sync
- Cost of rehabbing buildings i.e., sprinkler systems in old buildings
- Broken flag houses and tiny faded banners on lights
- Streets and sidewalk maintenance
- Bike lanes, pedestrian walking, cross signs
- Keeping the streets and sidewalks clean
- All buildings need to be neat and maintained from all views
- Please clean your windows
- Alleys are horrible
- Too much pavement
- Buildings not up to code-safety issues
- Need new benches and tables
- Public bathrooms
- Lighting
- Christmas lights need updated
- Maintain bump outs
- City codes more business friendly
- Landscape bed, and trash maintenance
- We need Jim S. Back
- Storm shelters
- Where are the storm shelters?
- Lots of trash and recycling bins and have them regularly emptied
- Storm water runoff fee
- More advertising of events/activities and recognize that folks use multiple media not just FB, social media etc.
- Owners, keep outdoors clean! Paint and remove trash
- Bike lanes
- Bike lanes
- Maintain Ave C

What marketing/branding/identity issues exist within downtown? Tell us using a sticky note.

- More day and night events
- More restaurants and night life bars, breweries
- More historical preservation… need more... pride in arch. Buildings and history. Live music on the street, need more
- Need a unified message for all businesses to share
- Beautify corridors
- Consistent promotion from all — mention downtown Hutch in your Ads
- New corner sign fixtures to publicize what is happening, invest in making things look “nice”

- No unique message — actually Hutch needs a unique message that all would be under
- Events
- Advertise events that occurring
- Public parking sign
- Lack of defined district use
- Wayfinding sign updates needed
- Need to unify downtown w/a "look", maybe brick pavers in the designated downtown
- Lack of communication or sharing of ideas benefiting all on downtown Hutch lack of attendance at downtown coalition
- Signage: public parking, downtown markers
- Need a "nice" entrance to downtown that shows that our city "cares" and is welcoming
- Outdated signage? Branding for individual retailers
- 1980s way finding needs update
- Way finding across city directing people to downtown
- Need a coherent focus
- Need to draw in an "outlet row", identity space for luxury retail outlet spaces
- Not clear when to shop downtown if in its not during holiday
- Outdated branding and signage
- Vision, think big, don't let nay sayers control growth
- Too much reliance on Facebook/social media to let public know what is happening — use radio stations, Hutch Post more — use websites (not social media), hampered by lack reliable local newspaper
- Inconsistent store hours with businesses — both individually (different hours or different days) and together (no uniformity)
- Not a lot of commercial business to attract customers, need a health food/organic store downtown, spaces or known to be empty or used for storage
- Should be WAY more colorful and artistic
- Feels cliquish your only "downtown" if you're on main
- Events coherent business hours
- Events downtown organized as 1 unit
- Cost of advertising local businesses

What did we miss? Jot down any last thoughts or comments about downtown Hutchinson. Tell us on a sticky note.

- Neon sign alley
- Traffic light synchronization will soon be completed
- EV charges
- Medical Facility
- Public bathrooms/storm shelter

Proposed Concepts [Day 3]

Critical Issues Downtown

Critical Downtown issues were identified by downtown stakeholder. Please put a green dot by issues you agree with. Put a red dot by issues you disagree with. Did we miss any critical downtown issues you want the Downtown Plan to consider? Tell us with a sticky note.

1. Lack of dining, entertainment, & destination uses that cause people to come and stay downtown.
   26 green; 1 red
2. Critical need to preserve historic architecture & culture downtown.
   10 green; 4 red
3. Need for additional maintenance of downtown streets, public spaces, and sidewalks.
   12 green; 1 red
4. Railroad tracks bring physical and audible interruptions to downtown. [REMOVE]
   4.5 green; 5 red
5. Provides historical and community character
   Some building stock is aged and deteriorating, requiring rehabilitation.
   14 green
6. Vacant/underutilized properties detracting from the success and momentum of downtown.
   13 green
7. Lack of flexible/programmable spaces.
   7 green; 1 red
8. [REVISED] Need for improvements and additions to green spaces, open spaces, and public gathering spaces.
   10 green; 9 red
   Perhaps a collection of green spaces offering alternatives ex; parks, gardens,
9. Property owners leasing out properties that are not up to date, placing undue burden on tenants to make improvements.
   7.5 or 8 green
10. Businesses with limited operating hours, limiting collective activity, foot traffic, and ability to build critical mass.
    8 green; 2 red
11. Negative perceptions of downtown safety due to homelessness or lack of people and activity.
    8 green; 3 red
12. Lack of workforce for new and existing businesses.
    8 green
13. Need for multimodal safety improvements at some intersections.
    3 green
14. Need for safer pedestrian infrastructure throughout downtown and especially at railroad crossings.
    4 green; 3 red

15. Code compliance is difficult and expensive, especially related to life safety and bringing existing older buildings up to code.
    25.5 or 26 green

16. Lack of grants, incentives, gap funding, and over funding programs to make starting a business more financially feasible.
    4 green; 1 red
    Local, state, or federal

17. [REVISED] Homeless living and camping downtown.
    5 green; 7 red

18. Limited funding available for downtown advertising and promotion.
    5 green

19. Lack of a distinct, unified downtown brand.
    11 green; 1 red

20. Limited funding available to achieve the vision for downtown, only enough for main priorities like promoting private reinvestment.
    8 green

A Future Vision for Downtown Hutch

Downtown Hutch is a dynamic cultural hub home to vibrant retail, dining, entertainment, and business destinations; active indoor and outdoor spaces; downtown living, and community pride.

- 50 green; 1 red
- What about housing or living?
- Community growth

Proposed Downtown Districts

North Rail District: The entertainment, commerce, and arts district. Lively, great night life, and great venues/ destinations.

- 9 green
- The landmark district
- Railroad district

Downtown Core: The specialty shopping, heritage tourism district. Great boutiques, bookstores, coffee shops, antiques/home furnishings, and cafes.

- 11 green; 1 red
- Specialty - need replacement for Hayes Sight and Sound - Boutiques — don't need another, trendy - need basic clothing store

Civic/Business District: The home of civic life, great live/work space, office, mixed-use residential, conventions, and hotels.

- 6 green

Garage District: Adaptive reuse of industrial spaces, home to start up spaces, production space, studios, and dense residential live/work spaces.

- 6 green; 4 red
- Might rethink word "garage" negative connotation/makes some think of warehouse and garage

South Ave: Home to parks, public plaza, and festival space. Crafty, modern, quirky storefronts and new residential, artsy restaurants, and great patios.

- 11 green; 5 red
- Festival space will take up valuable parking

What Do you Think About these Districts? Do these definitions fit a future vision for each part of downtown?

- Don't like "Garage District" sounds like a place you don't want to go — dirty and dark
- "Innovation district" rather this than garage district
- All of downtown is an entertainment district
- Do not use "Main" in district name
- North district, south district
- Garage district is a terrible name
- Please be aware of not taking up too much parking from existing biz
- Extended block for greenspace is great but not be enough for extended pedestrian only space that would be family-friendly and inviting families to stay and play

Potential Development & Redevelopment Opportunities

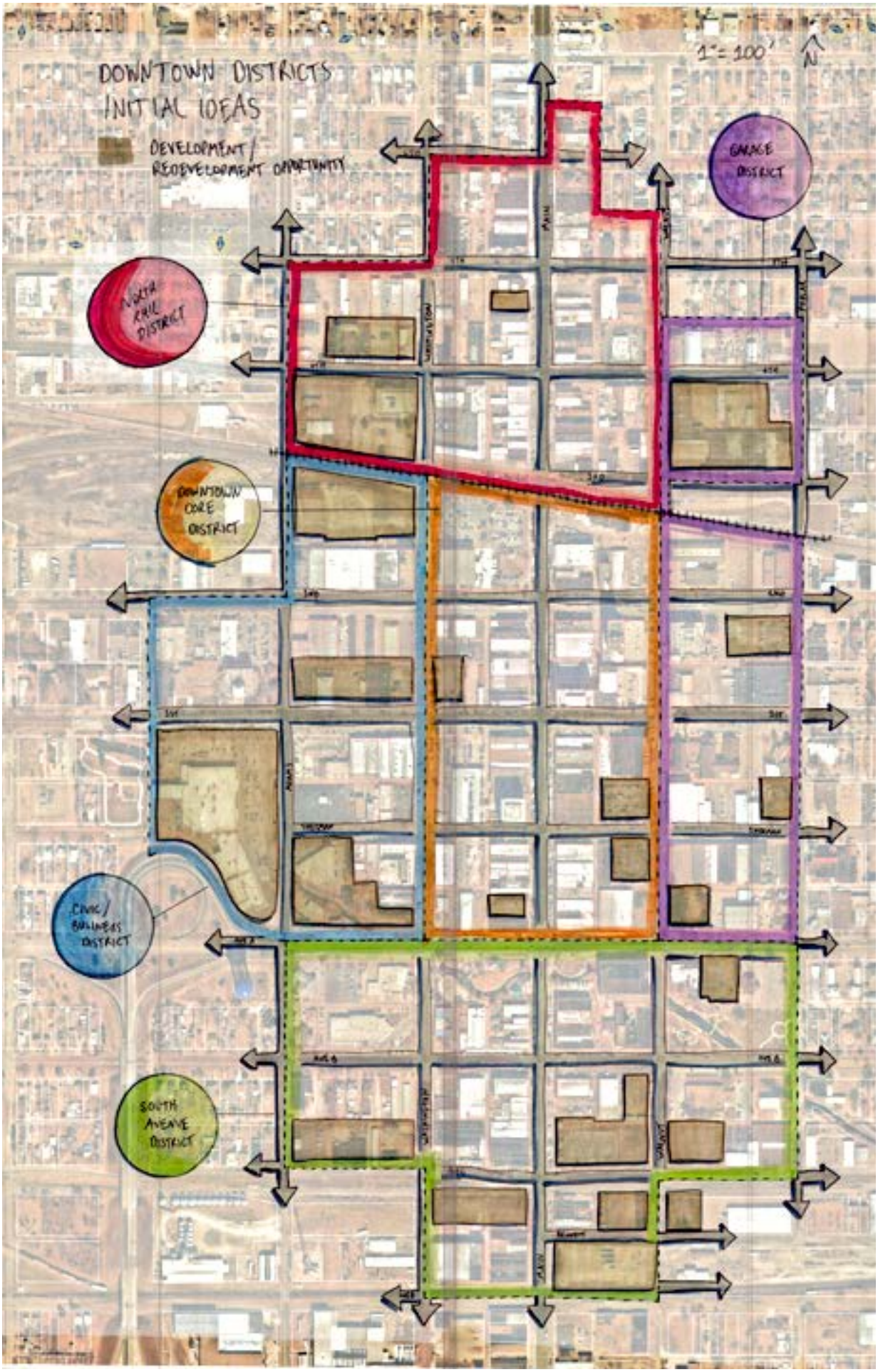
Sites in red have been identified in the market study or by downtown stakeholders as opportunities for development or redevelopment. Do you agree with these sites? What are we missing?

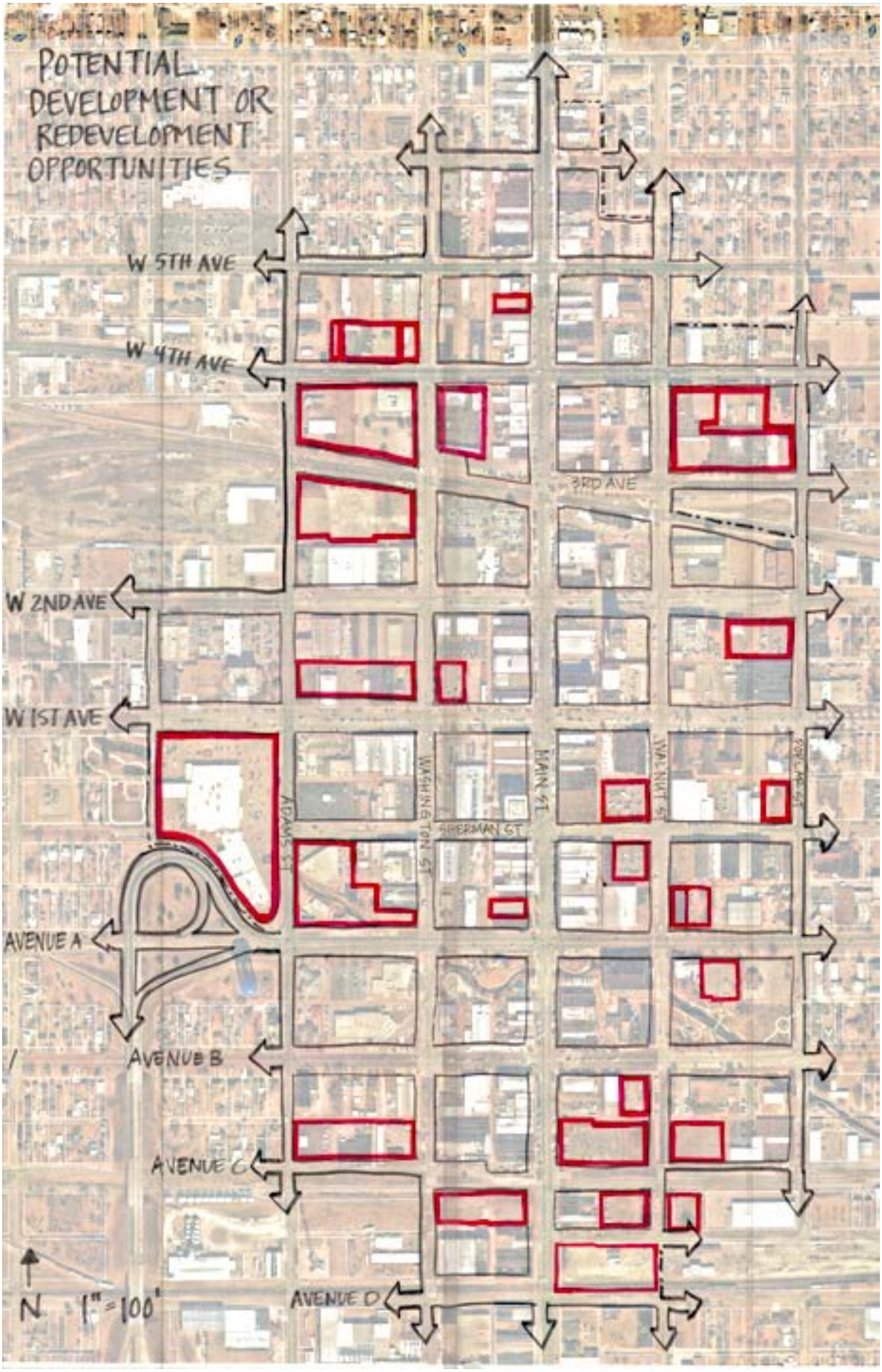
- Need a big indoor or outdoor that draws in families and doesn't require lots of walking (close to parking and destinations) near children's museum
- Outdoor activities might include:
- Park/play structure
- Carousel
- Ice skating rink
- Ice cream
- Lemonade
- Indoor activities — children's museum
- Improve the appearance of Hutchinson's (statues, etc.) for people entering from N-K61
- Area behind (north) of west 2nd between Adams and Washington (marked in red) is fenced off storage for those businesses (former Kansas gas). Current Bin Shop'n, Axe It Up Hutch, mikes and sunflower
- Will redevelop impact existing properties negatively? If so, how will it be resolved?

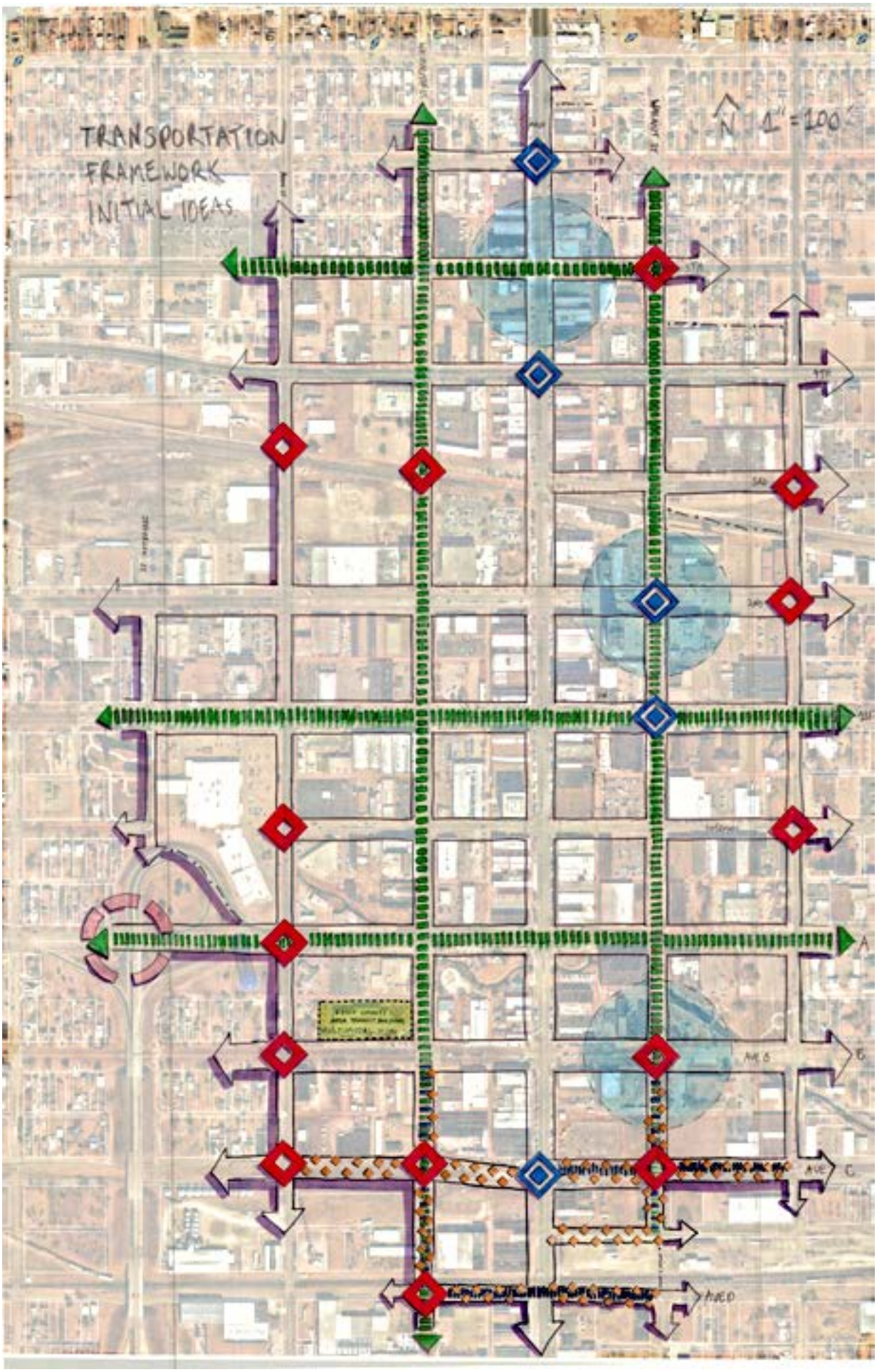
Potential Transportation Improvements

Sidewalk, pedestrian crossing, intersection safety, bike corridor and roadway enhancement opportunities were identified by stakeholders. What do you agree with? What transportation issues have we not addressed on this map? Tell us.

- 5th & Adams multiple vehicle accidents
- Ave B between Washington & Walnut is in need of repair
- Missing roadway enhancements Ave C West of Main to Washington
- 2nd & Washington can be hard to cross at times in can be hard to see bikes
- Ave A & Main is high risk for traffic accidents
- Angle parking and bikes; when backing out a car it is difficult to see oncoming cars, and a bicycle would be even more difficult.


DOWNTOWN DISTRICTS
INITIAL IDEAS
DEVELOPMENT / REDEVELOPMENT OPPORTUNITY
1" = 100'
N
GARAGE DISTRICT
NORTH RAIL DISTRICT
DOWNTOWN CORE DISTRICT
CIVIC / BUSINESS DISTRICT
SOUTH AVENUE DISTRICT


POTENTIAL DEVELOPMENT OR REDEVELOPMENT OPPORTUNITIES
W 5TH AVE
W 4TH AVE
3RD AVE
W 2ND AVE
W 1ST AVE
ADAMS ST
WASHINGTON ST
SHERMAN ST
MAIN ST
WALNUT ST
AVENUE A
AVENUE B
AVENUE C
AVENUE D
N
1" = 100'


TRANSPORTATION
FRAMEWORK
INITIAL IDEAS
N
1" = 200'



POTENTIAL SIDEWALK ADDITION



POTENTIAL PEDESTRIAN CROSSING IMPROVEMENT



POTENTIAL INTERSECTION SAFETY ENHANCEMENT



POTENTIAL BIKE EMPHASIS CORRIDOR



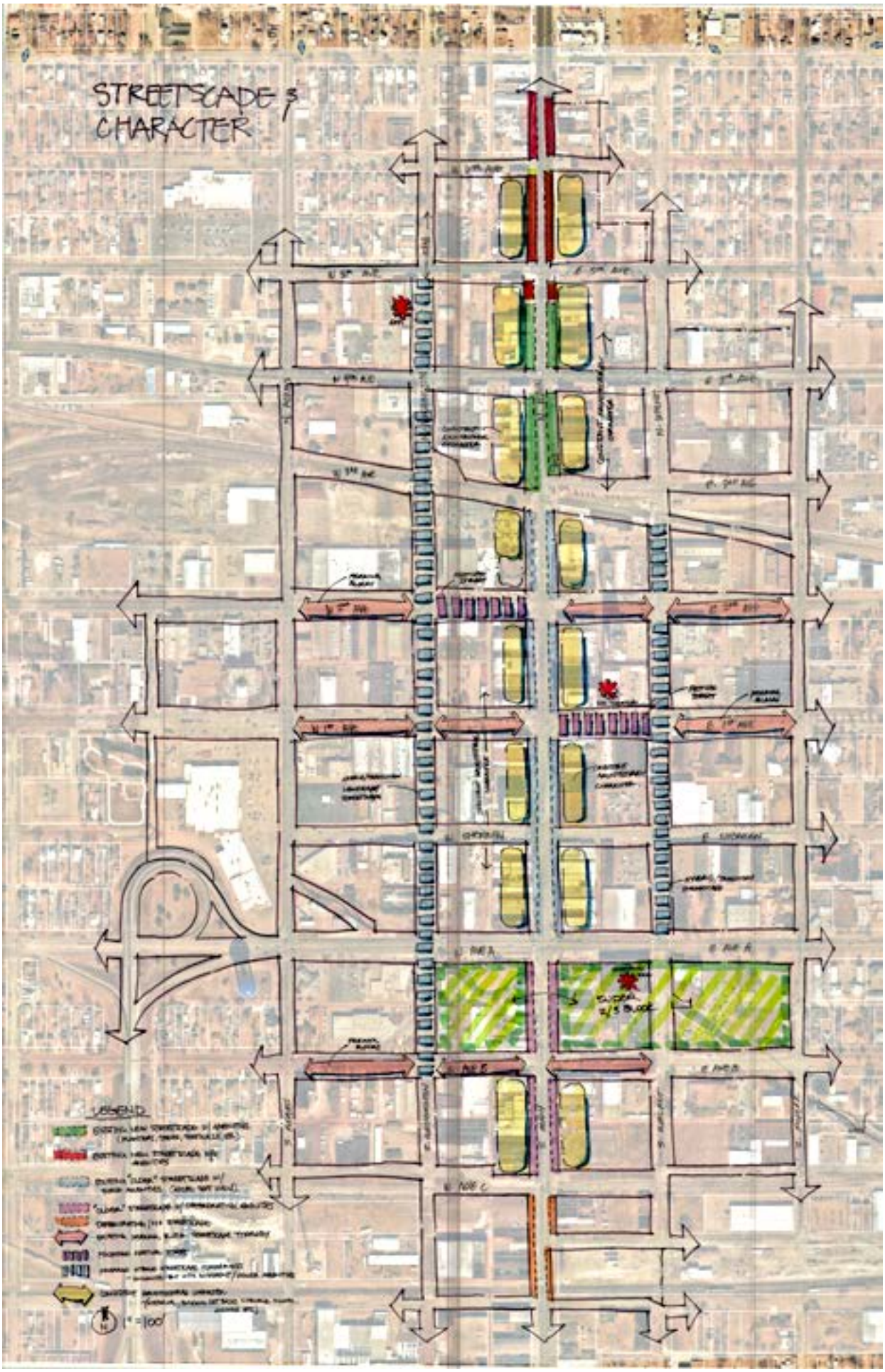
POTENTIAL ROADWAY ENHANCEMENT



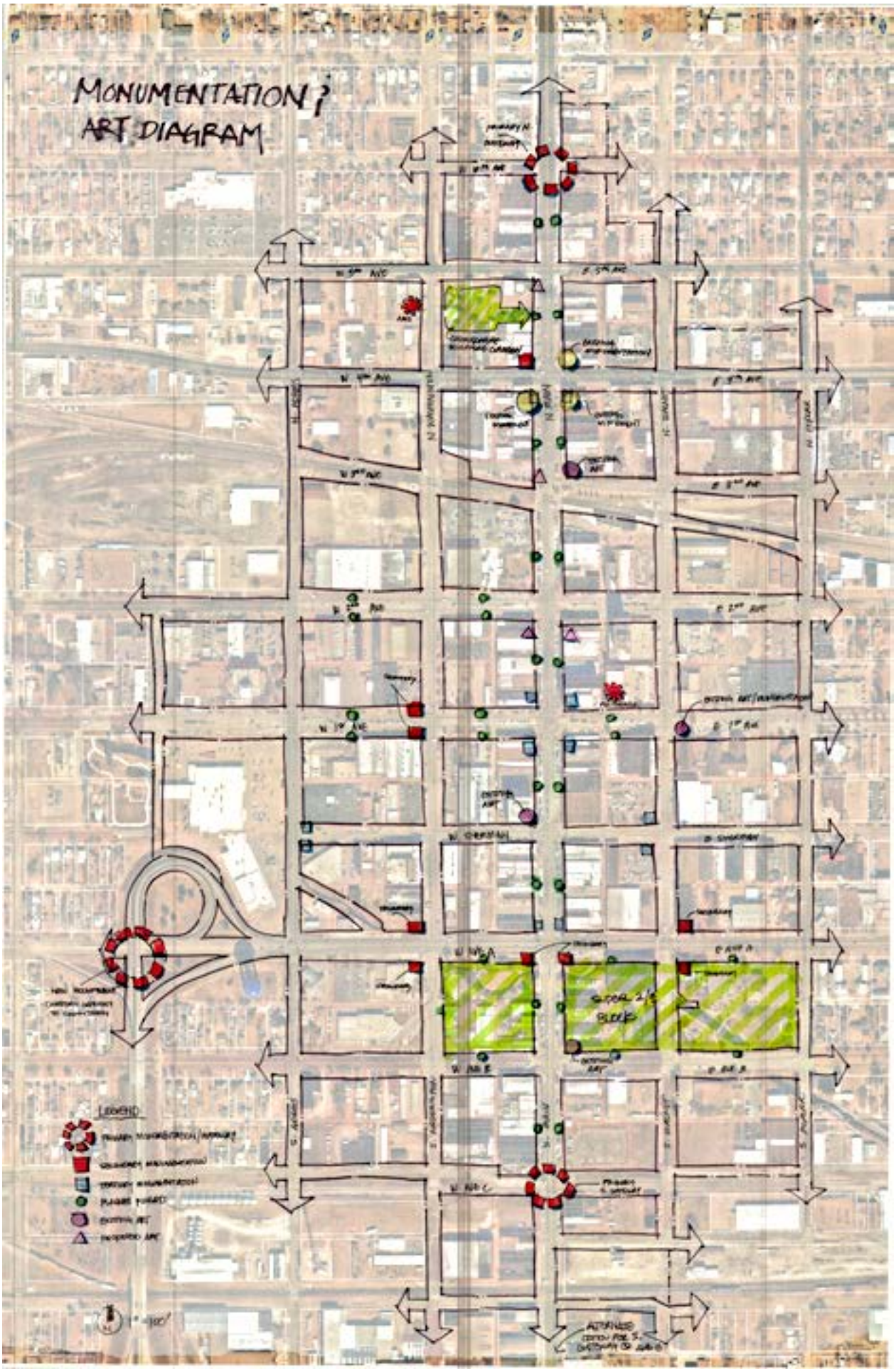
PLANNED ROUNDABOUT

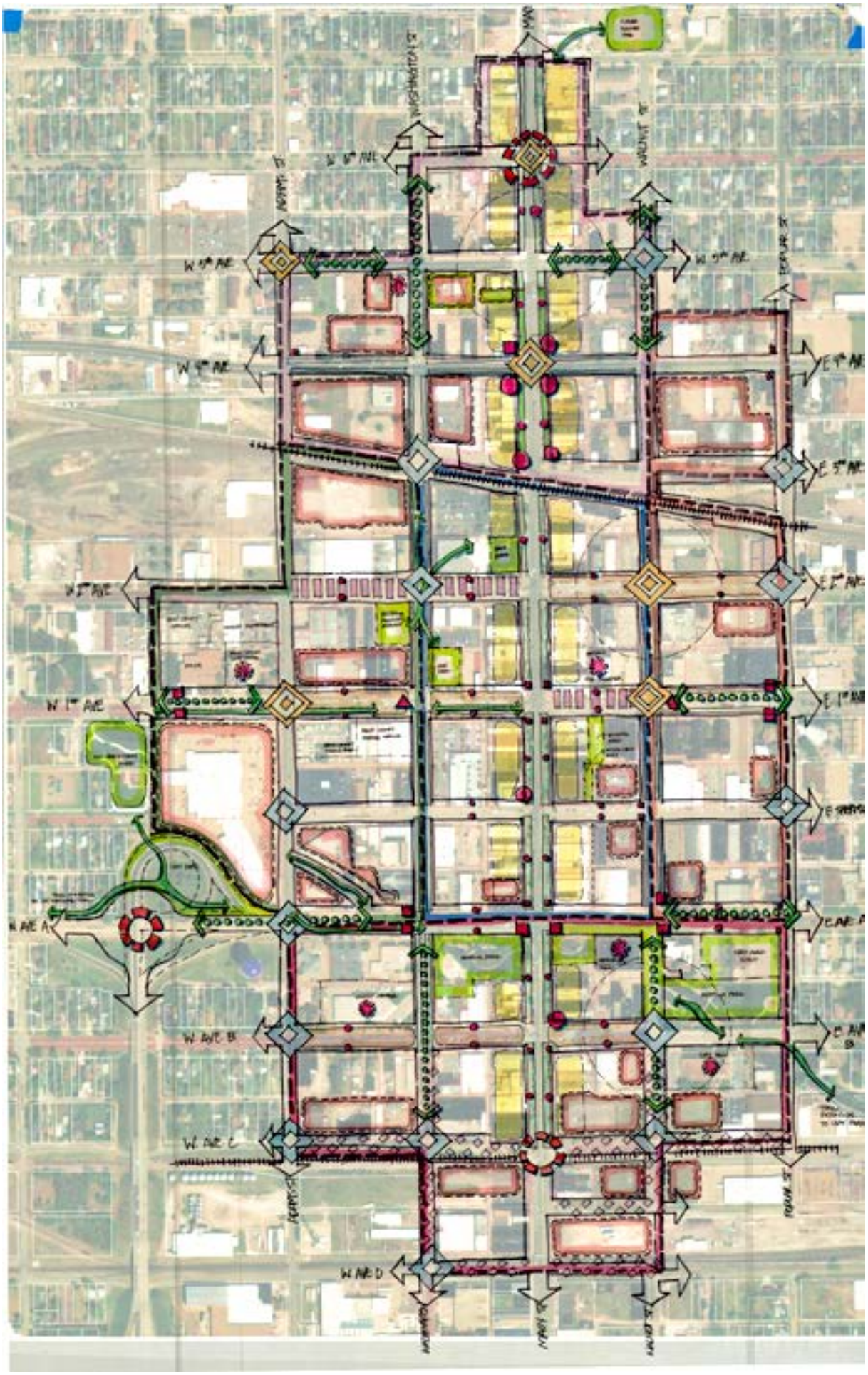


PARKING SUPPLY CONCERN


STREETSCAPE & CHARACTER
LEGEND


OPEN SPACE,
PARKS &
COMMUNITY SPACE


MONUMENTATION?
ART DIAGRAM




LEGEND
PRIMARY GATEWAYS / MONUMENTATION
SECONDARY MONUMENTATION
TERTIARY MONUMENTATION
POINTS OF INTEREST
EXISTING ART / MONUMENTATION
PROPOSED ART
PLAQUES / INLAYS
EXISTING STREETSCAPE IMPROVEMENTS WITH AMENITIES
PROPOSED PRIMARY STREETSCAPE IMPROVEMENTS W/ AMENITIES
PROPOSED SECONDARY STREETSCAPE IMPROVEMENTS
ENHANCED PEDESTRIAN STREETS
EXISTING RAILROAD
GREEN CONNECTIONS
SIDEWALK IMPROVEMENTS / NEW
PRIMARY BIKE ROUTE
POTENTIAL PEDESTRIAN CROSSING IMPROVEMENT
POTENTIAL INTERSECTION SAFETY IMPROVEMENTS
FUTURE OR EXISTING PARK
CONSISTENT ARCHITECTURAL CHARACTER
POTENTIAL FUTURE DEVELOPMENT
DOWNTOWN CORE DISTRICT
SOUTH AVENUE DISTRICT
GARAGE DISTRICT
CIVIC / BUSINESS DISTRICT
NORTH MALL DISTRICT
FESTIVAL STREETS

Virtual Public Open House

Issues & Opportunities

Land Use

- What land uses are missing from or desired in downtown? Tell us using a digital sticky note.
  With this area growing, need to look at redoing all the gas stations in town and bring in a company like QT, Casey, etc. All the Kwik Shops in town are either broke and or the inside is very disorganized. If you are bringing in more outside travel, they will need a place to get gas.
- What land uses would you like more of downtown? Tell us using a digital sticky note.
  More public art i.e., Neon Alley
- Are there existing land uses that are misplaced? If so, which ones?
  I would really like to see neon alley. By the Fox Theater could turn that area of downtown into a true gathering place for car shows, barbecues, and a nice vintage spot for art and photography.
- What land uses should be preserved within downtown?
- Where should future housing be located?
- What are the important landmarks, attractions, or destinations downtown?

Development & Redevelopment

- Using the map below, answer the following questions by placing a digital sticky note in the box.
- What areas, sites, or buildings downtown do you consider underutilized?
- What areas of the downtown are primed and ready for development or redevelopment?
- Where do you consider the center or "heart" of downtown?
- What kind of development or redevelopment would you like to see downtown?
- What attractions, entertainment opportunities, programs, and events would you like to see downtown that do not currently exist?

Placemaking, Public Space, & Aesthetics

- Should new parks or public gathering space be developed downtown? If so, where?
- When do you feel like you've arrived in downtown?
- How/Where can we make downtown more beautiful?
- What would make it more enjoyable or comfortable to relax and spend time downtown?
- What changes need to be made to the streetscaping, vegetation, and outdoor furniture downtown?
- What do you like or want more of in the aesthetics of your downtown?
- Where is it difficult to walk in downtown? Where are missing pedestrian connections?
- Where is it difficult to bike in downtown? Where are missing bicycle connections?

Transportation & Mobility

- What are the missing vehicular connections within or to/from downtown?
- Where is traffic congested? Are there any high crash locations?
- Where is there enough parking?
- Where is there not enough parking?

Business Operation & Policy

- What business operations issues exist within downtown?
- What district operations issues exist within downtown?
- What maintenance operations issues exist within downtown?
- What marketing/branding/identity issues exist within downtown?

Initial Ideas

The following pages show initial ideas generated during the Planning & Design Charrette using existing conditions data and public engagement findings to-date. During the Virtual Open House, residents were asked to share their thoughts about each idea by placing comments anywhere on the graphics.

Development & Redevelopment Opportunities

Potential development and redevelopment sites are shown on the map below. What do you think? What would you add? What would you change? Place a comment anywhere on the map to show us where and tell us why.

- Neon Alley overlooking city parking lot and forming part of a visual link that already includes the Fox and Chester Lewis pocket park.

Proposed Downtown Districts

Initial thoughts for Downtown Districts are shown on the map below. What do you think? What fits? What doesn't fit? Place a comment anywhere on the map to show us where and tell us why.

- NA

Initial thoughts for descriptions of Downtown Districts are listed below. What do you think? What fits? What doesn't fit? Place a comment on the page below to tell us what/why.

- North Main: "The entertainment, commerce, and arts district. Lively, great night life, and great venues/ destinations."
- Downtown Core: "The specialty shopping, heritage tourism district. Great boutiques, bookstores, coffee shops, antiques/home furnishings, and cafes."
- Civic/Business District: "The home of civic life, great live/workspace, office, mixed-use residential, conventions, and hotels."
- Garage District: "Adaptive reuse of industrial spaces, home to start up spaces, production space, studios, and dense residential live/workspaces."
- South Ave: "Home to parks, public plazas and festival spaces, crafty, modern, quirky storefronts, and new residential artsy restaurants, and great patios. "

Critical Downtown Issues

Initial thoughts for Critical Downtown Issues are listed below. What do you think? What fits? What doesn't fit? Place a comment anywhere on the page to show us where and tell us why.

1. Lack of dining, entertainment, and destination uses that cause people to come and stay downtown.
2. Critical to preserve the historic architecture and culture of downtown.
3. Maintenance of downtown streets, sidewalks, and public spaces.
4. Railroad tracks bring physical and audible interruptions to downtown.
5. Some building stock is aged and deteriorating, requiring rehabilitation.
6. Vacant/underutilized properties detracting from the success and momentum of downtown.
7. Lack of flexible/programmable spaces.
8. Lack of green spaces, open spaces, and public gathering space for festivals, performances, etc.
9. Property owners are leasing out properties that are not up to date, placing undue burden on the tenants to make improvements.
10. Businesses with limited operating hours, limiting collective activity, foot traffic, and ability to build critical mass.

11. Negative perceptions of downtown safety due to homelessness or lack of people and activity.
12. Lack of workforce for new and existing businesses.
13. Need for safety improvements at some intersections.
14. Need for safer pedestrian infrastructure throughout downtown and especially at railroad crossings.
15. Code compliance is difficult and expensive, especially related to life safety and bringing existing older buildings up to code.
16. Lack of grants, incentives, Gap funding, and other funding programs to make starting a business more financially feasible.
17. Lack of policy/programs to help homeless who are not from Hutchinson.
18. Limited funding available to/for downtown advertising and promotion.
19. Lack of a distinct, unified downtown brand.
20. Limited funding available to achieve the vision for downtown, only enough for main priorities like promoting private reinvestment.

Monumentation & Art

Initial thoughts for Monumentation and Art are shown in the map below. What do you think? What fits? What doesn't fit? Place a comment anywhere on the map below to show us where and why.

- NA

Open Space, Parks, and Community Space

Initial thoughts for Open Space, Parks, and Community Space are shown in the map below. What do you think? What fits? What doesn't fit? Place a comment anywhere on the map below to show us where and why.

- A neon sign alley would occupy both historic preservation and art niches in our town. One in this location would expand the visual appeal of the Fox and Chester Lewis Park. Two of Hutchinson's more iconic signs – Johnson Music and Coberly Drug – are already in storage for this opportunity, with the good possibility of more to add. Hutchinson can use more attractions to lure tourists, who tend to spend money here. Similar sites in Tulsa, Pueblo and other cities have generated tourism and favorable publicity.
- Neon Alleys serve as both historic preservation of a key period in Downtown history, and as public art. One would also be another reason for tourists to stop in our town and spend time and money. Tucson, Pueblo, and Tulsa are among the towns that already enjoy the advantage of such displays. There's even a new neon museum in Kansas City. The inclusion of a small display here would serve as a visual bridge between Fox, Chester Lewis Park, and areas to the south. Two of Hutchinson's historic signs are already in storage and waiting for this. We, as a community, tend to lose our visual character in bits and pieces. Let's preserve and enjoy this.
- A neon alley in this location would be fantastic! Local signs would be great, and a few orphaned signs from other places in KS could also be added. Other signs that could be used include vintage signs that no longer have their neon, but which still look cool and preserve history during the daytime. Pueblo, CO has an exciting neon sign alley that many locals and tourists really enjoy. They also spend money in the area for food, lodging, and entertainment. The crowd that travels for neon also travels for cool murals (also trending) so there is crossover.
- I, too, would like to see a Neon Alley here. Even as we look for new businesses to come to Hutchinson, this is a great way to remember and share our past with others. It seems to be a great attraction in other cities, so we shouldn't miss out on our own opportunity to do this.

Streetscape and Character

Initial thoughts for Streetscape and Character are shown below. What do you think? What fits? What doesn't fit? Place a comment anywhere on the map below to show us where and why.

- The neon alley idea sounds great.

Transportation Framework

(Part 1) Initial thoughts for the Downtown Transportation Framework are listed out below. What do you think? What doesn't fit? Place a comment anywhere on the map below to show us where and why.

- NA

(Part 2) Initial thoughts for the Downtown Transportation Framework are listed out below. What do you think? What fits? What doesn't fit? Place a comment anywhere on the map below to show us where and why.

- NA

Illustrative Master Plan

A first draft of an Illustrative Master Plan is shown below. What do you think? What fits? What doesn't fit? Place a comment anywhere on the map below to show us where and why.

- NA

Open House #2

Land Use and Development

Would you add or change anything about these Land Use & Development Key Issues?

- N/A

Would you add or change anything about these Land Use & Development Goals?

- Make the landlords accountable to improve and entice future customers and business.
- Special emphasis on retaining historic structures & historic nature. Minimize or better yet no demolition now I see 3:3.
- Sidewalk café's won't work in western KS.
- Offer to people an incentive package to encourage new businesses in the vacant buildings structures.
- We love the ideas #2/#5 under land/use develop development goals.
- #2 is important to be 'vibrant'. #5 is important – include flexibility w/ city cove requirements to not make re-use cost prohibitive
- Plenty of outdoor spaces
- Would you add or change anything about these Land Use & Development Strategies?
- Promote to retention, protection of nearby of nearby historic structures and areas.
- I think it is crucial that people who come to Hutchinson can comfortably stay, eat, and socialize within walking distance of a downtown hotel.

Proposed Character Districts

- 'Garage' District connotate storage, automotive, etc. area. Find a better name perhaps, Commercial/ Residential
- Build a smaller Eiffel Tower
- Please build another Eiffel tower! Thank you!
- Missing the obvious – we already have a theater/night life zone that we need to embrace and make awesome garage districts is too big
- I'm not sold on the 5 unique districts, the downtown is not that large to begin with
- Effiel tower
- Build a building that is a cat café in Hutchinson Kansas! (please)
- Make a bigger arcade that has a lot more games. (Please) (Thank you)
- #3.7 Yes! , #3.5 Yes, increase housing/affordable housing
- Building that are falling and not taken care of tear them down!
- Yes 3.5, 3.7, 3.8, housing for all economic

Does this map accurately meet the community goals for unique districts downtown? If not, what changes would you make?

- Is "garage" district a turn off? 'What are your thoughts on a better name'
- Need to include west side of main from 6th – 7th street.
- North of tracks was santa fe Districts.
- Seems a little hair-splitting. The districts are many for what size our city is.
- Do not abandon area south of Avenue D. It's been disregarded far too long. Don't continue that. This is the gateway to Carey Park – a jewel of Hutch.
- I'm concerned about overzealous razing of structures to make way….. Also concerned about abutting the nearby residences too abruptly.

- Need a more compelling name than "South Avenue" – Avenue it implies there's no identity or sense of place in comparison to other districts. 'What are your thoughts on a better name?'
- Agreed – S Avenue name could be changed its respect it's value in the beginning of city development. 'What are your thoughts on a better name?'
- This plan ignores the need for a restaurant district in between/in close proximity to the theaters. A pedestrian restaurant zone would be ideal.

Does this map accurately meet the community goals for development and redevelopment downtown? If not, what changes would you make?

- Need hotel space by convention center. We're not thinking big enough.
- Yes to #9.
- Love the Landmark.
- Downtown should a self reeding area; industry to support residents living & spending money downtown.

Transportation and Mobility

Would you add or change anything about these Transportation & Mobility Key issues?

- Biking lanes, bus stops clearly marked, more regular service connecting parts of downtown Hutch + eastern commercial districts.
- Bussing to/from ICT and Wichita would also be ideal.
- Improve bike-ability encourage people to get out of their cars and shop/stroll.

Would you add or change anything about these Transportation & Mobility Goals?

- Make sure elderly can reach destinations.
- Downtown is dark once past the fox. Safety & brightness go together.
- I made a similar comment earlier: too much reliance on cans, decrease + ever eliminate some car traffic.
- Close streets to make it more walkable and bikeable.

Would you add or change anything about these Transportation Strategies?

- South Avenue end needs parking to accommodate use of Convention Hall and The Bart
- Bicycle corridors should NOT impede traffic flow (e.g. 17th and Washington)
- If you want people would bike, studies show safety (4.4) is #1 encourage people to get out of their cars.
- Amtrack area is very dark @ 2 AM when it stops.
- 4.9 Amtrak arrives in the wee hours – is this even achievable.

Does this map accurately meet the community goal for transportation downtown? If not, what changes would you make?

- Need a pedestrian zone in between memorial hall + fox theater for casual visiting + restaurants.
- No large parking lots or garages in high-use areas.
- Agree – garages less street parking maybe all handicaped.

Character and Public Spaces

Would you add or change anything about these Character & Public Spaces Key Issues?

- I feel like there is sufficient art already. Only green spaces w/ a clear purpose as density is important to walkability. I am satisfied with the outdoor seating.
- Add more landscape (i.e. ponds?) w/flower pots downtown.
- Would you add or change anything about these Character & Public Spaces Goals?
- Add more landscape (i.e. ponds?) w/flower pots downtown.

Would you add or change anything about these Character & Public Spaces Strategies?

- Is needed through out main street from 17th to Carey Park entrance.

Does this map accurately meet the community goals for downtown character? If not, what changes would you make?

- Trash the roundabout, install a stop sign on A.
- I would leave the Reno County museum and credit union.
- Add speaker player music along sidewalks so walking is more pleasant. – McPherson hasthem
- What will happen to HGECU
- Need parking for memorial hall
- What about the museum?
- Greenspace grants for established areas like farmers market to build on that sense of community / no round about
- Think about encouraging restaurants to be on side streets facing – north or south. Main street is a wind tunnel often but I love more protected outdoor seating for dining.

Does this map accurately meet the community goals for downtown parks and community space? If not, what changes would you make?

- How to work with property owners of housing near art center to improve esthetics and multi-family setting.
- Downtown Gym/Athletic Complex/Multi-purpose facility. MAYB, Rec games, volleyball tournaments, minor-league baseball, indoor soccer, etc.
- Enhance the entry way to carey park on both sides south main and on plum street.
- Do not close main street blocking access to Smith's Market!

Does this map accurately meet the community goals for public art and monumentation downtown? If not, what changes would you make?

- Boundary @ 7th? Move gateway to 7th @ Main.
- Iris flower?
- (Trash the roundabout) at A and woodyseat parkway. A stoplight at the bottom of the off ramp it will be a lot less tax dollars spent and if it does not fix the issues it can be.
- Like gateways.
- More roundabouts please! There are brilliant.
- We do not have art on the NW corner of B + main – but we would love to have one.

Does this map accurately meet the community goals for the character and function of downtown streetscape? If not, what changes would you make?

- Add hanging flower pots.
- String lights across main street – year round.
- Desperate need of color (murals), flowers lights, trees sidewalks, etc.

Does this map accurately meet the community goals for a concentration of downtown public spaces and amenities. If not, what changes would you make?

- What happens to parking lot at RC Museum?

Programming and Operations

Would you add or change anything about these Programming & Operations Key Issues?

- How do we remove the drugy homeless that litter our downtown.
- Tuesday – Friday? Most businesses are closed, Sunday – Monday . Why??
- Disagree that #4 key issue is an issue. #5 key issue is definitely a problem.

Would you add or change anything about these Programming & Operations Goals?

- #8 homelessness comes off as cold. With "reduce the presence"
- Increase transitional housing services for underserved.
- All-day weekday use of meeting space at The Bart takes up all parking in area. Arrange for shuttle buses or build a multi-story garage.
- Its good to promote things for the younger generation.
- We do not need 4 lanes to traffic thru downtown. At least reduce to 2 & maybe have a few turn lanes. Consider turning 2-4 lanes of main to pedestrian/sidewalks. No cars.
- Need lots of lighting + paths to make it pedestrian-friendly + safe.
- Foster unity and excitement is great and gets people to meet different cultural events to draw unity. More is needed!

Would you add or change anything about these Programming & Operations Strategies?

- Provide community/support services to address homelessness…..housing needed!
- 9 – strategy 6.9 must be address / memorial hall investment would drive changes for most of what's proposed.
- Strategy 6.6, yes!!
- Strategy 6.9 – Add provide affordable transitional housing.

Memorial Hall (Preservation and Rescue Plan)

- "Memorial" Hall is underutilized. Possibly because it is a 'memorial to what'. Name change (or reverse) CONVENTION HALL.
- I agree for name change and it is under used. Once a thriving building worth keeping and being used regardless of age.

Economic Health and Vibrancy

Would you add or change anything about these Economic Health & Vibrancy Key Issues?

- Help to increase transitional service for homeless populations and recruit for workforce to address. Build/ modify housing to accommodations folks to walk – downtown – for work.
- Public space for youth in our community.
- Senior Social Center, existing building.
- What about Delos Smith^

Would you add or change anything about these Economic Health & Vibrancy Goals?

- Transitional housing + jobs for folks near home + greenspace/walking = happy space, happy people
- Lack of workforce (True)
- Would you add or change anything about these Economic Health & Vibrancy Strategies?
- Foot traffic increase by closing off certain street for activities, vendors, entertainment (i.e. Boulder pearl street)
- 6 districts seems like a lot for the size of the area – too much branding?
- Prioritize replacing lost businesses electronics (tv, etc.) retail office supplies, camera shop, ladies dress shop.
- Needed is a one stop health facility in the south end like prayer star. That's clear across town.
- I'm concerned that the Reno County museum isn't include in this plan but is designated as a future park. No plans to preserve that history?

Does this map accurately meet the community goals for economic health and vibrancy downtown? If not, what changes would you make?

- N/A

Downtown Hutch Tomorrow: Proposed Master Plan

Does this map accurately meet the overall community goals for downtown? If not, what changes would you make?

- The Neon Alley would serve as a fine art, preservation and tourism addition to our city.
- Good purpose or areas south of smith.. more do. Hos to connect to Carey Park from Ave D. --> making it more appealing.
- Like the unified brand/flag. Revitalizing old spaces to shared – community spaces. More eco-inspired/ diverse housing to renovate or remove dilapidated ones.
- Bring pedestrians in with more pedestrian zones.
- Not a good place to read this information, Poor highlighting.
- Thank you for large print signage.
- Garage District nice idea but name change, good concept. How to incentivize business investment.
- Putting a roundabout at A and Woodyseat parkway may be very dangerous to students and family's that attend the avenue A learning center. It would much less costly to install a stop light at the bottom of the off ramp onto "A".
- Overall concern of "stage taking too long"… 10 years isn't long but reality it is.

Open House Sign-In Sheet (Names Only)

- Chris Barnes
- Lauren Corey
- Ellie Dozing
- Gail Barnes
- Kail & Chad Denison
- Dick & Dianne Kovarna
- Sarah Blake
- Sheila Metzger
- Cecilia Pina
- Janice Richardson
- Lacey Stone
- Joel E. Haag
- Deven Finlay
- Abby Stockebrand
- Lauren Storm
- Josie Thompson
- Craig Williams
- Carla Stanfield
- Kevin Bohling
- Steve Dechant
- Atlas Riggs
- Margot Riggs
- Iris Riggs
- Justin Riggs
- Starla Wells
- Tucker Meyer
- Darcie Canfield-Riggs
- KT Gates
- Bill Closs
- Ron Hirst
- Emilie Harker
- Kerrie Molitor
- Penny Bettles
- Gregg Wamsley
- Howard Partinston
- Ron Sellers
- Diane and Mike Williams
- Cliff and Jan Wray
- Michael Dick
- Steven Brown
- Kathy Reffner
- Jon Richardson
- Steven and Elizabeth Garza
- Chris Eskine
- Sandra Milburn
- Megan Rucker
- Randy McCormick
- Bob Hickman
- Nick Gosnell
- Theron Shlyer
- Craig Johnson
- Richard Greever
- Denny Vick
- Commissioner – Ron Hirst
- Danny Aleman
- Sheri Harms
- Kate Field
- Steven Petermann
- Jim Graver
- Josh Davies
- Mary Gere Bridger
- Jay Brown
- Kelly Anne Lanham
- Jacob Hood
- Todd Davis
- Dean Brigman
- Rob & Jill Garrett
- Mark Buckley
- Linda Layton
- Gregg DeGarmo
- Bekah Tripp
- Dave Mullins
- Becky Mullins
- Nate Nelzen
- John Case
- Joe Ontjes
- Brian Davis
- Jim Seifnater
- Sondra Borth
- Archer Jarrett
- Sue Wray
- Gale Wall
- Stacy Goss
- Jackson Swearer
- Bob Fee
- Jason
- Aubrey Patterson
- Debra Teufel
- Christopher Shears
- Dave Sotelo
- Logan Lawson
- Kevin Rule
- Paul James
- Lisa Gleason
- Andrea Finley
- Kari Mailloux
- Clint Newon
- Derek Lytle
- Dave Kerr
- Brad Pryor
- Dawn Johnson
- Phillip Mailloux
-

Virtual Public Open House #2

Issues & Opportunities

Executive Summary – Character and Public Spaces (page 8)

- I own this lot and have plans to turn it into off street parking for my spa customers within the next two years (budget allowing). I have had calls from and talked to various people in town on two ideas. 1. Putting up interactive art on the south side of the parking lot (I assume attached to the building to the south) and a walking path that goes from main street thru my lot en route to the art museum. Here are my comments. I'm open to anything. Downtown parking is miserable at times and the more we develop it and attract it the worse this will get. I don't own the tattoo parlor so I can't give rights to the interactive art on the side of that building, but if it was in my lot somewhere and not obstructing parking I'd be open to ideas. I'm also open to the idea of a walking path (with the same stipulation) . In addition, I'm open to the idea of turning it into public parking after a certain time as long as my customers are taken care of first. I would ask for something in exchange in regards to taxes and/or water drainoff fees. I'm not sure what that looks like but I'm open to it. I am currently remodeling 411 N Main for my spa and plan to be open no later than Jan 8 (construction pending) and also own the 413 storefront. I will remodel the back half of that building late 2024 to expand the spa but currently have no plans for the front of 413 N Main. Thank you. Please reach out ot me if any of these ideas are of interest or you wish to discuss further.

Executive Summary – Character and Public Spaces (page 16)

- Land Use key issue #3/4: The City Inspection personnel & Fire Department Inspection personnel need to develop a helpful attitude and really help. The current perception is that they are dictatorial. Also need to look at the city's actual, real code requirements, not just blindly adopt an insurance companies recommendations. Until you do these things half of the downtown space (the upstairs of most buildings will NOT be renovated, and will remain vacant.

- #5. What is the current first impression of downtown from people?

Section 3 – Land Use and Development (page 52)

- Fig 3.1 is on Page 53, not 50.

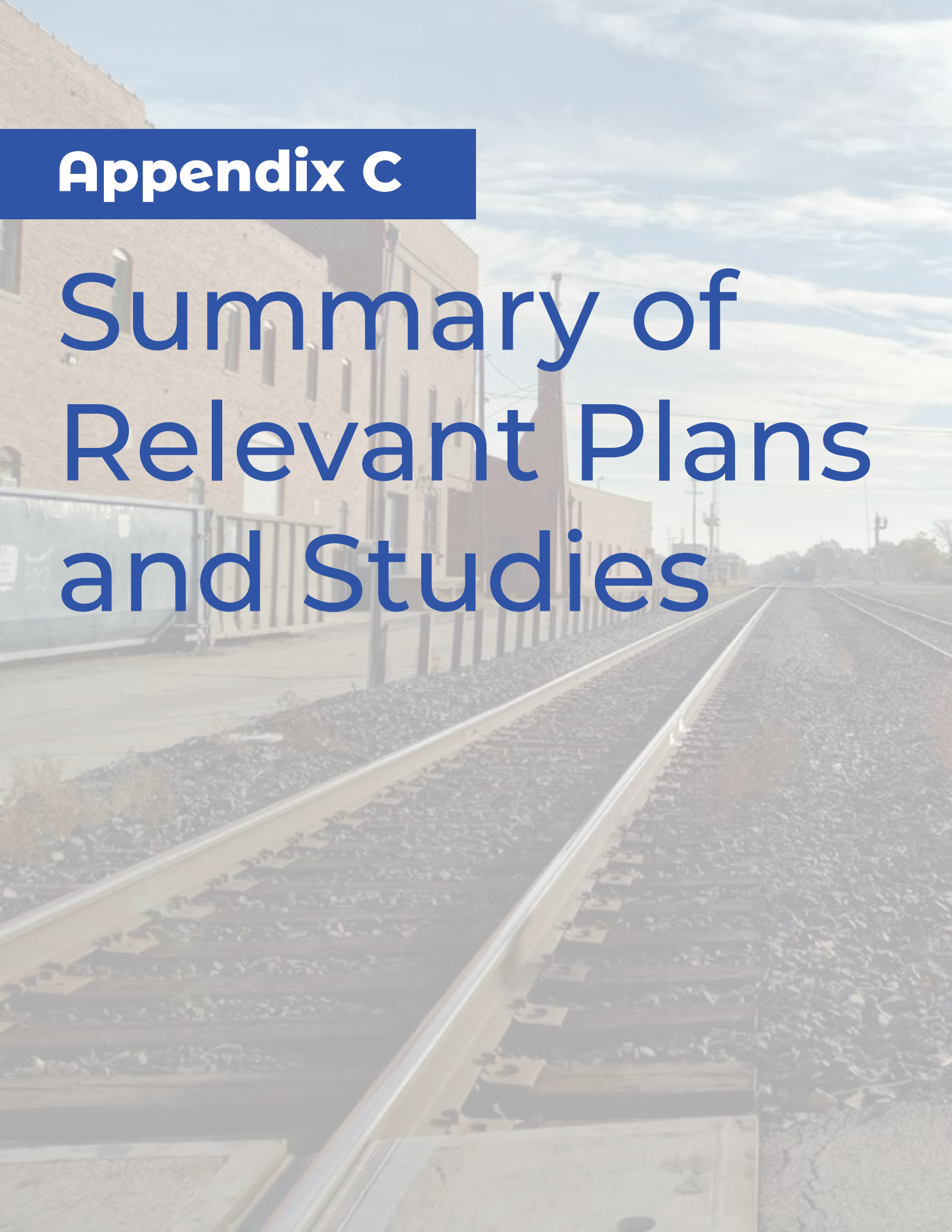
Section 3 – Land Use and Development (page 73)

- It appears the proposed plan would replace the Reno County Museum's parking lot and outdoor exhibit area. Is there a suggestion in the plan where the outdoor exhibits would be moved to?

Section 6 – Programming and Operations (page 145)

- Homeless should be referred to as unhoused in verbiage.

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Appendix C

Summary of Relevant Plans and Studies

This appendix summarizes the plans and studies that Hutchinson has already conducted. These documents have a dedicated appendix to illustrate their importance in the downtown planning process.

Downtown Hutchinson Economic Enhancement Strategy (2000)

Overview: This plan was conducted in 2000 to provide visioning and implementation strategies for a vibrant downtown. The plan conducted visioning exercises, including a vision for the year 2007, used throughout the plan. The plan then delves into growth potential and existing opportunities. The plan zooms in to the Development Framework, including defined districts within downtown, accompanied by map boundaries and definitions based on desirable use. The plan then provides a Course of Action, including elements such as Business Retention strategies, Business Recruitment strategies, Building Improvements, Streetscape Improvements, Parking, Real Estate Development, Incentives, Marketing, and Management strategies. The plan identified issues and opportunities, down to the details, and provides a vision for a successful downtown.

Relevance to this Plan: This plan provides great context for the historic visioning of downtown as well as the issues that downtown Hutchinson has faced over the years. The strategies that were identified over twenty years ago provide excellent insights into the way that downtown Hutchinson has evolved over the past couple of decades. The information included in this plan was evaluated and considered in the development of this Downtown Hutch Master Plan.

Downtown Hutchinson Assessment (2007)

Overview: This assessment of downtown Hutchinson took place in 2007 and provides insights into the composition of downtown and advice that can be leveraged into a more vibrant downtown. The assessment opens with Key Observations including thoughts on Main Street, and the Civic Anchors downtown. The plan then delves into key issues including limited food and beverage options, development hurdles, and the lack of housing market. The plan articulates recommended next steps, including self-education, façade grant programs, upper floor loft demonstration efforts, and funding. The assessment concludes by urging Hutchinson to focus their efforts to develop their downtown.

Relevance to this Assessment: This assessment provides great context into the strategies that have been developed and followed over the course of the last decade or two. Many of the issues and observations included here are still true today, providing insights into the longevity of downtown Hutchinson's specific issues. The details of this plan were evaluated and considered in the development of this Downtown Hutch Master Plan.

City of Hutchinson Bicycle and Pedestrian Master Plan (2015)

Overview: This plan is intended to provide guidance on the bicycle and pedestrian presence in Hutchinson. The study opens with an overview of the general benefits of walking and biking, including safety, public health, and community development. This section provides great context for the need to prioritize pedestrian and bicycle improvements and emphasis in city planning. The study then defines the study area, which aligns with the area inside the city limits of Hutchinson. This section provides some regional context including the mobility network connecting Hutchinson to the surrounding area. The study provides a summary of relevant laws, plans, and ordinances, which provides key insights into the political climate surrounding these topics, as well as the boundaries that must be acknowledged moving forward. The plan delves into the strategic approach to public involvement that took place ahead of the creation of this plan, including engagement techniques and findings.

The plan then delves into the Bicycle Facility Types and Pedestrian Facility Types recommended for Hutchinson. Each provides key insights into well-researched best practices for planning and pedestrian infrastructure and programming. Then, the plan delves into the existing conditions of the community to provide context for the recommendations. Finally, the plan identifies bicycle facilities opportunities and constraints, as well as pedestrian facilities opportunities and constraints, designed to advise Hutchinson on reasonable and attainable next steps. The study concludes with some detailed location-based strategies for bike and pedestrian network improvements including recommended segments and additions to the network.

Relevance to this Plan: Since downtown Hutchinson is included within this study area, and since there are bicycle and pedestrian recommendations listed for the downtown itself, this plan has direct implementations for the mobility network within downtown. This plan has been reviewed through the lens of downtown mobility and its recommendations were considered as the Downtown Hutch Master Plan was developed.

Imagine Hutch 2037 (2017)

Overview: The City's most recent Comprehensive Plan update was structured through a series of themes including frameworks, livability elements, and amenities. The Frameworks are considered foundational to the long-term survival of the city. These include Regional Setting and Historic Preservation, Downtown, Demographics, Environment, Economy, Infrastructure, and Land Use. The Livability section contains the elements of a community that make it a desirable place to live. The Livability elements include Housing and Neighborhoods, Public Safety, Sense of Place, Community Health, and Education and Youth. The plan then delves into Amenities, which are intended to add value and aesthetics to the community. Aesthetics included in this plan are Parks and Recreation, Trails, Bikeways, and Pedestrian Facilities, Community Assets, and Trees and Open Space.

Through the Frameworks, Livability themes, and Amenities themes, this plan delves into the community of Hutchinson and the components of this community. Each section has a vision, some background information, goals, performance measures, issues, and strategies for success. This plan provides guidance for the successful implementation of the vision brought forth through the planning process and is intended to guide Hutchinson into 2037.

Relevance to this Plan: Since this plan is developed for Hutchinson as a whole, it provides key insights into the community outside of downtown Hutchinson, and therefore into community and market needs within downtown. This plan also provides a Framework chapter on Downtown, which provides contextual information on the visioning that took place in 2017, and the recommended goals, performance measures, and strategies for success. This plan has been reviewed through the lens of downtown planning and its recommendations were considered as the Downtown Hutch Master Plan was developed.

Downtown Assessment (2018)

Overview: The 2018 Downtown Assessment was conducted as a block-by-clock physical assessment of Downtown Hutchinson. This plan provides an assessment of streetscape, parks, landscaping, and parking within Downtown. The plan provides key initiatives to improve downtown including merchandising strategy, special districts, prioritization of investments, and management strategy. Each of these sub-sections includes actions that can be taken to improve downtown.

Relevance to this Plan: This plan provides insights into the physical state and management of downtown within the last five years. This plan's actions and recommendations have been reviewed and were considered in the context of the development of the Downtown Hutch Master Plan.

Retail Market Assessment (2018)

Overview: This assessment was conducted in 2018 to understand the Market of Hutchinson, including its Pull Factor, Primary Trade Area, Population Density, Income, Major Employers, PTA Demand, Leakage, Projected Demand, Demographics, and Market Void. Each of these indicators are explained at a high level with supporting documentation and major findings.

Relevance to this Plan: This plan provides insights into Hutchinson's market in 2018. This information, though not specific to Downtown, contextualizes the analysis of downtown Hutchinson and the findings of this assessment were considered as the Downtown Hutch Master Plan was developed.

Target Industry Analysis (2018)

Overview: The Target Industry Analysis provides a list of recommended target industries for Hutchinson to focus on as its economy develops. The target industries are provided in this analysis along with supporting profiles with local and global trends, as well as potential for opportunity in these industries. Identified targets include advanced manufacturing, healthcare, technology-oriented services, and retail and destination tourism. Each target includes some information about the industry, why it's a fit for Hutchinson, and some selling points for the industry.

Relevance to this Plan: This assessment provides insights into Hutchinson's market strategy and contextualizes some of the recent economic growth and development since 2018. This information was reviewed and were considered in the context of the development of the Downtown Hutch Master Plan.

Healthy Community Parks and Recreation Master Plan (2019)

Overview: This plan was conducted to take a closer look at creating healthy communities in Hutchinson. Through a community engagement process and insights from local leadership, this plan was developed. The plan opens with some background and context for the planning process and parks and recreation within Hutchinson. The plan then delves into a Hutchinson Profile and Needs Assessment, providing key insights into the demographic composition of the community, findings from the public engagement process and local survey, trends in parks and recreation, and additional context. The plan then delves into the specifics of Hutchinson's parks and recreation facilities, including an inventory of existing resources and a level of service analysis.

Based on these findings, the plan delves into Key Issues facing Hutchinson's pursuit of an active and engaged community. Recommendations are then provided, aligned with an Action Plan, detailed with cost estimates and prioritization.

Relevance to this Plan: This plan, though not specific to downtown, provides great context for the needs and desires of Hutchinson as it aspires to be a more healthy and active community. This plan mentions downtown in its promotion of cultural events and tourism, its understanding of different sub-areas of town, and in its approach to working with community leaders and organizations to foster success. Parks and recreation are a critical component of a healthy downtown, and the findings of this plan were referenced in the development of this Downtown Hutch Master Plan.

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Appendix D

Economic and Market Analysis



Summary of Major Findings

Based on the findings of the Economic and Market Analysis, potential development opportunities for the Project Area are identified, including: 1) Planning Area assets and constraints impacting future revitalization potential; 2) long-term demand projections for retail, office, and residential housing; and 3) revitalization opportunities and prospective development sites. The study findings and recommendations are summarized in the test to follow.

Economic and Demographic Trends

Hutchinson is within Reno County, Kansas which is located just outside of the 4-county Wichita MSA with a population of 648,000 residents and employment of 311,700 jobs. From 2012 through 2022, Reno County's workforce declined by 2,829 workers with total employment reduced by 1,885 jobs. Due to business interruptions resulting from the COVID-19 pandemic, during 2020 the county's employment base declined by 1.1 percent with the loss of 315 jobs. Employment rebounded in 2021 with the creation of 265 jobs, only to see the loss of 861 jobs in 2022.

Leading employment sectors in Reno County include: 1) healthcare and education, 2) manufacturing, 3) retail trade, 4) professional and business services, and 5) arts, entertainment, lodging, and food service.

Through 2040, Reno County is projected to add an estimated 1,561 to 2,646 new jobs. Hutchinson is forecast to capture approximately three-quarters of Reno County's employment growth, equating to 1,170 to 1,984 new jobs.

Since 1980, Hutchinson's population has fluctuated much like that for Reno County. The city's population increased by 9.2 percent during the 1970's, declined 2.4 percent during the 1980's, and rebounded at growth rates of 3.8 percent in the 1990's and 3.2 percent during the 2000's. From 2010 to 2020 Hutchinson's population declined by 4.9 percent to 40,006. From 1980 through 2020, Hutchinson lost 278 residents. Hutchinson serves as the population center for Reno County, accounting for over two-thirds of the total population.

Prompted by forecast job growth, from 2023 to 2040, Hutchinson is forecast to support population growth of 2,2341 to 3,969 new residents. Hutchinson's projected future population growth will generate the need for additional retail goods and services, commercial and industrial space, and new residential housing units.

When compared to that of the State of Kansas, Hutchinson's household composition possesses well below average rates for both of families and married couples with children and above average householders living alone and senior households ages 65 years and over living alone. Hutchinson's household composition characteristics suggest a propensity for detached single-family housing and large population of seniors aging in place.

Compared to statewide averages, Hutchinson is an older city with a large senior population aging in place and below average children, adolescent, and family/working adult populations.

Hutchinson's population is slightly less educated than the overall Kansas population with 35.6 percent of the population attaining an Associate degree or higher compared to 43.4 percent statewide. Conversely, 38.3 percent Hutchinson residents attained a high school diploma or less compared to 34.4 percent of the statewide population.

Hutchinson's median household income of $51,229 compares to $61,084 for Kansas, with a much greater rate of households earning less than $25,000 and a much lower rate of high-income households earning $100,000 or more. Hutchinson's well below household income levels place a constraint on achievable retail sales, housing values, and residential rents.

Competitive Retail Market Trends

As the largest city in Reno County, Hutchinson serves as the principal shopping destination supporting a pull factor of 1.19, indicating it captures retail sales at a rate 19 percent above the statewide average. The inventory of retail space in Hutchinson totals 3.6 million square feet of building area. Downtown Hutchinson served as the city's original business district supporting a large retail presence. The Kansas 61 Highway and 30th Avenue corridors in north Hutchinson now serve as the city's principal retail destinations.

As of year-end 2022, the inventory of surveyed retail space in Hutchinson was operating at a vacancy rate of 1.1 percent. Since 2017, Hutchinson's retail space inventory has operated at a vacancy rate well below market equilibrium. The shortage of retail space available for occupancy is a barrier for attracting prospective businesses.

Downtown Hutchinson serves as the city's original business district centered along Main Street from 6th Street south to Avenue D. A total of 230 retail, eating and drinking, and personal and professional service businesses operate in downtown Hutchinson. Retailers account for only one-third of all downtown businesses, led by home décor and furniture, antiques, art and framing, clothing, and jewelry.

The CoStar data identified 49 retail properties in downtown Hutchinson totaling 550,619 square feet of commercial space, equating to 15.2 percent of the citywide inventory. As of year-end 2022, downtown's inventory of retail space was fully occupied and no new commercial space was under construction. Since 2016, downtown's retail space inventory has operated at a vacancy rate well below market equilibrium. Note, there are several vacant buildings on north Main Street under single ownership and not included in the CoStar building survey.

From 2011 to 2015, the downtown retail market operated at high vacancy levels, peaking at 11.8 percent to 13.5 percent in response to negative space absorption. In response to accelerated retail space demand and absence if new additions to supply, downtown's overall annualized vacancy rate ranged from 0.0 percent to 3.7 percent from 2016 through 2022.

By 2040, Hutchinson is forecast to support an approximately 370,000 square feet to 494,000 square feet of new occupied retail space.

Competitive Office Market Trends

The Hutchinson office market totals 972,903 square feet of space. Downtown and North Main Street and Missouri 61 Highway corridors serve as the prominent office districts.

After peaking at 7.1 percent in 2013, the overall office vacancy rate for the Hutchinson market followed a downward trend to a low of 1.6 percent by 2018. The overall vacancy rate remained healthy in 2019 and 2020, before spiking in 2021 to 5.7 percent. By year-end 2022 the vacancy rate improved to 4.7 percent with 13,916 square feet of net space absorbed. Despite the recent uptick in the overall vacancy rate the market remains well below market equilibrium.

Downtown Hutchinson totals 330,928 square feet of office space, equating to 34.0 percent of the citywide inventory. While several office buildings are located along Main Street, there is no significant concentration of buildings. Professional and personal service firms operating downtown include home care, insurance, accountants, lawyers, employment agencies, median and communications, nonprofit organizations, and government offices.

From 2010 through 2020, downtown's inventory of office space operated at a vacancy rate well below market equilibrium at year-end rates ranging from 0.0 percent to 4.4 percent. In response to negative space absorption the past three years, by year-end 2022 downtown's vacancy rate rose to 11.5 percent.

From 2023 through 2040, the City of Hutchinson is forecast to support the net absorption of 85,000 to 139,000 square feet of office space.

Competitive Hotel Market Trends

Hutchinson is located within the 16-county South-Central Kansas region which is anchored by Sedgwick County which includes the Wichita MSA. During 2019, visitor spending in the South-Central region totaled nearly $2.225 billion, equating to 30.4 percent of the statewide total. Visitor spending by county was led by Sedgwick County at $1.662 billion. Reno County, which includes Hutchinson, was the second largest tourism market with visitor spending of $117.7 million. From 2015 through 2019, visitor spending in Reno County remained constant at about $117 million annually.

Eleven hotel properties operate in Hutchinson totaling 678 guest rooms. Four hotels operate in downtown Hutchinson totaling 199 guest rooms with seven hotels totaling 479 guest rooms located along the Missouri 61 Highway corridor in north Hutchinson. The lodging inventory includes six economy hotels with 307 rooms and five limited-service hotels totaling 371 rooms. All the downtown hotels are economy properties built from 1963 and 1977 with no major chain affiliation.

Hotel operating data from 2015 through 2022 for Hutchinson's eleven hotel properties and downtown's four properties as published Smith Travel Research is summarized in the table below. From 2015 to 2019, the eleven hotels in Hutchinson operated at annual occupancy rates ranging from 49.9 percent to 55.2 percent, garnering an improving ADR from $77.52 in 2015 to $80.64 by 2019. The COVID-19 pandemic resulting in a sharp decline in room demand, occupancy, lodging revenue, and ADR. During the past two years the market performance has improved and now exceeds pre-pandemic levels.

The four economy hotels totaling 199 guest rooms operating in the Planning Area have experienced similar performance trends as the overall Hutchinson lodging market. The deviations include lower occupancy levels and ADR. During 2019, the negative impact of the pandemic pushed market indicators down, marked by an 18.3 percent decline in room demand, a 36.1 percent occupancy rate, and an ADR of just $58.74. During 2020 and 2022, market conditions have improved and now exceed pre-pandemic levels in lodging revenue and ADR.

Hutchinson supports a small and narrow hotel market. Existing hotels are economy and limited-service properties with no all-suite, full-serve, extended-stay, or conference/convention hotel properties currently operating in Hutchinson. The downtown market consists of older economy hotel properties that are not suitable for fostering a strong visitor market. The existing hotels support occupancy levels and ADR rates well below the overall Hutchinson market. Completion of the historic Hoke building conversion to a 23-room boutique hotel will add a new lodging product to the downtown Hutchinson hotel market that is positioned to foster heritage tourism.

Where the Planning Area currently falls short in supporting near-term new hotel construction is the lack of support amenities such as restaurants, entertainment, and retail. Additional downtown amenities and lodging demand generators (i.e., athletic facility, museum, etc.) are required before construction of a new hotel is viable.

Competitive Housing Market Trends

By year-end 2022 Hutchinson had 27 large-scale apartment properties totaling 1,154 dwelling units. Since 2018, the apartment properties have operated at a health vacancy rate below market equilibrium. At year-end 2018, just 66 vacant apartments were available for lease yielding a vacancy rate of 5.9 percent. By year-end 2022, the overall vacancy rate stood at just 4.1 percent. The limited inventory of vacant apartments available for immediate occupancy places a constraint on households seeking to move to Hutchinson or existing residents seeking another apartment.

The Planning Area has ten apartment properties totaling 314 dwelling units. Five apartment properties totaling 135 dwelling units are market-rate with five income-based properties totaling 179 dwelling units.

Since 2010, two apartment properties have been built in the Planning Area, including the 3-unit Catalyst Lofts in 2016 and 29-unit The Link in 2019.

The surveyed market-rate apartment properties are operating at a cumulative vacancy rate of 1.5 percent. Monthly rents are $408 for studios, $298 to $500 for 1-bedrooms, and $404 to $615 for 2-bedrooms.

The surveyed income-based apartment properties are currently fully leased. The strong tenant demand for affordable housing stems from the fact that 22.9 percent of Hutchinson households earn less than $25,000 annually. Monthly rents range from $340 to $445 for 1-bedrooms and $425 to $525 for 2-bedrooms. For those properties receiving Low-Income Housing Tax Credit financing, the rent is equivalent to 30 percent of the tenant's income.

The existing market-rate and income-based rental apartments in the Planning Area are operating at or near full occupancy, suggesting strong market need and the potential to support additional market-rate and income-based rental units.

Through population growth and achieving a balanced housing market, new housing need from 2023 through 2040 in Hutchinson is estimated at 1,030 to 1,750 dwelling units. The housing demand is estimated to be segmented 65 percent owner-occupied and 35 percent renter occupied.

Downtown Hutchinson Benefits and Constraints

Through stakeholder interviews and other primary research, assets and constraints in the future revitalization of the Planning Area were identified and summarized in the text below.

Assets

- The presence of two nationally designated historic districts and a large stock of historic buildings is a major asset from which to establish a unique identity for downtown;
- The availability of historic tax credits can provide funding for the renovation of eligible properties located within the two historic districts;
- The presence of the Downtown Core North and South Historic Districts provides the potential to foster heritage tourism;
- The Fox Theatre, Flag Theatre, Hutchinson Art Center, Antique District, and Smith's Market are principal anchors and draw visitors downtown;
- Availability of many potential redevelopment sites capable of accommodating a variety of land uses;
- The potential to convert upper floor space in existing buildings to office or residential use;
- Potential to activate alleyways;
- The current conversion of the historic Hoke Building into a 23-room boutique hotel will improve the potential to support heritage tourism and compliment the Fox Theatre;
- High traffic counts on Main Street afford businesses excellent visibility and exposure;
- Vacant Landmark building has potential for adaptive re-use with potential uses including ground floor commercial space with apartments and/or hotel in upper floors;
- Memorial Hall has the potential to be transformed into a year-round event center;
- The special events draw people to downtown;
- George W. Pyle Park, Avenue A Park, and DCI Park;
- Downtown is walkable; and
- Plenty of parking is available downtown.

Constraints

- Downtown currently supports limited pedestrian activity;
- Lack of outdoor public space with active/passive amenities and ability to host concerts, festivals, and cultural events;
- Underutilization of second floor space in Main Street buildings;
- Modest inventory of downtown housing;
- Many of the vacant commercial buildings are under single ownership;
- Absence of a fine dining restaurant to compliment art and theatre events;
- Absence of a quality hotel;
- Lack of a large-scale meeting and conference space;
- No dedicated food truck parking/setup area;
- Lack of family-friendly attractions;
- Even with the historic tax credits the cost to renovate historic buildings is high, particularly for buildings that have not been well maintained and have ADA access restrictions.
- Many businesses operate limited hours and with few eating and drinking places downtown supports very little evening activity;

- Given the current level of business activity in downtown Hutchinson the existing inventory of parking spaces appears to be sufficient. However, as redevelopment takes place and business activity escalates the availability of parking could become an increasing issue.
- Many residents, particularly from north Hutchinson, don't patronize downtown businesses; and
- Main Street was once a highway supporting extension right-of-way which adversely affects the character of downtown. Also, it is difficult to effectively close the street for events.

Forecast Commercial and Residential Demand

Commercial space and residential housing unit demand was forecast for Hutchinson, Kansas from 2023 through the year 2040. Market forces driving future demand for commercial space and housing include the growth in employment, population, and income along with trends in average space per employee, household size, and household composition.

By 2040, the City of Hutchinson's population is forecast to increase by 2,341 to 3,696 residents. This increase in population is forecast to generate additional retail sales capable of supporting approximately 370,000 to 494,000 square feet of occupied retail space through 2040.

Office-related job growth through 2040 in Hutchinson is projected to support the absorption of approximately 85,000 to 139,000 square feet of both owner-occupied and speculative office space.

Through 2040, new housing demand in Hutchinson is forecast at 1,030 to 1,750 new occupied dwelling units. Owner-occupied housing demand is estimated at 670 to 1,140 dwelling units with renter-occupied demand estimated at 360 to 610 dwelling units.

FORECAST RETAIL, OFFICE, AND RESIDENTIAL DEMAND CITY OF HUTCHINSON; 2023 TO 2040

	Growth 2023-2040		Net Gain	
	Population	Jobs	Low	High
Retail	2,341 - 3,969		370,000 SF	494,000 SF
Office		280 - 530	85,000 SF	139,000 SF
Housing	2,341 - 3,969		1,030 Units	1,750 Units
Owner-Occupied			670 Units	1,140 Units
Renter-Occupied			360 Units	610 Units

Redevelopment Opportunities

The principal goal in revitalization of the Planning Area is to improve its economic activity by creating a vibrant mixed-use urban environment that leverages off its status as a national historic district, stock of historic buildings, and presence of such attractions as the Fox Theatre, Flag Theatre, Hutchinson Art Center, Antique District, and Smith's Market. This section of the study provides building and land use opportunities for revitalization of the Planning Area.

The two districts designated on the National Register of Historic Places provide the Planning Area with two principal advantages in supporting future revitalization efforts. First, the designation brings with it a sense of stature and recognition and can be used as a selling point for economic development and heritage tourism. Second, the tax advantages for property owners who reinvest in their buildings provided by the national and state historic tax credits.

The two designated historic districts provide the opportunity to foster heritage tourism and lodging demand. A boutique hotel operating in a historic building is best suited to attract heritage tourists. The historic Hoke building at 25 East First Avenue is currently being converted into a 23-room hotel and will be a key asset in promoting heritage tourism. Investment in Memorial Hall's infrastructure could create a unique year-round meeting space to assist in generating demand for a larger, branded hotel.

For historic preservation and general revitalization efforts to succeed three ingredients are required. First, commitment by local leadership is a must that includes elected officials, business and property owners, developers, social organizations, and residents. The larger and more diverse the stakeholder group, the better chance for success. Second, a feasible and sustainable strategy must be defined and implemented. Third, successful revitalization is a long process so the effort must be able to sustain support within the community.

Additional attractions in the Planning Area are necessary to generate increased visitation and economic activity. An initial objective of the revitalization of the Planning Area is to attract more visitors that improves the prospects of supporting increased sales for existing businesses and improve the climate for attracting new businesses and residents. Examples of additional attractions include a family entertainment center, sports facility, conference center, museum, movie theater, and restaurant and sports venue such as Chicken N Pickle.

The Planning Area is centered along Main Street extending from Avenue D north to roughly 6th Avenue, a length of ten city blocks. Given the length and size of the Planning Area, improving walkability will be important in promoting business retention and expansion. This can be accomplished in two ways, including establishing individual districts of economic activity and improving pedestrian movement in and adjacent to these districts.

The section of Main Street from 3rd Street to Avenue C is the heart of the Planning Area's retail core and includes the Antique District, Wiley District, and Smith's Market. New commercial development on the east side of Main Street between Avenues B and C would help expand and strengthen these districts.

Like the Antique District, a cluster and eating and drinking places would also serve as an attraction and increase visitation and economic activity in the Planning Area. The section of Main Street between 4th and 6th Avenues has the potential to evolve into an entertainment district given the presence of vacant buildings, Salt City Brewery and the owner's plan for a speakeasy in a nearby vacant building, and Hutchinson Art Center. Adaptive re-use of the vacant Landmark building at Main Street and 5th Avenue with a ground floor restaurant and hotel and/or apartments on the upper floors would heighten the image of this section of Main Street.

Planned events are a major source for attracting large crowds, so creating event space is important to establishing a downtown as a community activity and event center. Several east-west streets in the Planning Area possess considerable right-of-way that could be utilized to widen sidewalks that support outdoor dining and increased

pedestrian activity. Examples include 1st Avenue, 2nd Avenue, and Avenue B. The width of these streets along with improved sidewalks, streetscape, and lighting would create a gathering place of sufficient size by closing the street to program a wide variety of events and activities.

Additional housing is supportable in the Planning Area, though an improved urban environment in needed to improve livability. Portions of Main Street consisting of historical buildings that maybe suitable for conversion of upper floors for residential use include: 1) between 3rd and 5th Avenues and 2) between 1st and 2nd Avenues. Buildings that may possess the potential to support adaptive re-use with residential include: 1) 5-story Landmark building at the northwest corner of 5th Avenue and Main Street; 2) 2-story warehouse at 100 East Avenue A, and 3) Sunflower Electric building at 100 West 2nd Avenue.

In addition to the future occupancy of vacant downtown buildings with retail, office, hotel, and residential uses, prospective development sites have been identified, focusing on surface parking lots, under-utilized properties, and noncontributing structures. These properties would be developed in phases over a long-term time horizon. The most suitable future development sites within the Planning Area are outlined below, providing a description of the current land use and potential redevelopment uses.

1. Vacant land south of the southwest corner of Main Street and 5th Avenue
    - Infill site on Main Street suitable for 2-story mixed-use building consistent with neighboring Main buildings housing ground floor commercial space and residential/office on upper floor
2. South side of 4th Avenue between Washington and Adams Streets
    - 2 story office building and surface parking lot, Pizza Hut, Rice's Exhaust Service
    - Potential development site for a large-scale apartment building
3. Vacant land between Washington and Adams Street, north of 2nd Avenue
    - Potential development site for apartments or townhomes
4. Northeast corner of Walnut Street and 3rd Avenue
    - One-story brick building (former bakery??)
    - Expand the redevelopment site to include the entire city block
    - Potential entertainment/music venue or medium to high density residential
5. Southwest corner of Poplar Street and 2nd Avenue
    - Surface parking lot and 1-story commercial building
    - Potential apartment site or mixed-use with commercial space on the ground floor with apartments above
6. North side of 1st Avenue between Washington and Adams Streets
    - Three, 1-story commercial buildings, surface parking lot, and vacant lot
    - Potential to create a professional office corridor including co-workspace / incubator space
7. Southwest corner of Adams Street and 1st Avenue
    - Former Sears store now occupied by SDI/Mid America Point of Sale and Dollar General

8. Northeast corner of Avenue A and Adams Street

    - Cooper Tire Service, convenience store, 1-story industrial building, and vacant land
    - Potential for mixed-use employment and residential or as a convention hotel
    - Potential convention center site with an adjacent hotel or employment site

9. Surface parking lot at the northwest corner of Walnut and Sherman Streets

    - Increased density – mixed-use with commercial and residential or a hotel that would tie into the improved alleyway leading to 1st Avenue.

10. Surface parking lot at the southwest corner of Walnut and Sherman Streets

    - Increased density – mixed-use with commercial and residential

11. Vacant land at the northwest corner of Poplar and Sherman Streets

    - Potential site for medium density residential or 1-story commercial building

12. East of the northeast corner of Walnut Street and Avenue A

    - Single-family home
    - Expand site to include the two-story industrial building at the immediate corner
    - Combined site for adaptive re-use of the industrial building and the house razed to accommodate on-site parking.

13. East of the southeast corner of Walnut Street and Avenue A

    - Surface parking lot and expanded to include adjacent HGE Credit Union branch
    - Potential use as medium density residential or single-tenant office building

14. Surface parking lot north of northwest corner of Main Street and Avenue A

    - Infill site on Main Street suitable for 2-story mixed-use building consistent with neighboring Main buildings housing ground floor commercial space and residential/office on upper floor.

15. North side of Avenue C between Washington and Adams Streets

    - Metal building, industrial building, small building, and vacant land
    - Potential use as medium-density residential

16. Vacant land on the south side of Avenue C between Main and Washington Streets

    - Main Street frontage offers the potential for mixed-use development with ground floor commercial and residential or office in the upper floors.

17. Surface parking lot at the southwest corner of Avenue B and Walnut Street

    - Given designation of Avenue B as a “Festival Street” potential restaurant site or mixed-use commercial/residential building

18. Surface parking lot and vacant land on north side of Avenue C between Main and Walnut Streets

    - Main Street frontage offers the potential for mixed-use development with ground floor commercial and residential or office in the upper floors.

19. Vacant land at the northeast corner of Avenue C and Walnut Street

    - Potential site for medium to high-density residential development

20. Southeast corner of Avenue C and Walnut Street

    - Vacant land and 1-story industrial building occupied by Central Electric Motor Specialties
    - Potential site for medium to high-density residential development

21. Vacant land at the southwest corner of Avenue C and Walnut Street

    - Potential site for medium to high-density residential development

22. Vacant land on the north side of Avenue D between Main and Walnut Streets

    - Main Street frontage offers the potential for mixed-use development with ground floor commercial and residential or office in the upper floors.

23. Surface parking lot at the northeast corner of 1st Avenue and Washington Street

    - Offers the potential for mixed-use development with ground floor commercial and residential or office in the upper floors.

24. North side of 4th Avenue from Washington Street west to almost Adams Street

    - Existing uses include the Hutchinson Inn and two, 1-story commercial buildings.
    - Potential development site for medium or high-density residential

Notes:

- Redevelopment sites #2, #3 and # 24 collectively could create a residential neighborhood within the North Main District offering a variety of housing options.
- Redevelopment sites #17 to #22 collectively could create a unique residential neighborhood in the South Avenue District offering a variety of housing options.

Full Report: Economic and Market Analysis

Downtown Planning Area Defined

The City of Hutchinson is in south-central Kansas and serves as the Reno County seat. Downtown Hutchinson is located within the southwest quadrant of the city and centered along Main Street. The downtown boundaries roughly include 6th Avenue to the north, Avenue D to the south, Poplar Street to the east, and Adams Street on the west (see page 4). City of Hutchinson, Reno County, and State of Kansas demographic characteristics are summarized in the table on page 5.

Compared to the State of Kansas, Hutchinson is less of a tradition family community with family households accounting for 61.2 percent of all households and married couples representing just 44.3 percent. Given the lower percentage of married couples with children, Hutchinson's adolescent and young adult populations are smaller than the statewide averages. Hutchinson maintains a larger rate of senior population and population living alone. Hutchinson's population is less educated with 22.4 percent of all residents ages 25+ attaining a bachelor's degree of better, compared to 34.3 percent for Kansas. Because of the below average educational attainment Hutchinson's median household income lags the statewide level by 16.1 percent, with 22.9 percent of households earning less than $25,000 annually and just 21.1 percent of households earning $100,000 or more annually.

The Planning Area is centered along Main Street extending roughly from Avenue D north to roughly 6th Avenue, a length of ten city blocks. Given the length of downtown along Main Street two distinctive cores of economic activity exist. The section of Main Street between 3rd Street and Avenue C at the south end is the center of the retail business core and includes the Antique District, Fox Theatre, Smith's Market, Wiley Building, First National Bank building, and Bert Building. The portion of Main Street from 3rd Street north to 6th Street consists of lower density commercial buildings, Flag Theatre, 5-story vacant Landmark building, and Salt City Brewery. The residential neighborhoods surrounding Main Street are comprised of several diverse districts including Southwest Bricktown, College Grove, Grace Arbor, Creekside, and Midtown.

Much of the urban fabric along Main Street remains intact at various building mass. Civic anchors downtown include City Hall, several parks, Museum and Memorial Hall Complex, Reno County Courthouse, RCAT Transfer Station, and Farmers Market. Over the past three decades considerable public investment has been made in the Planning Area. A list of public investment projects is summarized below.

- In 1996, the City of Hutchinson and KDOT invested $3.75 million to build Avenue A Park and since 2000 has invested $5.7 million in streetscape and parking lot improvements on Main Street from 3rd Avenue to Avenue C and First Avenue from Walnut to Washington.
- In 2007, Reno County and Department of Transportation invested $2.55 million in constructing the RCAT Transfer Station at Avenue B and Washington Street.
- In 2008, the City and KDOT invested $1.15 million restoring the former Sylvan Park, renamed George Pyle Park, on East Avenue B between Walnut and Polar.

- In 2014, the City invested in a parking garage to support the $17 million restoration of the historic Wiley Building into the Wiley Plaza Apartments, TECH offices, Art Gallery, and overhead cover for Fox Theater performers tour buses and equipment trucks.
- In 2016, the City built a new 60 space parking lot at Avenue C and Main Street.
- In 2017, $1.3 million in streetscape improvements were competed to Main Street from the railroad tracks at 3rd Avenue north to just south of the 5th Avenue and Main Street intersection.
- In 2020, the City completed the Chester E. Lewis Plaza at 17 East 1st Avenue connecting the parking lots on Sherman Street to the entrance of the Fox Theater across the street.
- Utilizing funds from the City Façade Improvement Rebate Program, the aluminum facades of many downtown buildings have been removed, exposing the structures original historic facades.

Lavare Properties (Mark & Phoebe Davenport) are currently converting the 4-story historic Hoke Building at 25 East First Avenue into a 23-room hotel with a wine bar and coffee shop. The property is located across the street from the historic Fox Theatre and will benefit from patrons to events at the theatre. The historic character of the hotel should also assist in generating heritage tourism for the Planning Area.

Currently, there are two historic districts in the Downtown Hutchinson Planning Area listed on the National Register, including the Downtown Core North Historic District and the Downtown Core South Historic District. The Downtown Core North Historic District was listed on the National Register in 2004, consists of 28 contributing structures, and is generally bounded by the BNSF Railroad tracks, 1st Avenue, on the west side of North Main Street and Polar Street. The Downtown Core South Historic District was also established in 2004, consists of 31 contributing structures, and is generally bounded by Avenue C, the alley south of Sherman Street, Washington Street, and Polar Street.

The designation of these two historic districts provides the opportunity for property owners to be eligible for state and national historic tax credits to assist in financing renovation and restoration efforts. In addition, the Planning Area's two historic districts are key assets in establishing a distinctive image, identity, and market niche capable of catering to Hutchinson and Reno County residents, regional market, and to heritage tourists.

HUTCHINSON, RENO COUNTY, AND STATE OF KANSAS DEMOGRAPHIC TRENDS

Demographic Characteristic	City of Hutchison	Reno County	State of Kansas
Population			
2000 Census	40,787	64,790	2,688,418
2010 Census	42,273	64,511	2,853,118
2020 Census	40,006	61,898	2,937,880
2022 Estimate	39,950	61,369	2,955,657
Households by Type (2022)			
Total Households	16,613	25,152	1,153,738
Family Households	61.2%	65.0%	66.0%
Married Couple Family	44.3%	50.3%	51.1%
With Own Children	17.1%	19.0%	22.5%
Nonfamily Households	5.9%	5.0%	6.2%
Householder Living Alone	32.9%	30.0%	27.8%
All Households with Children	29.4%	29.5%	33.2%
Distribution of Population by Age (2022)			
0 14 Years	18.4%	18.1%	19.7%
15-24 Years	13.1%	12.2%	13.4%
25-34 Years	13.7%	12.5%	13.5%
35-44 Years	11.7%	11.4%	12.5%
45-54 Years	10.6%	10.8%	11.4%
55-64 Years	12.4%	13.5%	12.6%
65+ Years	20.2%	21.3%	17.1%
Distribution in Household Income (2022)			
Less than $15,000	11.4%	10.6%	9.3%
$15,000 - $24,999	11.5%	10.3%	8.2%
$25,000 - $34,999	9.2%	8.6%	8.8%
$35,000 - $49,999	16.6%	15.2%	13.2%
$50,000 - $74,999	18.6%	19.6%	19.3%
$75,000 - $99,999	11.7%	11.8%	13.7%
$100,000 - $149,999	14.9%	16.0%	15.6%
$150,000 - $199,999	2.9%	4.3%	5.9%
$200,000+	3.3%	3.6%	6.0%
Median Household Income	$51,229	$54,932	$61,084
Educational Attainment for Residents 25+ Years (2022)			
Total Population 25+	27,379	42,768	1,978,630
Less than 9th Grade	2.7%	2.8%	3.2%
9th - 12th Grade, No Diploma	6.5%	6.2%	4.7%
High School Graduate/GED	29.1%	29.1%	26.5%
Some College, No Degree	26.0%	25.3%	22.2%
Associate Degree	13.2%	13.8%	9.1%
Bachelor's Degree	15.0%	15.5%	21.9%
Graduate/Professional Degree	7.4%	7.3%	12.4%

Source: Esri Business Analyst and U.S. Census.

Economic and Demographic Analysis

This section of the report examines the economic and demographic factors impacting real estate development patterns in Hutchinson. Economic and demographic characteristics are presented for both Reno County and the City of Hutchinson and include historic employment trends and population growth trends, household composition, age distribution, educational attainment, and household income. Quantifying these economic and demographic characteristics will assist in forecasting the future demand for commercial space and multi-family residential housing units within Hutchinson and the Planning Area.

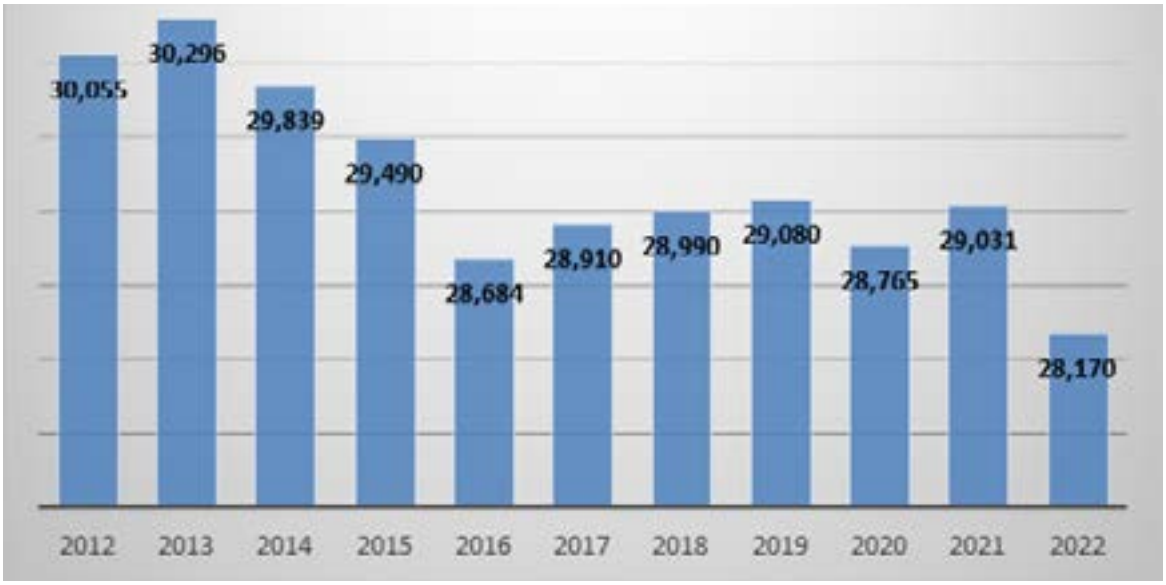
Employment Trends

Since gains in employment generally fuels growth in population, income, and retail expenditures, job growth is a reliable indicator of general economic conditions and need for housing and commercial and industrial space. Typically, households prefer to live near work for convenience. Factors that influence were people reside include housing options and costs, reduced commute times, and higher quality of life.

Hutchinson is located within Reno County, Kansas which is located just outside of the 4-county Wichita MSA with a population of 648,000 residents and employment of 311,700 jobs.

According to the U.S. Bureau of Labor Statistics, from 2012 through 2022, Reno County's workforce declined by 2,829 workers with total employment reduced by 1,885 jobs. From a peak of 30,296 jobs in 2013, employment declined to a low of 28,684 jobs by 2016. Over the next three years job growth rebounded, adding 396 jobs. During 2020, resulting from the COVID-19 pandemic the county's employment base declined by 1.1 percent with the loss of 315 jobs. Employment rebounded in 2021 with the creation of 265 jobs, only to see the loss of 861 jobs in 2022. The bar chart below illustrates the annual employment levels for Reno County from 2012 through 2022.

RENO COUNTY, KANSAS EMPLOYMENT TRENDS



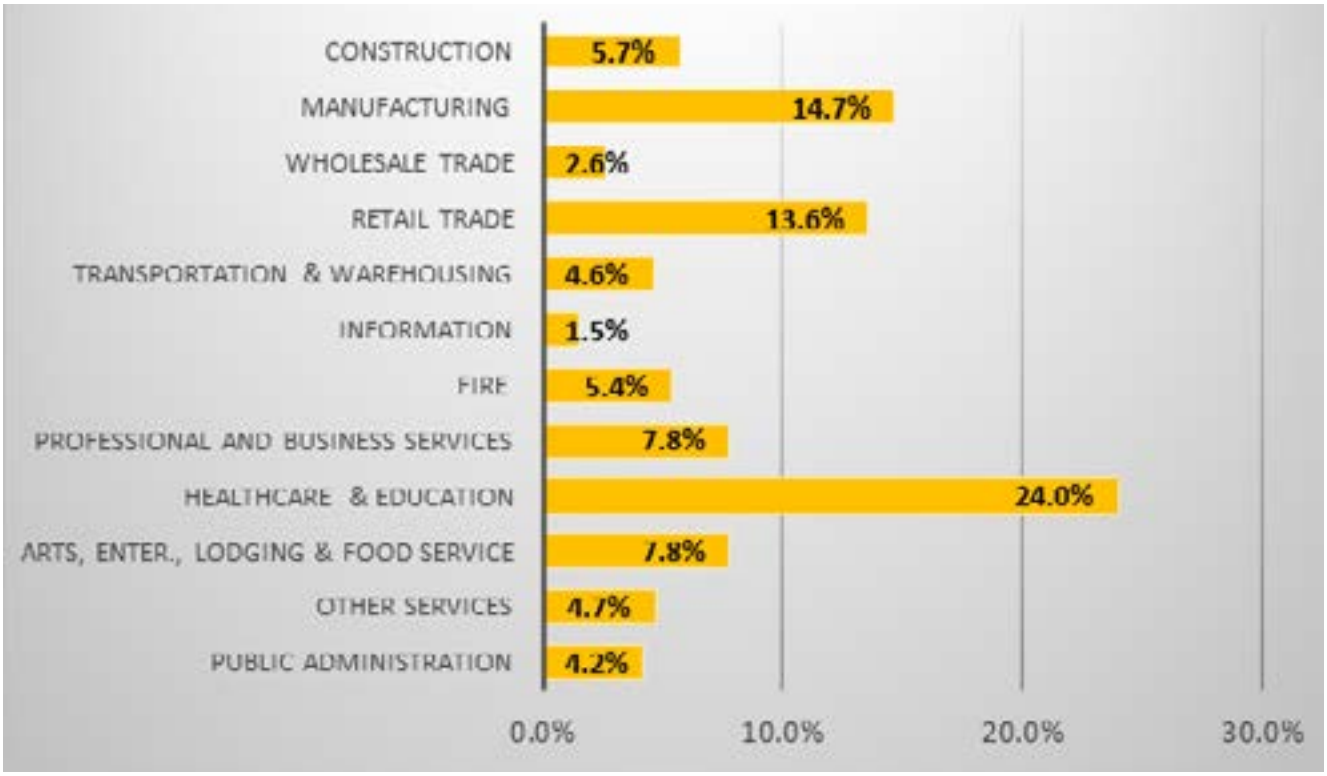
Hutchinson and Reno County are home to a diverse mix of large employers. A list of some of the largest employers is provided below.

- Hutchinson Regional Healthcare System
- Good Samaritan Society Hutchinson Village
- Mennonite Friendship Communities
- Hutchinson Clinic
- City of Hutchinson
- Hutchinson Correctional Facility
- Hutchinson Public Schools (USD 308)
- Nickerson/South Hutchinson Public Schools (USD 309)
- Reno County
- Data Center, Inc.
- Morton Salt
- Siemans Gamesa Renewable Energy
- Sonoco Hutchinson Paper Mill
- Tyson Prepared Foods
- Superior Boiler Works
- Takako America Company
- Kuhn Krause, Inc.
- Lowen Corporation
- Dillon Stores
- Kroger Accounting Services
- RCB Bank
- First National Bank of Hutchinson
- Heartland Credit Union

According to the U.S. Census Bureau, leading employment sectors in Reno County include:

- Healthcare and Education
- Manufacturing
- Retail Trade
- Professional and Business Services
- Arts, Entertainment, Lodging, and Food Service

RENO COUNTY, KANSAS EMPLOYMENT BY SECTOR



Compared to statewide norms, Reno County possesses above average employment in the manufacturing and retail trade sectors. Sectors where Reno County lags the state include finance, insurance, and real estate; professional and business services; and public administration. The high rate of education and healthcare employment stems from the presence of USD 308 and 309, Hutchinson Community College, and Hutchinson Regional Healthcare System.

Targeted industries in Hutchinson and Reno County include manufacturing, technology, healthcare, and retail.

Over four times more people in Reno County are employed in manufacturing than agriculture. Hutchinson has sufficient rail connectivity through the Burlington Northern Santa Fe, Union Pacific, and Watco shortline railroads to support continued employment growth in the manufacturing sector.

Reno County has an emerging concentration of data processing and hosting services. Creates an opportunity to service financial, medical, and advanced manufacturing subsector expansion.

Anchored by the 190-bed Hutchinson Regional Medical Center, healthcare is one of Reno County's largest sectors and serves a large regional aging population base. As the regional hub for Reno County, Hutchinson is the ideal location for healthcare providers to base their operations. Growing healthcare needs will continue to reinforce Hutchinson as a healthcare hub.

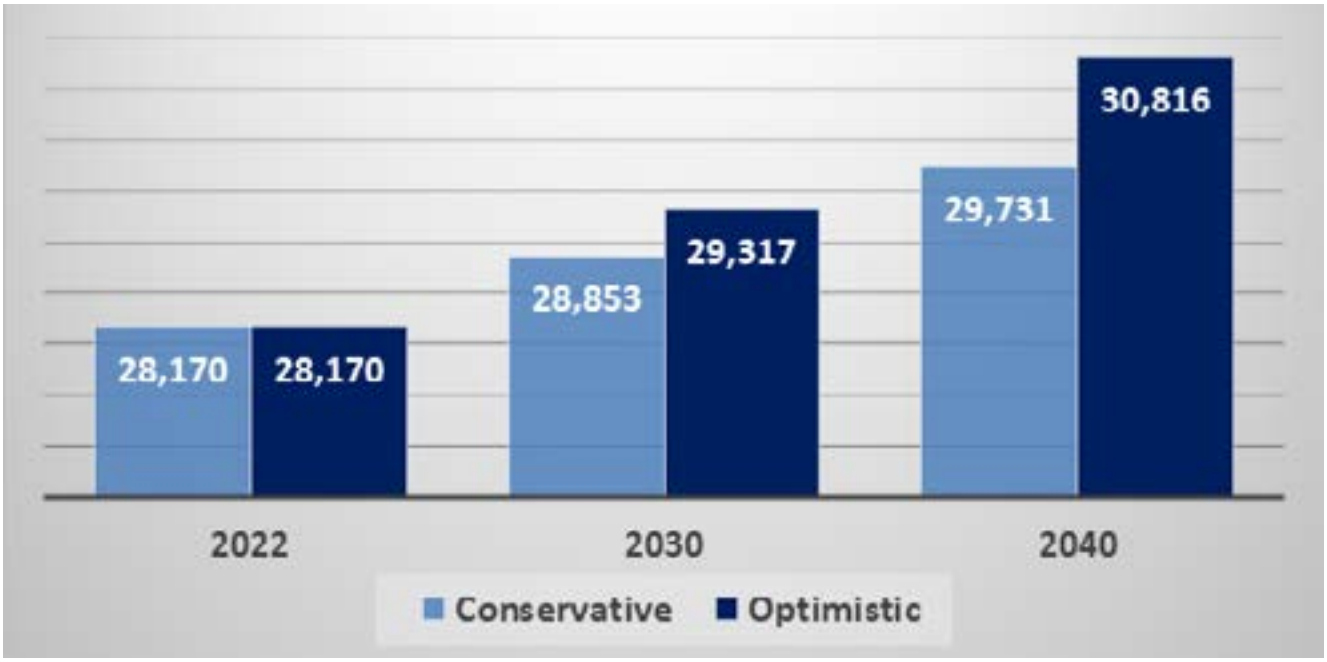
Hutchinson is a shopping and entertainment destination in South Central Kansas. During fiscal year 2022, the Kansas Department of Revenue reported Hutchinson's retail pull factor at 1.26, indicating retail expenditures at a rate 26 percent above the statewide average.

Over the past decade employment in Reno County declined by 6.3 percent with the loss of 1,885 jobs. From 2023 to 2040, employment growth in Reno County is anticipated to rebound based on the growth of such targeted industries as healthcare, manufacturing, technology, and retail.

Given Reno County's year-end 2022 employment base of 28,170 jobs, through 2040, job growth is projected to increase at an average annual rate of 0.3 percent to 0.5 percent, yielding an estimated 1,561 to 2,646 new jobs. By 2040, Reno County is forecast to support approximately 29,731 jobs to 30,816 jobs.

Through 2040, Hutchinson is forecast to capture approximately three-quarters of Reno County's employment growth, equating to 1,170 to 1,984 new jobs.

RENO COUNTY PROJECTED EMPLOYMENT GROWTH



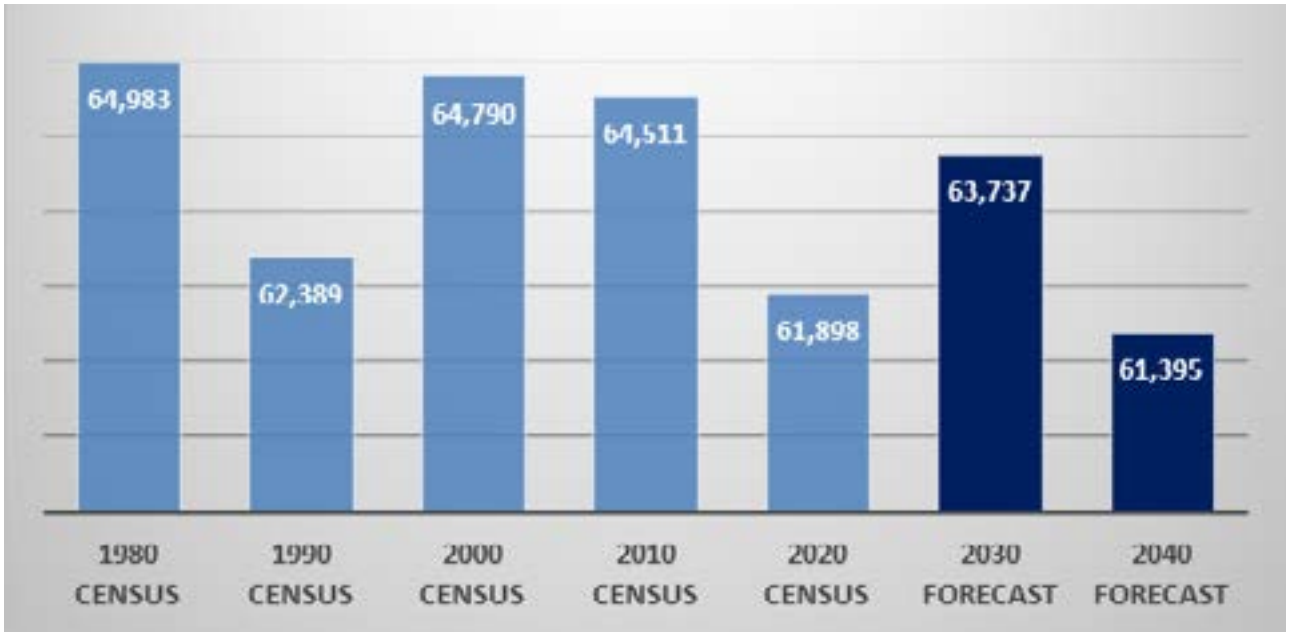
Population Growth Trends

Population growth has a direct impact on the demand for housing and retail space. Hutchinson is in Reno County. Over the past five decades population growth has been cyclical. During the 1970's the county population increased 6.9 percent to 64,983 residents. During the 1980's the population declined 4.0 percent with the loss of 2,594 residents. From 1990 to 2000, Reno County added 2,401 new residents. Since 2000, the county population again lost population and supported a population of 61,898 residents.

As depicted in the bar chart on the following page, the Wichita State University Center for Economic Development and Business Research forecast the Reno County population at 63,737 residents in 2030, declining to 61,395 residents by 2040.

Since 1980, Hutchinson's population has fluctuated much like that for Reno County. The city's population increased by 9.2 percent during the 1970's to 40,284 residents. The city's population declined 2.4 percent during the 1980's before rebounding at growth rates of 3.8 percent in the 1990's and 3.2 percent during the 2000's. From 2010 to 2020 Hutchinson's population declined by 4.9 percent to 40,006. From 1980 through 2020, Hutchinson lost 278 residents.

RENO COUNTY POPULATION GROWTH TRENDS



Hutchinson serves as the population center for Reno County. As depicted in the table below, the 1980 U.S. Census reported that Hutchinson accounted for nearly 62 percent of the Reno County population. By 2010, Hutchinson's share of the county population reached 65.23 percent. The city's share declined slightly in 2020 to 64.63 percent.

Future population growth within the City of Hutchinson was estimated based on such factors as recent new home construction and population trends, employment growth, and the availability of undeveloped land and infrastructure. Reno County supports 2.18 residents per employed job and Hutchinson supports 1.79 residents per employed job. By comparison, the State of Kansas supports 1.97 residents per job.

TRENDS IN HUTCHINSON'S SHARE OF RENO COUNTY POPULATION

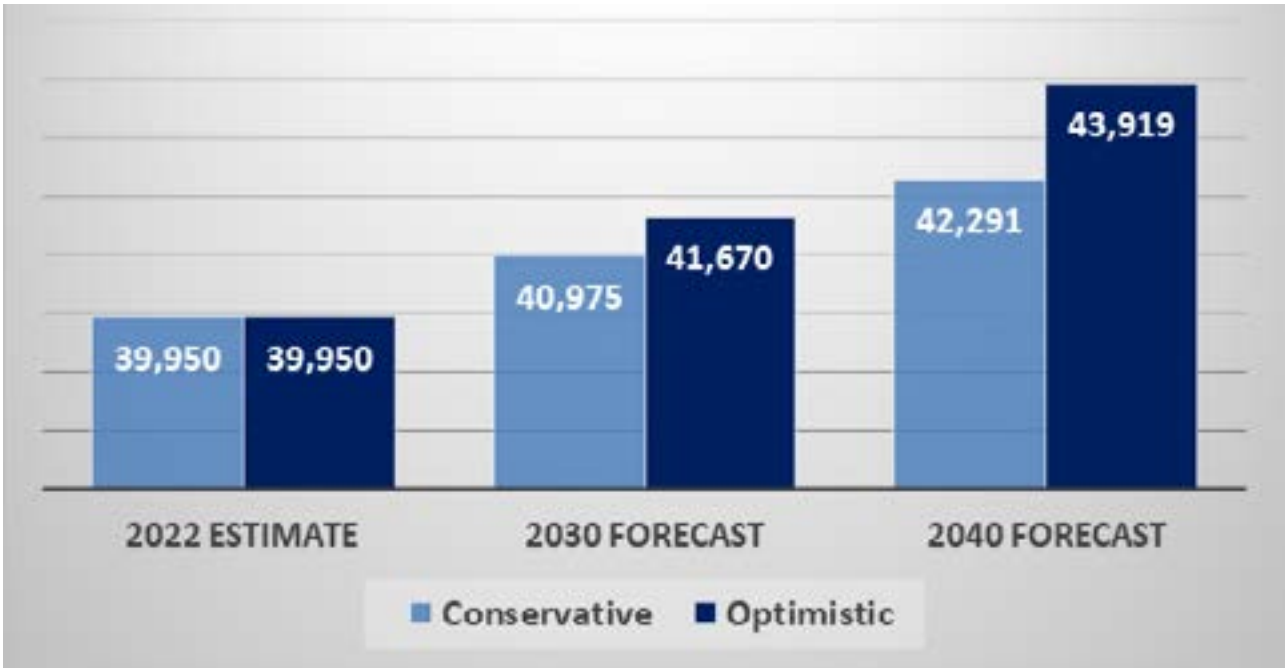
Year	Reno County	City of Hutchinson	% of Total
1980	64,983	40,284	61.99%
1990	62,389	39,308	63.00%
2000	64,790	40,787	62.95%
2010	64,511	42,080	65.23%
2020	61,898	40,006	64.63%

Source: U.S. Census Bureau.

From 2023 to 2040, Hutchinson is forecast to support employment growth of 1,170 to 1,984 jobs. At a job to population ratio of 2.0, the city's population is conservatively forecast to increase by 5.9 percent, adding 2,341 new residents. Under a more optimistic scenario assumes Hutchison's population growth will grow at a rate of 9.9 percent, yielding an increase in population through 2040 of 3,969 residents. By 2040, Hutchinson is forecast to support a population of 42,291 to 43,919 residents.

Hutchinson's projected future population growth will generate the need for additional retail goods and services, commercial and industrial space, and new residential housing units. In the bar chart below, U.S. Census Bureau and Ersi Business Analyst population estimates are highlighted in "blue" with future population projections highlighted in "purple".

HUTCHINSON, KANSAS POPULATION FORECASTS



Household Composition

Household formation and the mix of household types have a direct impact on the composition of retail sales and housing needs. According to Esri Business Analyst, as of 2022 an estimated 16,613 households resided in Hutchinson with an average household size of 2.27 persons. Family households accounted for 61.2 percent of all households with 29.4 percent of all households having children present. Married couple families accounted for 44.3 percent of all households, of which 17.1 percent had related children.

Over the past six decades the average household size in the United States has declined steadily, from 3.33 persons in 1960 to 2.60 persons by 2021. This declining household size has played a factor in changing housing needs. Hutchinson's average household size of 2.27 persons is supported by the below average rate of families and married couples with children.

The table on the following page provides a comparison of households by type for the City of Hutchinson and State of Kansas.

CITY OF HUTCHINSON HOUSEHOLDS BY TYPE; 2022

Household Type		City of Hutchinson	State of Kansas
Total Households		16,613	1,153,738
Family Households		61.2%	66.0%
Married Couple Households		44.3%	51.1%
With Related Children		17.1%	22.5%
Other Family (No Spouse Present)		16.8%	14.9%
With Children Present		11.8%	11.8%
Householder Living Alone		32.9%	27.8%
Householder Living Alone 65+ Years Old		4.3%	3.7%
All Households with Children		29.4%	33.2%
Average Household Size		2.27	2.49
Average Family Size		2.93	3.07

Source: Esri Business Analyst

When compared to that of the State of Kansas, Hutchinson's household composition possesses well below average rates for both of families and married couples with children and above average householders living alone and senior households ages 65 years and over living alone.

Hutchinson's household composition characteristics suggest a propensity for detached single-family housing and large population of seniors aging in place.

Population Age Distribution

Age is an important factor in consumer identity, since consumption patterns, housing needs, and financial situation change significantly throughout an individual's lifetime. Change in the relative proportions of age groups throughout the United States is expected to have an important impact on the retailing and housing industries.

The bar chart below provides a comparison of the Hutchinson and Kansas population by six primary age groups, including children (0-14 years), adolescent (15-24 years), young adults (25 to 34 years), family/working adults (35-44 years); empty nesters (45-64 years) and elderly (65+ years). Each age group possesses distinctively different consumption and housing needs.

Esri Business Analyst estimates that while empty nesters ages 45 to 64 years comprise Hutchinson's largest age group with 23.0 percent of the total population, it lags the statewide norm of 23.9 percent. Another major deviation is Hutchinson's elderly population 20.3 percent share far exceeded the statewide rate of 17.1 percent. Hutchinson also supports a lower percentage of children ages 0 to 14 years adolescents ages 15 to 24 years, and family/working adults ages 35 to 44 years. Compared to statewide averages, Hutchinson supports an older population with a large senior population aging in place and below average children, adolescent, and family/working adult populations.

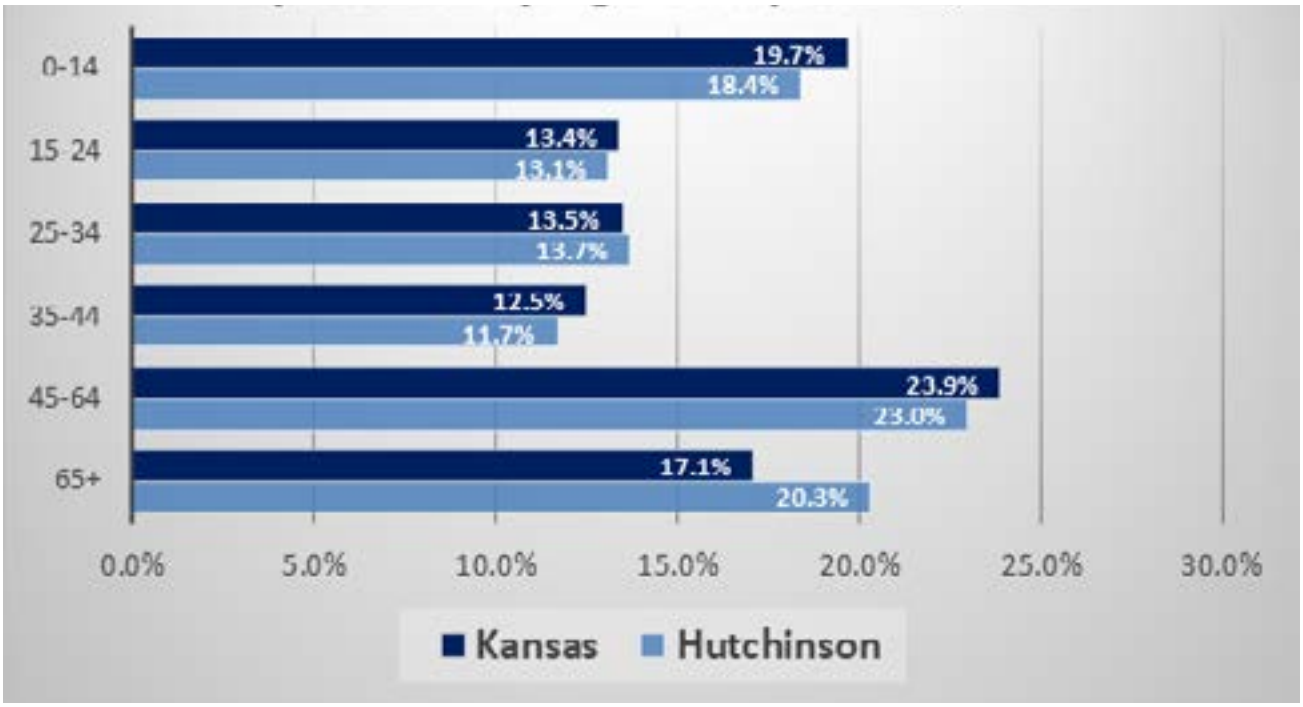
Children ages 0 to 14 years are not consumers per say, but their presence within a household generates retail expenditures on apparel, accessories, and groceries. This age group accounts for 18.4 percent of the Hutchinson population which is below the statewide average of 19.7 percent. This is consistent with Hutchinson's below average share of married couples with children.

The adolescent population ages 15 to 24 is key for supporting the sales of apparel and accessories, groceries, sporting goods, music, consumer electronics, eating and drinking places, and general merchandise. Adolescents account for 13.1 percent of the Hutchinson population. By comparison, adolescents account for 13.4 percent of the Kansas population.

Young adults aged 25 to 34 years generally are new to the workforce. These tech savvy young adults are heavy consumers of electronics, apparel and accessories, entertainment, and rental housing. Young adults account for 13.7 percent of the Hutchinson population and will have a growing impact on the local workforce, retail goods and services, and housing market. Young adults account for 13.5 percent of the Kansas population.

The population ages 35 to 44 are in their child raising and principal consumer years, with expenditures favoring hardware, furniture and home furnishings, consumer electronics, department stores, and eating and drinking places. Family/working adults account for 11.7 percent of the Hutchinson population, compared to 12.5 percent of the statewide population.

POPULATION BY AGE COMPARISON; 2022



Hutchinson's empty nester population ages 45 to 64 years account for 23.0 percent of the total population, compared to 23.9 percent statewide. This empty nester age group provides opportunities for home downsizing, restaurants, entertainment, and travel and will also produce a growing need for healthcare services and continuum care housing facilities.

According to the U.S. Department of Labor, per capita retail expenditures by seniors 65+ years old is 18 percent lower than those under the age of 35 years and 41 percent lower than people ages 35 to 64 years. Elderly residents 65+ years of age account for 20.3 percent of the Hutchinson population, compared to 17.1 percent of the statewide population. The senior population poses a growing market for healthcare, senior housing, and downsized housing.

Educational Attainment

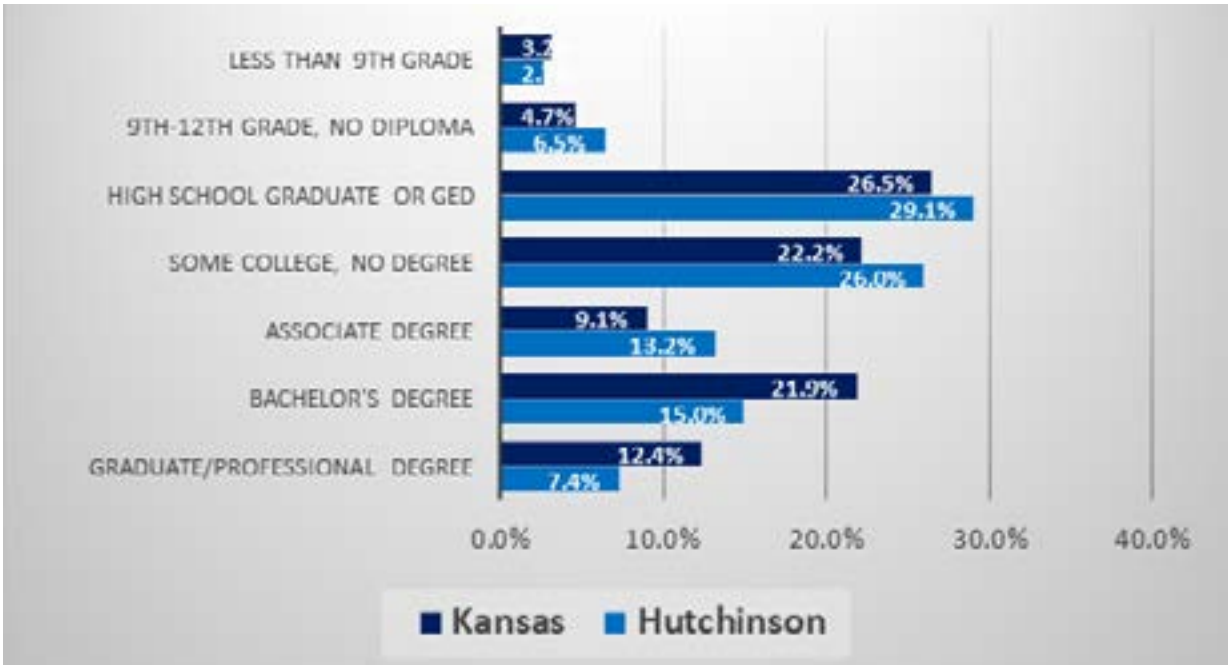
Educational attainment levels of a market area's labor pool are becoming increasingly important in the ability to attract and retain knowledge-based industries as well as the ability to support above average wages. The bar chart below provides a comparison of educational attainment levels between Hutchinson and State of Kansas as provided by Esri Business Analyst.

Educational levels have a direct impact on achievable income levels, retail expenditure patterns, housing values, and the demand for commercial space. The demand for retail space increases as income and retail sales levels rise. The type of retail space is also impacted as high-income households support increased demand for higher valued goods and services. The demand for office space improves at higher educational attainment levels as a larger percentage of residents are more likely to be employed in professional service and medical professions.

Hutchinson's adult population is slightly less educated than the overall Kansas population with 35.6 percent of the population attaining an Associate degree or higher compared to 43.4 percent statewide. Conversely, 38.3 percent Hutchinson residents attained a high school diploma or less compared to 34.4 percent of the statewide population.

The Hutchinson adult population's educational attainment levels are suitable for targeting such industries as manufacturing, retail trade, and professional and business services.

EDUCATIONAL ATTAINMENT LEVELS



Household Income Distribution

Household income levels have a direct impact on retail sales volumes, housing needs, for-sale housing values, and residential rents. A comparison of household income distribution estimates for Hutchinson and State of Kansas are outlined in the bar chart below.

Hutchinson's median household income of $51,229 compares to $61,084 for Kansas, with a much greater rate of households earning less than $25,000 and a much lower rate of high-income households earning $100,000 or more. Hutchinson's well below household income levels place a constraint on achievable retail sales, housing values, and residential rents.

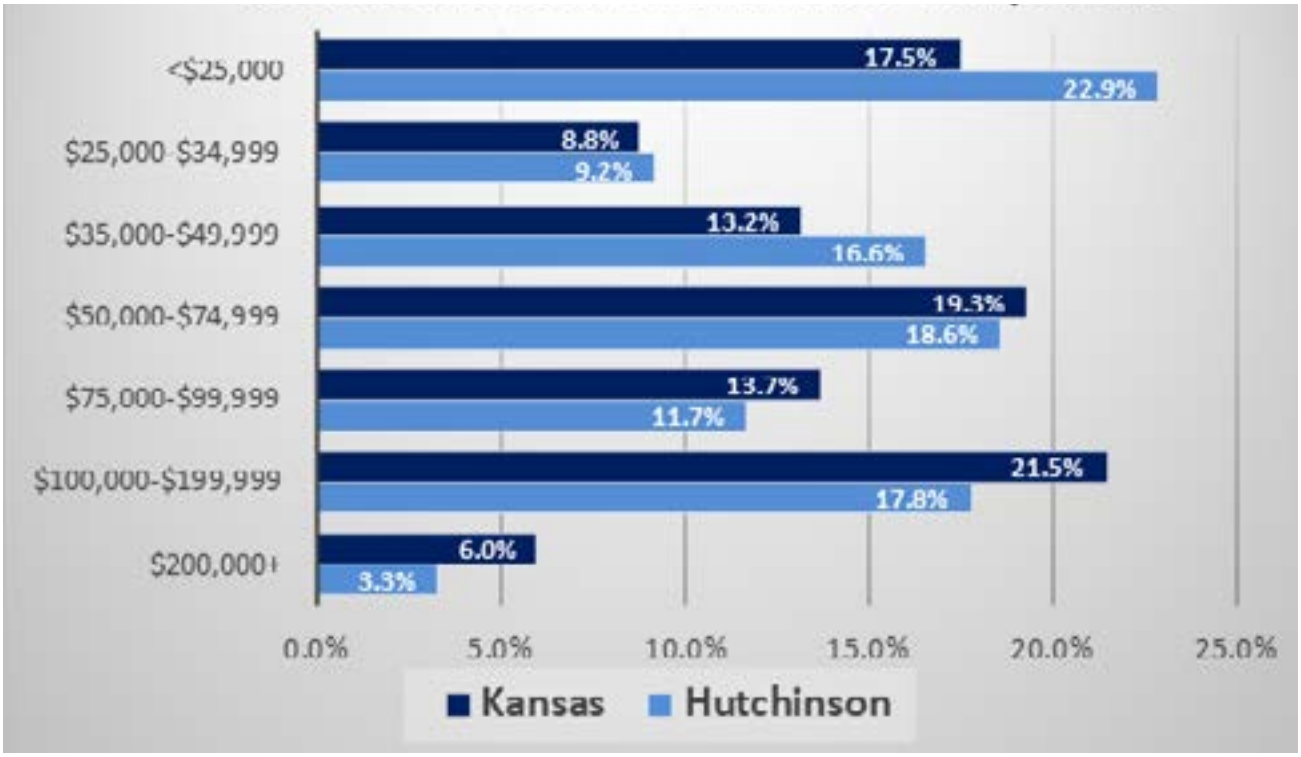
An estimated 22.9 percent of Hutchinson households earn less than $25,000 annually, compared to 17.5 percent statewide, suggesting a need for affordable and income-based housing.

An estimated 9.2 percent of Hutchinson households earn $25,000 to $34,999 annually compared to 8.8 percent statewide. These households tend to be perpetual renters with the lowest income households potentially qualifying for some form of housing assistance. The median residential rent in Hutchinson of $801 per month as reported by the U.S. Census requires annual household incomes within the lower end of the $25,000 to $34,999 income range.

Housing valued between $50,000 and $99,999 accounts for 33.1 percent of Hutchinson's owner-occupied housing stock. Based on standard lending practices, households earning $25,000 to $34,999 can qualify for entry-level, for-sale housing. Household income levels suggest that Hutchinson supports an above average need for affordable rental and for-sale housing.

Housing valued between $100,000 and $199,999 accounts for 13.4 percent of the Hutchinson's housing stock. Based on standard lending practices, households earning $35,000 to $49,999 can qualify for-sale housing priced from $100,000 to $199,999. An estimated 16.6 percent of Hutchinson households earn $35,000 to $49,999, compared to 13.2 percent statewide.

HOUSEHOLD INCOME DISTRIBUTION COMPARISON



High-income households with annual incomes of $100,000 or more account for 21.1 percent of Hutchinson households compared to 27.5 percent for Kansas. These households represent potential demand for move-up and custom housing priced at more than $400,000, luxury automobiles, retail goods and services, travel, and entertainment.

Market Analysis

The Market Analysis portion of the study commences with a comparison of downtown redevelopment efforts for comparable cities to provide a perspective on the potential future market positioning and revitalization opportunities of the Planning Area. The study then evaluated directly competitive retail, professional office, and housing market trends impacting the Planning Area. The market trends for each prospective land use were evaluated and the long-term need for additional commercial space and rental housing units was quantified to determine the ability of the Planning Area to support feasible real estate redevelopment and development activity. A site evaluation was conducted to determine the Planning Area's ability to accommodate retail, office, hotel, and multi-family residential redevelopment and identify prospective development sites.

Downtown Market Analysis

This section of the study provides a comparison of Downtown Hutchinson's demand generators and business mix with that of the downtowns Manhattan and Salina.

Downtown Hutchinson ("Planning Area") is located within the southwest quadrant of the city and centered along Main Street. The downtown boundaries roughly include 6th Avenue to the north, Avenue D to the south, Poplar Street to the east, and Adams Street on the west.

The Planning Area is centered along Main Street extending from Avenue C north to 6th Avenue, a length of nine city blocks. Given the length of downtown along Main Street two distinctive cores of economic activity exist. The section of Main Street between 3rd Street and Avenue C at the south end is the center of the retail business core and includes the Antique District, Fox Theatre, Smith's Market, Wiley Building, First National Bank building, and Bert Building. The portion of Main Street from 3rd Street north to 6th Street consists of lower density commercial buildings, Flag Theatre, 5-story vacant Landmark building, and Salt City Brewery.

Much of the urban fabric along Main Street remains intact at various building mass. Civic anchors downtown include City Hall, several parks, U.S. Post Office, Reno County Museum and Memorial Hall Complex, Reno County Courthouse, RCAT Transfer Station, and Farmers Market.

Anchor businesses generating foot traffic and economic activity in downtown Hutchinson include the Fox Theatre, Flag Theatre, Hutchinson Art Center, Salt City Brewery, Sandhills Brewing, Smith's Market, and Anchor Inn. The owner of Salt City Brewery owns an adjacent 2-story building with plans to open a distillery/speak easy with a rooftop deck and cigar bar. Downtown event venues include the Crystal Ballroom and Memorial Hall.

Several events such as the Third Thursday 4th of July Parade, Rod Run & Classic Car Show, and Chili& Soup Festival also attract people to downtown Hutchinson.

A walking tour of the Planning Area identified 230 existing businesses, including 77 retail businesses, 12 eating and drinking places, 135 personal and professional service businesses, and six arts, entertainment, and clubs. Personal and professional service businesses operating in the Planning Area include healthcare, automobile repair, insurance, salons/barbers, accountants, bank branches, clubs, fitness, and government offices.

The Planning Area possesses several assets from which to leverage redevelopment efforts. The presence of two nationally designated historic districts and a large stock of historic buildings is a major asset from which to establish a unique identity, stimulate property investment through the use of historic tax credits, and foster heritage tourism. Additional assets enjoyed by the Planning Area are outlined in the bullet points below.

- The presence of two nationally designated historic districts and a large stock of historic buildings is a major asset from which to establish a unique identity for downtown;
- The availability of historic tax credits can provide funding for the renovation of eligible properties located within the two historic districts;
- The presence of the Downtown Core North and South Historic Districts provides the potential to foster heritage tourism;
- The Fox Theatre, Flag Theatre, Hutchinson Art Center, Antique District, and Smith's Market are principal anchors and draw visitors downtown;
- Availability of many potential redevelopment sites capable of accommodating a variety of land uses;
- The potential to convert upper floor space in existing buildings to office or residential use;
- The current conversion of the historic Hoke Building into a 23-room boutique hotel will improve the potential to support heritage tourism and compliment the Fox Theatre;
- High traffic counts on Main Street afford businesses excellent visibility and exposure;
- Vacant Landmark building has potential for adaptive re-use with potential uses including ground floor commercial space with apartments and/or hotel in upper floors;
- Memorial Hall has the potential to be transformed into a year-round event center;
- The special events draw people to downtown;
- George W. Pyle Park, Avenue A Park, and DCI Park;
- Downtown is walkable; and
- Plenty of parking is available downtown.

Comparable Downtowns

The business mix for the downtowns of Manhattan and Salina were surveyed to assist in identifying downtown Hutchinson's market niche, related mix of businesses, and redevelopment opportunities. The table on pages 26 and 27 provides a comparison of downtown Hutchinson's business mix with those of Manhattan and Salina. The current list of businesses operating in each downtown were gathered through a walking tour.

Downtown Manhattan

Manhattan is a community of approximately 55,000 residents located in north-central Kansas. The Historic Downtown parallels Poyntz Avenue from Third Street to Juliette Avenue. Public uses in downtown Manhattan include the Riley County Courthouse, Manhattan Public Library, United States Post Office, and churches. A mural corridor offers a unique urban landscape.

In 1987, Manhattan Town Center was built at Third Street and Poyntz Avenue at the foot of Historic Downtown Manhattan. The 367,117 square foot regional mall houses 60 retailers and is anchored by Dillard's, JC Penney, AMC Dine-In Theatres/IMAX, H&M, ULTA Beauty, Hibbett Sports, Books-a-Million, and Applebee's.

To accommodate commerce, downtown Manhattan operates several surface parking lots and parking structure offering free public parking. Parking is enforced Monday through Friday 8am - 5pm. A list of public parking lots is provided below.

Unlimited parking available in the following lots:

- Manhattan Town Center (the mall)
- Parking lot on 5th Street between Poyntz and Houston
- Parking lot on 3rd Street Between Poyntz and Houston
- Parking lot between 3rd and 4th streets on Humboldt
- Parking lot west of Dillard's

2 Hour Parking

- Monitored with GPS and cameras
- All of Poyntz Ave and side streets are limited to 2 hours
- Most public lots have some 2- hour limits

A unique business operating in downtown Manhattan is Iron Clad, an 11,000 square foot co-working space in the Higginbotham Building at 407 Poyntz Avenue. Several eating and drinking places along Poyntz Avenue operate seating areas on the on-street parking right-of-way, providing for additional customer capacity and vibrant street activity.

The Downtown Manhattan Redevelopment District is divided into two project areas consisting of a North Area and a South Area. The area's boundaries include Fort Riley Boulevard on the south, Tuttle Creek Boulevard on the east, Fourth Street on the west, and Bluemont Avenue on the north, and incorporates connections to Historic Downtown and Poyntz Avenue.

On November 15, 2005, the City Commission adopted Ordinance No. 6512, creating a Sales Tax Revenue ("STAR") redevelopment district adjacent to the historic downtown. On March 15, 2007, the City Commission adopted Ordinance No. 6612, which defined the Tax Increment Finance (TIF) and STAR District Redevelopment Plan. On November 27, 2006, the Kansas Secretary of Commerce determined that the District constituted a major commercial entertainment and tourism area and approved and designated the Downtown Redevelopment Project as a "special bond project".

The Downtown Manhattan Redevelopment District is designed to serve as a premier tourism attraction, anchored by the Flint Hills Discovery Center and complemented by a mix of retail, dining, conference, and lodging venues. Given the unique market positioning, association with the Flint Hills Discovery Center, and the impact of the visitor and tourist markets, the Downtown Manhattan Redevelopment District serves as a regional destination.

Manhattan received $41 million State and Tax and Revenue (STAR) bonds from the State of Kansas and the Department of Commerce in 2006. The total amount of the STAR bonds reached $50 million by 2009 due to updated estimates and costs. Those bonds were used to pay for the construction of the Flint Hills Discovery Center and assist in land acquisition, public infrastructure, streetscape, landscape, and public park improvements in the South End.



The North Area Project Plan calls for 250,000 square feet of commercial and retail space, and approximately 200 residential units. The City of Manhattan and Dial Realty entered into a development agreement for development of the North Area. The shopping center opened in 2006 and is currently anchored by Best Buy, Petco, Dick's Sporting Goods, and HyVee.

The South Area Project Plan consists of the Flint Hills Discovery Center, three hotels, a conference center, approximately 70,000 square feet of commercial space, 400-stall parking garage, 24 living units, and a publicly owned one-acre park. In November 2011, the Hilton Garden Inn and Manhattan Conference Center opened, followed by completion of the 35,000 square foot Flint Hills Discover Center and Blue Earth Plaza in 2012. The 84-room Candlewood Suites opened in 2013 and the 78-room Holiday Inn Express & Suites and 4-story residential buildings were completed in 2015.

The $33 million Museum of Art & Light is under construction in downtown Manhattan and scheduled for completion by Fall 2024. The 50,000 square foot state-of-the-art museum will feature exhibits and interactive displays, creating a one-of-a-kind hands-on, teaching and learning art and cultural attraction unmatched in Kansas and the Midwest. Exhibitions will include original pieces by artists from the Renaissance Period through the 21st century, and an interactive digital display that will immerse the visitor in the sights and sounds of pieces from world renowned artists. The museum's unique programming will cater to a regional and national market.

Residential housing in downtown Manhattan includes the 4th Street Lofts, Strasser House Apartments, Strasser Village, and Wareham Apartments.

Excluding Manhattan Town Center, total of 220 businesses were surveyed in downtown Manhattan, including 40 retail businesses, 25 eating and drinking places, 150 personal and professional services businesses, and five arts and entertainment. Retail businesses are led by clothing and accessories, art galleries / framing shops, and health and beauty. Personal and professional services firms include law firms, mental health counselors, hair salons, engineers and architects, and healthcare / dental.

Event space is available at the Manhattan Conference Center, Wareham Opera House, and Union Pacific Train Depot.

Downtown Manhattan, Inc. is a nonprofit organization whose mission includes increasing the economic vitality of downtown Manhattan by promoting and attracting businesses. Goals and objectives identified by Downtown Manhattan, Inc. are outlined in the text below.

Initiatives Within Five Years

- Assist in long term economic recovery by promoting and advocating for the downtown district through any and all viable opportunities
- Open Container by Special Event Permit
- Mall Plaza Renovation
- Advocate for Linear Trail access from Downtown (for event utilization and patron/visitor use)
- Facilitation of Downtown Vision Planning Committee
- Provide guidance and leadership to committee members on the areas of gathering spaces, art & music spaces, speed reduction and walkability

Events, Programming and Management

- Develop a sponsorship program for event support
- Develop alleyway murals project with private partnerships
- Identify locations
- Identify funding sources
- Grow our catalog of artists and entertainers for Third Thursday

Downtown Salina

Salina is a community of about 47,000 residents located in central Kansas approximately 90 miles north of Wichita. Interstate I-135 runs north-south through Salina and provides direct access to Wichita while Interstate 70 runs east-west providing direct access to both Kansas City and Denver. Given its location and transportation network Salina serves as the center for trade, transportation, and industry in central Kansas. Manufacturing and agricultural transportation are the principal industries in Salina.

Downtown Salina is bounded by Fourth Street to the east, Ninth Street to the west, Elm Street to the North and Crawford Street to the south as well as Oakdale Park and the adjacent residential neighborhoods to the immediate west between Iron Avenue and Center Street. Santa Fe Avenue serves as the Downtown Salina's principal commercial corridor. The large number of historic structures with varying architectural styles on Santa Fe Avenue offers a unique physical environment suitable for fostering heritage tourism. City and county offices operate in downtown Salina.

Salina Downtown Inc. was established as a nonprofit merchant's association in 1975, is currently the only Designated Kansas Main Street that is also a Business Improvement District. The mission of Salina Downtown, Inc. to champion a healthy and vibrant downtown community.

Downtown serves as Salina's cultural and entertainment center anchored by the Stiefel Theatre, Salina Community Theatre and Salina Art Center. Additional cultural entities include the Salina Symphony, Theatre Salina, Sculpture Tour Salina, Smoky Hill Museum, Salina Arts and Humanities Commission, Salina Innovation Foundation, and several working arts studios. The City Lights Stages hosts live music performances.

The Stiefel Theatre for the Performing Arts has been the anchor of Salina's tourism industry for decades. Located at the corner of Santa Fe Avenue and Walnut Street, the 1,287-seat theatre opened in February 1931 as the Fox-Watson Theatre. Designed by the prominent architectural firm of Carl and Robert Boller of Kansas City, the theatre features a lavish Art Deco style. The Mission of the Stiefel Theatre is to provide quality experiences that enrich, educate, and entertain. The programming goal of the theatre is to present broad base quality shows from a wide variety of genres including Classical, Blues, Rock, Comedy, Country, Dance, Jam, Alternative, etc. that appeal to a large demographic. The Stiefel Theatre supports a regional draw with patrons traveling from Lawrence, Manhattan, Topeka, Wichita, Hays, Garden City and from out of state.

The Salina Community Theatre operates out of a 45,000 square foot facility in downtown Salina featuring a 319-seat main stage and 150-seat venue. The Salina Community Theatre hosts 95 to 97 performances per year with total attendance of approximately 26,000. Including dance classes and rentals, the theatre hosts approximately 45,000 people annually. The theatre's primary trade area is within a 100-mile radius, though according to ticket sales data patrons travel from as far as Omaha, Kansas City, Oklahoma City and Denver.

The Salina Art Center offers a comprehensive menu of exhibitions, art education, film, and artist-community interaction. Housed originally on the Kansas Wesleyan University campus, the Art Center increased its capacity for exhibitions and education programs in 1988-1989 through the purchase and renovation of a larger, more accessible new home in downtown Salina. In 1997, the Art Center Cinema was created one block away from the main facility, and in 2004, a downtown warehouse building was donated for renovation as a live/work space for extended artist residencies and education.

Located on Santa Fe Avenue between South Street and Prescott Avenue, the Salina Regional Health Center employs over 1,300 and includes the KU Medical School Salina. The hospital admits over 75,000 patients annually and services a primary market area within the surrounding 6-county region and a secondary market area that encompasses another eight counties. The proximity of the Salina Regional Medical Center affords the opportunity for Downtown Salina to attract out-of-town visitors to stay, dine, entertain, and shop.

A total of 160 businesses were surveyed in downtown Salina, including 30 retail businesses, 24 eating and drinking places, 100 personal and professional services businesses, and six arts and entertainment. Retail businesses are led by clothing, home décor and furniture, art galleries/framing shops, and health and beauty. Personal and professional service businesses are led by healthcare / dental, law firms, wealth management / financial services, hair salons, and media / communications.

Downtown Salina falls within the boundaries of the Downtown Salina STAR Bond District that encompasses a 28-block area designated for redevelopment and revitalization. Santa Fe Avenue serves as downtown Salina's principal commercial corridor with the District encompassing a 5-block section between South Street and Elm Street.

The Downtown Salina STAR Bond District stemmed from the Salina 2020 Plan aimed at revitalizing the downtown area. The STAR Bond Project Plan was designed to create a tourist destination featuring new streetscape improvements and a mix of cultural, entertainment, athletic, and lodging uses. The total investment exceeds $160 million and stands as one of the largest public-private partnerships in the city's history. Principal components of the Project Plan are discussed in the text to follow.



Stiefel Theatre

The STAR Bond District allocated funding for design and improvement costs to the theatre. Construction began in early 2019 and took approximately two years to complete. A new sound system, stage improvements, remodeled Watson Room, remodeled Green Room and apartment, new women's bathrooms, and updated backstage were added.

Salina Fieldhouse

Built in 2017, the Salina Field House is a 68,500 square foot indoor multi-sports facility at the intersection of 5th Street and Ash Street. Three hardwood and three synthetic basketball courts are cross-lined to include eight volleyball courts and six futsal courts. While turf fields accommodate soccer, football, kickball, baseball, softball and field hockey, hardwood and synthetic courts accommodate volleyball, futsal, dodgeball, cheer, dance, and other activities. The facility also contains specialized equipment such as drop-down batting cages and pitching tunnels. The athletic facilities are complimented by such amenities as a lobby and welcoming area, ticket office, office area, concessions, café seating, flex/team rooms, mezzanine and restrooms.

The Salina Fieldhouse hosts a variety of athletic events including league play, tournaments, team practices, camps, and clinics in multiple sports. The venue is capable of hosting local, regional and national athletic competitions.

The Salina Field House complements the large number of outdoor sporting events and tournaments already hosted in Salina and serve a primary trade area that extends north into Nebraska, east to Manhattan, Kansas and west to Ellis County. Weekend sports tournaments draw from within a 100-mile radius with regional tournaments drawing teams from a 6- to 8-state area.

The Alley Family Entertainment Center

Also located at the intersection of 5th Street and Ash Street, The Alley is a 47,000 square foot indoor family entertainment center. The Alley opened in 2019 and includes a 28-lane bowling center, laser tag, video arcade, billiard games, concessions, and AJ's Sports Grill. Birthdays, meetings, leagues, and events are principal drivers of business with a trade area that extends north into Nebraska and to the east and west up to a two-hour drive.

The Garage Automobile Museum

Opened in 2022, The Garage is an automotive-themed visitor experience consisting of 31,000 square feet of exhibition space comprised of a new building and adaptive re-use of five existing warehouse buildings on Fourth Street between Iron Avenue and Walnut Street. The museum displays a rotating collection of restored antique and vintage cars as well as exhibits and programs illustrating automotive history, technology, pop culture and design. Features of the museum include north and south gallery crossroads car experience, driving simulators, seatbelt convincer ride, theatre, hot wheels and Lego exhibits, magnet wall, and live demonstrations. This state-of-the-art automotive history museum serves a regional market, drawing automobile enthusiasts from the Midwest and throughout the United States.

Hotel and Meeting Space

To accommodate the anticipated increase in out-of-town visitation a 113-room Homewood Suites by Hilton opened in June 2020 at the intersection of Santa Fe Avenue and Mulberry Street. The all-suite hotel includes meeting space, fitness room, indoor swimming pool, laundry room, and a Starbucks. YaYa's Euro Bistro, a short walk from the hotel lobby, serves fine dining on the premises, including Sunday brunch. The restaurant also provides room service and a complimentary breakfast in the hotel's dining room.

Downtown Salina Streetscape Plan

During 2018 and 2019, street and sidewalk improvements were constructed to Santa Fe Avenue between Mulberry Street and Elm Street. Ochsner Hare & Hare, a division of Olsson Associates, prepared the Downtown Salina Streetscape Plan that provided a conceptual design plan for infrastructure improvements to Santa Fe Avenue. Santa Fe Avenue is designed with one lane of traffic in each direction, median and angled parking on both side of the street. Additional design elements include stamped concrete sidewalks, landscape beds, street trees, bench seating, stamped concrete crosswalks, lighting, concrete sidewalks, outdoor café seating, bike racks, public plazas, gateway monuments, and overhead structures at mid-block crossings.

The Project Plan also features a residential component that included conversion of the Lee buildings at the north end of the District into 113, Low-Income Housing Tax Credit apartments and a new 32-unit apartment community located near the hotel.

Conclusions

Elements of the downtowns of Manhattan and Salina include government offices, libraries, post offices, public open spaces, event venues, farmers market, uniform streetscape improvements, event schedule, and public parking. Revitalization of both downtowns was funded in part through STAR Bond Districts that provided funding for cultural, entertainment, and athletic facilities that draw both residents and out-of-town visitors. Major attractions in downtown Manhattan include the Flint Hills Discovery Center and soon to open Museum of Art & Light, while downtown Salina hosts the Stiefel Theatre, Salina Community Theatre, Salina Art Center, Salina Fieldhouse, and The Alley. Chain hotels accommodate out-of-town visitors. The business mix for both downtowns is highlighted by restaurants, breweries, entertainment, clothing and accessories, furniture and home décor, healthcare and wellness, and personal and professional services.

While downtown Hutchinson supports more businesses than both the downtowns of Manhattan and Salina, economic activity is spread out over a 10-block area of Main Street. Areas that Downtown Hutchinson are deficient include a modest number of eating and drinking places, entertainment venues, and suitable event facilities, and absence of a large hotel. While historic buildings, two theatres, public parks, antique and home furnishings stores, and boutique hotel now under construction offer the promise to create a unique image and market niche, more major attractions and events are needed to draw visitors. Potential attractions include entertainment, cultural, event, and athletic facilities. Additional housing should also be a key element for revitalization of downtown Hutchinson.

COMPARISON OF DOWNTOWN TENANT MIXES

Business Classification	Downtown Hutchinson	Downtown Manhattan	Downtown Salina	Totals
Retail Establishments				
Antiques	11	3		3
Auto Parts	2		1	1
Art Gallery / Framing	7	4	5	9
Bicycles	1			0
Books	2	1		1
Bridal Shop	1	1		1
Convenience Store / Deli	1			0
Clothing & Accessories	8	4	7	11
Crafts/ Party Supplies		2		2
Dollar Store				0
Drug Store		1		1
Fabric / Sewing	3			0
Farmers Market	1	1		1
Florists	1	1	1	2
Gifts / Collectibles / Crafts	1		1	1
Health / Beauty / Nutrition	5	4	3	7
Hardware Store	1			0
Home Décor / Furniture	15	4	6	10
Home Electronics / Computers	3		1	1
Ice Cream / Candy	2	1	2	3
Jewelry	6	3	1	4
Liquor		2		2
Market / Grocery	2	1	1	2
Outdoor Gear		1		1
Pawn Shop	1			0
Pet Store		2		2
Shoes and Boots		2		2
Smoke / Cigar Shop	1			0
Sporting Goods		1		1
Thrift Store	1	1	1	2
Wireless Store	1			0
Totals	**77**	**40**	**30**	**70**
Eat & Drinking Places				
Bakery	1	4	2	6
Brewery	2	2	1	3
Coffee / Tea Shop	2	3	2	5
Drinking Places	2	5	2	7
Fast Food Restaurant	1	5	3	8
Restaurants	4	6	13	19
Wine Bar			1	1
Totals	**12**	**25**	**24**	**49**

COMPARISON OF DOWNTOWN TENANT MIXES (CONTINUED)

Business Classification	Downtown Hutchinson	Downtown Manhattan	Downtown Salina	Totals
Services				
Accounting / Tax	5		2	2
Auto Repair	18		1	1
Banking / Financial	4	4	4	8
Barber	5	2	1	3
Builders / Construction	11		2	2
Catering	1	1		1
Computer & Electronics Repair			1	1
Consultants	1	14		14
Co-Working Space		1		1
Dance	1		1	1
Employment Agency	3	3	1	4
Engineers / Architects		10	2	12
Fitness Club / Yoga	2	3	1	4
Home Care	3	1	1	2
Insurance	8	7	5	12
Law Firm	5	18	11	29
Healthcare / Dental	3	9	14	23
Interior Designer	1			0
Martial Arts	3			0
Massage Therapist	1	2	3	5
Media / Communications	12	7	8	15
Mental Health Counseling	2	18	1	19
Musical Instruments / Repair	2	1	1	2
Nail Salon / Waxing		4	1	5
Nonprofit Organization	17	8	7	15
Optical	1		1	1
Photographer	2	5	1	6
Realtor / Property Management	3	8	6	14
Salon / Beauty	12	13	8	21
Tattoo / Body Piercing	2	2	2	4
Title / Abstract	3	2	3	5
Travel Agency	1		1	1
Wealth Management / Financial Services		4	9	13
Hotel / Inn	3	3	1	4
Totals	**135**	**150**	**100**	**250**
Arts & Entertainment				
Sports / Amusement			2	2
Event Venue	2	3		3
Performing Arts / Theatre	2		3	3
Museum / Art	2	2	1	3
Totals	**6**	**5**	**6**	**11**
Grand Totals	**230**	**220**	**160**	**380**

Source: Canyon Research Southwest, Inc.

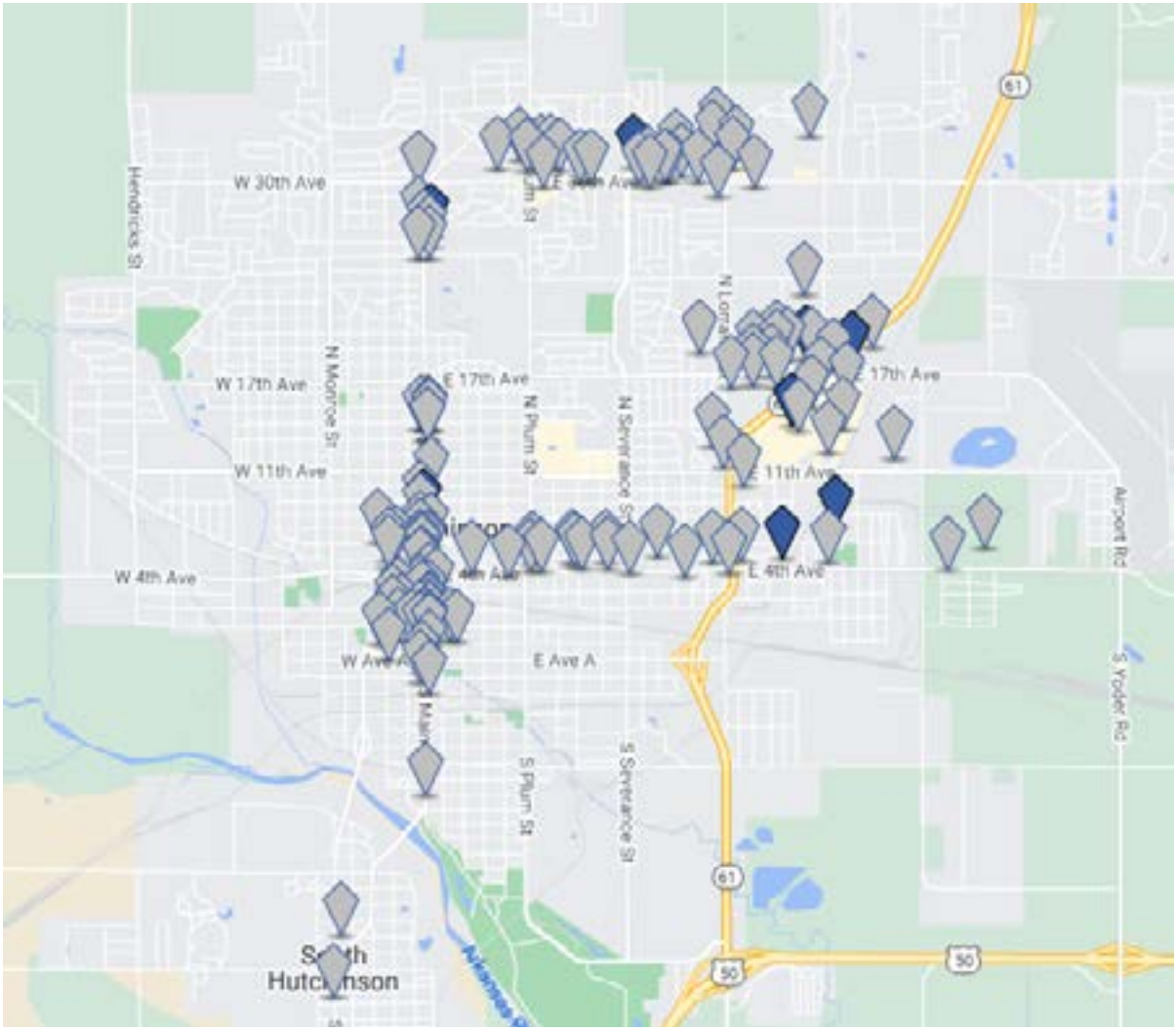
Retail Market Analysis

The Retail Market Analysis portion of the report evaluates directly competitive retail market trends impacting downtown Hutchinson, forecasts future demand for commercial space, and evaluates potential redevelopment sites.

Hutchinson Retail Market Overview

CoStar, a national real estate market research company, provided historical and current retail market trends in Hutchinson, Kansas. The Costar database was searched for existing shopping centers and retail buildings. Bank branches, convenience stores, automotive, and fast food and sit-down restaurants were excluded from the retail survey.

The competitive retail search identified 137 properties in Hutchinson totaling approximately 3.6 million square feet of commercial space. Downtown Hutchinson served as the city's original business district supporting a large retail presence. The Kansas 61 Highway and 30th Avenue corridors in north Hutchinson now serve as the city's principal retail destinations. As the largest city in Reno County As the largest city in Reno County, Hutchinson serves as the principal shopping destination. The table on the following page summarizes retail market trends in Hutchinson from 2010 through year-end 2022.



Downtown Hutchinson serves as the city's original business district centered along Main Street from 6th Street south to Avenue D. A total of 230 retail, eating and drinking, and personal and professional service businesses operate in downtown Hutchinson.

The intersection of 17th Avenue and Kansas 61 Highway now serves as Hutchinson's largest concentration of retail space, serving a regional market. The former Hutchinson Mall has been repositioned as Uptown Hutch, anchored by TJ Maxx, Ollie's, Hobby Lobby, Orscheln Farm & Home, Hibbett Sports, Dunham's Sports, Harbor Freight, Famous Footwear, Maurice's, and Dollar Tree. Other major chains operating stores in this retail hub include Walmart Supercenter, Home Depot, Lowe's, and Petco. Chain restaurants operating within this retail hub include Applebee's, Chili's, IHOP, Olive Garden, Qdoba, and Chick-fil-A.

30th Avenue from Waldron Street west to Main Street in north Hutchinson serves the retail needs of the surrounding neighborhoods. Anchor tenants include Kohl's, Walgreens, Sherwin Williams, Genesis Health Club, Dollar Tree, and Fastenal. Several casual dining restaurants, fast food restaurants, bank branches, and convenience stores operate along 30th Avenue.

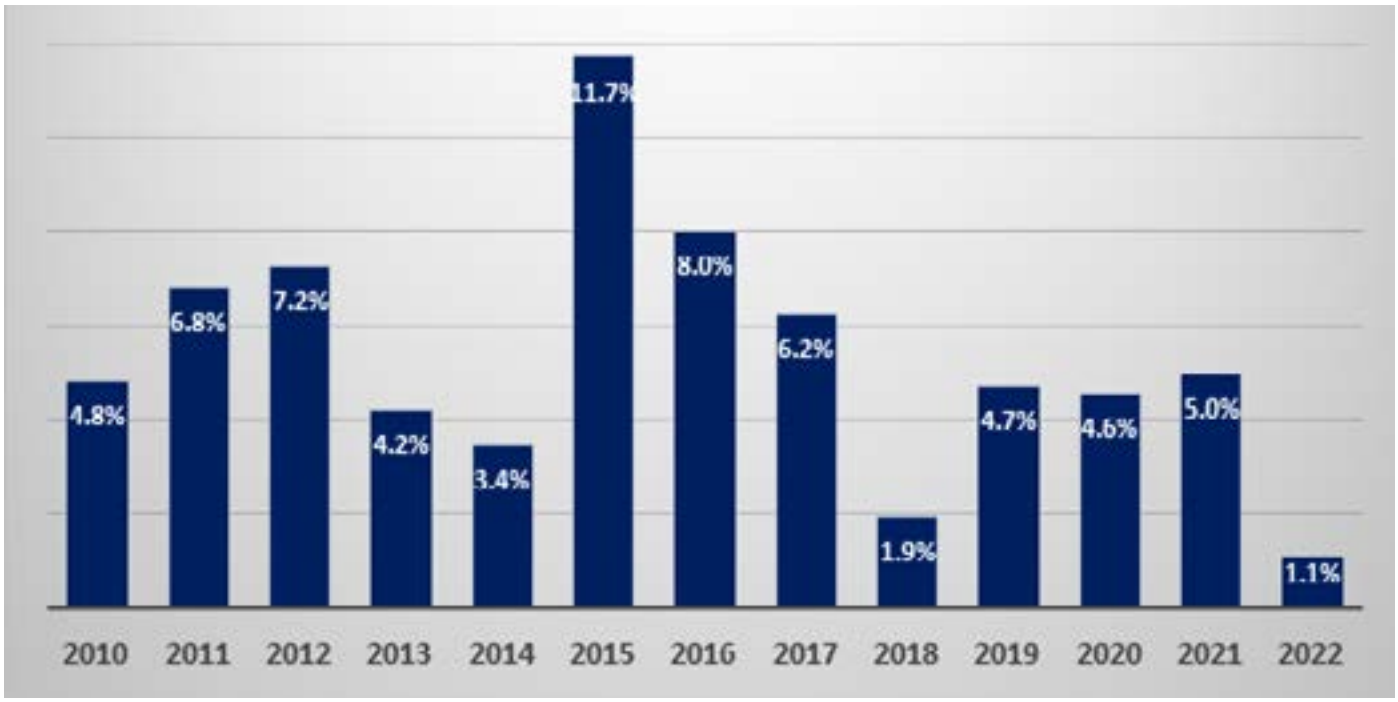
As of year-end 2022, the inventory of surveyed retail space in Hutchinson was operating at a vacancy rate of 1.1 percent. Since 2017, Hutchinson's retail space inventory has operated at a vacancy rate well below market equilibrium. The shortage of retail space available for occupancy is a barrier for attracting prospective businesses.

HUTCHINSON, KANSAS RETAIL MARKET TRENDS

Year	# of Properties	Inventory Sq. Ft.	Vacant Space	Vacancy Rate	Net Absorption
2010	133	3,570,848	171,939	4.8%	8,000
2011	133	3,570,848	243,350	6.8%	-71,411
2012	134	3,616,930	261,918	7.2%	27,514
2013	134	3,616,930	152,021	4.2%	109,897
2014	135	3,621,130	124,350	3.4%	31,871
2015	137	3,633,594	425,432	11.7%	-288,618
2016	137	3,633,594	291,074	8.0%	134,358
2017	137	3,633,594	227,097	6.2%	63,977
2018	137	3,633,594	69,019	1.9%	158,078
2019	137	3,633,594	172,343	4.7%	-103,324
2020	137	3,633,594	166,343	4.6%	6,000
2021	137	3,633,594	180,362	5.0%	-14,019
2022	137	3,633,594	39,445	1.1%	140,917

Source: CoStar.

HUTCHINSON, KANSAS RETAIL VACANCY RATE TRENDS



During 2015 and 2016, the Hutchinson retail market operated at high vacancy levels, ranging from 8.0 percent to 11.7 percent. In response to accelerated space absorption and modest additions to supply, Hutchinson's overall annualized vacancy rate ranged from just 1.1 percent to 5.0 percent from 2018 through 2022.

Despite business interruptions caused by the COVID-19 pandemic, Hutchinson's retail market remained resilient with net positive space absorption of 6,000 square feet in 2020 and negative absorption of just 14,019 square feet in 2021. During 2022, retailer demand for space accelerated, totaling 140,917 square feet of occupied space for the year.

Downtown Retail Market

The Downtown Hutchinson Planning Area is centered along Main Street extending from Avenue C north to 6th Avenue, a length of nine city blocks. The map below depicts the location of each retail property in the Planning Area surveyed by CoStar. The table on the following page summarizes retail market trends in the Planning Area from 2010 through year-end 2022.



The Planning Area is centered along Main Street extending from Avenue C north to 6th Avenue, a length of nine city blocks. Historic buildings with ground floor commercial space are located predominantly along Main Street, with secondary clusters along 2nd Avenue and Adams Street. A Dillons grocery store is located at the intersection of 5th Avenue and Adams Street.

Two concentrations of economic activity exist in the Planning Area. At the south end of Main Street between 3rd Street and Avenue C is the center of the retail business core and includes the Antique District, Fox Theatre, Smith's Market, Wiley Building, First National Bank building, and Bert Building. Smith's Market, several home décor and furniture stores, and the Antique District with eleven antique stores located on Main Street between Avenue C and 2nd Avenue serve as significant customer draws for downtown. The portion of Main Street from 3rd Street north to 6th Street consists of lower density commercial buildings, Flag Theatre, vacant Landmark building, and Hutchinson Art Center. This 3-block section of Main Street houses a diverse mix of businesses including insurance, tax preparer, property management, home care, salon/barber, smoke shops, and home decor. Salt City Brewery is a notable business in the north portion of downtown.

The CoStar data identified 49 retail properties in downtown Hutchinson totaling 550,619 square feet of commercial space, equating to 15.2 percent of the citywide inventory. As of year-end 2022, the Planning Area's inventory of retail space was fully occupied and no new commercial space was under construction. Since 2016, the Planning Area's retail space inventory has operated at a vacancy rate well below market equilibrium. The shortage of retail space available for immediate occupancy is a barrier for attracting prospective businesses into downtown Hutchinson. Note, there are several vacant buildings on north Main Street under single ownership and not included in the CoStar building survey.

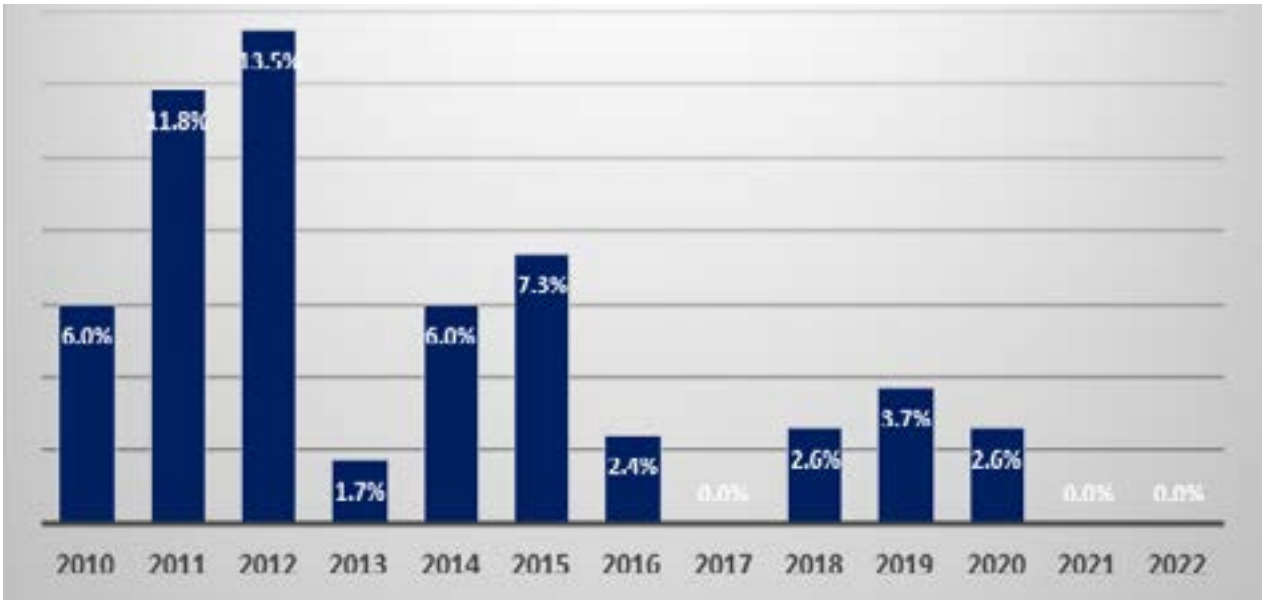
DOWNTOWN HUTCHINSON PLANNING AREA RETAIL MARKET TRENDS

Year	# of Properties	Inventory Sq. Ft.	Vacant Space	Vacancy Rate	Net Absorption
2010	49	550,619	32,945	6.0%	0
2011	49	550,619	65,179	11.8%	-32,234
2012	49	550,619	74,147	13.5%	-8,968
2013	49	550,619	9,400	1.7%	64,747
2014	49	550,619	32,925	6.0%	-23,525
2015	49	550,619	40,425	7.3%	-7,500
2016	49	550,619	13,434	2.4%	26,991
2017	49	550,619	0	0.0%	13,434
2018	49	550,619	14,500	2.6%	-14,500
2019	49	550,619	20,500	3.7%	-6,000
2020	49	550,619	14,500	2.6%	6,000
2021	49	550,619	0	0.0%	14,500
2022	49	550,619	0	0.0%	0

Source: CoStar.

From 2011 to 2015, the Planning Area retail market operated at high vacancy levels, peaking at 11.8 percent to 13.5 percent in response to negative space absorption. In response to accelerated retail space demand and absence if new additions to supply, the Planning Area's overall annualized vacancy rate ranged from 0.0 percent to 3.7 percent from 2016 through 2022. The bar chart below illustrates trends in the annualized vacancy rate for the Planning Area's inventory of retail space.

DOWNTOWN HUTCHINSON PLANNING AREA RETAIL VACANCY RATE TRENDS



The Planning Area houses 77 retail businesses with significant clusters include home décor and furniture (15 businesses), antiques (11 businesses), clothing and accessories (8 businesses), art galleries and picture framing (7 businesses), and jewelers (6 businesses). These complimentary businesses can be leveraged to support larger clusters of like businesses. The antiques and home décor and furniture businesses can establish an image for the Planning Area.

Just twelve eating and drinking places operate in the Planning Area, including just four restaurants and two breweries. The limited availability of eating and drinking places constraints on the Planning Area's night life activity. It has been reported that several vacant buildings in the Planning Area possess restaurant improvements making reopening more cost effective. Based on the business mix for both downtown Manhattan and Salina, the potential may exist to attract and support additional eating and drinking places within the Planning Area.

A total of 135 personal and professional services firms operate in the Planning Area. Business types most represented include auto repair, nonprofit organizations, salons / beauty, media / communications, and builders / construction.

Six arts and entertainment venues are located in the Planning Area, including the iconic Fox Theatre, Flag Theatre, Hutchinson Arts Center, Reno County Museum, Memorial Hall Complex, and Crystal Ballroom at the Burt. These arts and entertainment venues, along with an active arts scene, are building blocks for establishing an image and market niche for the Downtown Hutchinson Planning Area.

Trade Area Capture

Information about a community's retail trade area can help assess the ability of local merchants to attract and capture the retail business of local residents. The trade area capture (TAC) is an estimate of the number of people who shop in the local area during a certain period. TAC assumes that local residents will buy goods at the same rate as the state average, and that the only force that causes a variation in spending patterns is income. The formula for calculating TAC is:

$$TAC = \frac{\text{Community's Actual Retail Sales}}{\text{State Per Capita Sales X Community's Per Capita Income/State Per Capita Income}}$$

If the TAC estimate is larger than the community's population it suggests: 1) the community is attracting customers outside its boundaries or 2) residents of the community are spending more than the state average. If the estimate is smaller than the community's population: 1) the community is losing its customers to other regions for retail purchases or 2) residents of the community are spending less than the state average.

For 2022, Esri Business Analyst estimated the City of Hutchinson population at 39,950 residents and per capita income at $30,149. The City of Hutchinson imposes a 1.1% local sales tax that is collected by the State and remitted to the City. For FY 2021, the City of Hutchinson reported actual FY 2021 sales tax collections of $7,927,978, equating to taxable sales of $720,725,273.

Esri Business Analyst estimated the population for Kansas at 2,955,657 residents and per capita income of $32,644. Based on CY 2021 taxable retail sales of $48.53 billion reported by the Kansas Department of Revenue the state's per capita retail sales are $16,420.

$$\text{Trade Area Capture} = \frac{\$720,725,273}{\$16,420 \times (\$30,149 / \$32,644)} = 47,526 \text{ Residents}$$

Hutchinson's 2022 population of 39,950 residents and TAC of 47,526 people illustrates the City's status as the retail shopping destination for Reno County's 2022 population of 61,369 residents.

Retail Pull Factor

Pull factors ("PF") measure a community's ability to attract shoppers, residents, and non-residents alike, to make retail purchases within the community. A pull factor is a measure of the strength of a community's retail trade, based on a comparison of local spending in relation to that of a wider geographic area (e.g., the state), with a measure of 1.0 representing a perfect balance. A pull factor greater than 1.0 indicates that the community is pulling in retail sales from beyond its boundaries and the balance of trade is favorable. Alternatively, a pull factor less than 1.0 indicates that the community is not capturing local shoppers and is experiencing retail sales leakage. Pull factors are calculated by dividing the TAC by the community's population.

The Kansas Department of Revenue estimated Hutchinson's FY 2022 pull factor at 1.26, indicating the City captures retail sales at a rate 26 percent above the statewide average.

Dividing Hutchinson's TAC of 47,526 residents by the City's population of 39,950 residents yields a pull factor of 1.19, indicating the City captures retail sales at a rate 19 percent above the statewide average. Hutchinson's above average pull factor suggests it captures retail sales from people residing outside of the City.

Forecast Retail Space Demand

As of year-end 2022, Hutchinson's inventory of 3.63 million square feet of retail space was operating at a vacancy rate of just 1.1 percent. A market equilibrium vacancy rate is generally considered to be in the 7.0 percent range. This section of the study provides conservative and optimistic retail space demand estimates from 2023 to 2040 for the City of Hutchinson.

Supportable retail sales are a function of consumer population and income levels. A trade area's total income is calculated by multiplying the total trade area population by the per capita personal income. Purchasing power, or total sales potential of the trade area, is then quantified by applying average retail expenditures as a percentage of total income.

The City of Hutchinson's 2022 population is estimated at 39,950 residents with the per capita income estimated at $30,149, yielding total personal income of approximately $1.2 billion. Based on the U.S. Census Bureau Annual Retail Trade Survey and Hutchinson's per capita income and retail sales levels, retail goods and services sales equate to a spending rate equivalent to approximately 40 percent of total personal income. The City's retail pull factor is 1.19. Fiscal year 2022 taxable retail sales in Hutchinson of $720.7 million and occupied retail space of 3,623,294 equates to average sales of $199 per square foot (for the purpose of this analysis average sales were rounded to $200 per square foot).

By 2040, the Hutchinson population is forecast to increase by 2,341 to 3,969 new residents. For this analysis per capita income, average retail sales per square foot, and pull factor remained constant.

Under the conservative scenario, by 2040 the Hutchinson population growth is forecast to capture new retail goods and services sales of $33.6 million, supporting an estimated 167,978 square feet of new occupied retail space.

The optimistic scenario assumes stronger population growth will yield increased retail space need. By 2040, Hutchinson is forecast to capture new retail goods and services sales of $57.0 million and 284,794 square feet of new occupied retail space.

FORECAST RETAIL SPACE NEED FROM POPULATION GROWTH
HUTCHINSON, KANSAS; 2023 - 2040

Retail Sales Formula	Conservative Scenario		Optimistic Scenario
Residential Population Growth (2023-2040)	2,341		3,969
Per Capita Income	$30,149		$30,149
Total Gross Personal Income	$70,578,809		$119,661,381
% Income Spent on Retail Goods and Services	0.40		0.40
Supportable Goods and Services by City Residents	$28,231,524		$47,864,552
City of Hutchinson Pull Factor	1.19		1.19
Total Supportable Retail Goods & Services Sales	$33,595,513		$56,958,817
Average Retail Sales Per Sq. Ft.	$200		$200
Retail Space Need 2022-2040 (Sq. Ft.)	**167,978**		**284,794**

Source: Canyon Research Southwest, Inc., April 2022.

Accounting for the current inventory of vacant commercial space in Hutchinson and a market equilibrium vacancy rate of 6.0 percent, through 2040 the city is estimated to support the need for approximately 370,000 to 494,000 square feet of new retail space. Based on an average floor-area-ratio of 20 percent to 23 percent, the forecast retail space need through 2040 would absorb an estimated 37 to 42 acres of commercial land under the conservative scenario and 49 acres to 57 acres under the optimistic scenario.

SUPPORTABLE NEW RETAIL SPACE ESTIMATES
HUTCHINSON, KANSAS; 2023 - 2040

Hutchinson New Retail Space Estimates 2023-2040	Conservative Scenario		Optimistic Scenario
Supportable New Retail Space Need			
Hutchinson's Inventory of Occupied Retail Space 2022 Q4	3,623,294		3,623,294
Forecast Retail Space Need 2023-2040	167,978		284,794
Total Occupied Retail Space Inventory 2040	3,791,272		3,908,088
Market Equilibrium Retail Space Need (6% Vacancy Rate)	4,033,268		4,157,541
Less: Existing Inventory of Retail Space 2022 Q4	3,663,594		3,663,594
Supportable New Retail Space 2023-2040	369,674		493,747
Supportable Development Acres			
20% FAR	42.4		56.7
23% FAR	36.9		49.3

Source: Canyon Research Southwest, Inc.; April 2022.

Retail Site Evaluation

Retail developers and retailers evaluate potential retail locations based on a series of site-specific criteria. Common selection criteria when evaluating prospective retail locations include parcel size, visibility and exposure, accessibility, traffic counts, parking, and direct competition. Using these site selection criteria, downtown Hutchinson was evaluated for the potential to support retail and restaurant uses in existing buildings or new development on vacant or underutilized properties.

The CoStar data identified 49 retail properties in downtown Hutchinson totaling 550,619 square feet of commercial space. The principal retail corridor in downtown Hutchinson is Main Street, with secondary corridors along 2nd Avenue and Adams Street.

Main Street with its high traffic volumes is best suited for retail goods and services businesses. Two sections of Main Street in downtown Hutchinson were evaluated for the potential to support future redevelopment and new construction for retail uses, including:

1. Main Street between 4th and 6th Avenues
2. Main Street between Avenue B and Avenue D

MAIN STREET BETWEEN 4TH AND 6TH AVENUES

Main Street between 4th and 6th Avenues represents the northern most portion of the Downtown Hutchinson Planning Area. The city block between 4th and 5th Avenues consists of 1- and 2-story historic buildings with one vacant lot. Existing businesses include Carpet Plus, Point Blank Tattoo, Smoke Shop, The Wool Market, 24/7 Core Fitness, Team Employment LLC, Lit Studios Paint & Pottery, Premier Driving School, Hagen Accounting, Mosaic, and Sunset Jewelry and Pawn.

Main Street from 5th to 6th Avenues consists of the vacant 5-story Landmark building and 1- and 2-story commercial buildings. This city block's building stock is much less dense than the block to the south as most of the buildings on the west side of the street are 1-story. The Salt City Brewery is the anchor of this city block and the owner has plans to convert the vacant building at 506 Main Street into a speak easy. Other businesses on this city block include Progressive Insurance, Home Care & Hospice, Crane Law, Mid Kansas Guttering, Mettlins Accounting, Jackson Meat, Reno County Head Start, Golden Rule Property Management, Fesler Tax, Poetry in Motion Dance, Hayes Sight & Sound, and Old Mission Heritage,

Main Street is improved with four lanes of traffic, curb, sidewalks, and overhead lighting. Ample parking is available along Main Street in the form of diagonal parking spaces. There is also on-street parking along 4th, 5th, and 6th Avenues. A traffic signal controls the Main Street intersections at 4th Avenue and 5th Avenue. According to the Kansas Department of Transportation, the average daily traffic count on Main Street between 4th and 6th Avenues is 10,275 vehicles. This traffic volume is the highest in the Planning Area and provide significant access and exposure to businesses fronting onto Main Street.

Main Street between 4th and 6th Avenues has the potential to renovate and convert the several vacant buildings as well as support new construction on the vacant lot immediately south of the Union Labor Temple at the southwest corner of 5th Avenue and Main Street. These two city blocks have the potential to evolve into an eating and drinking destination. The vacant 5-story Landmark building is ideally suited for conversion into a hotel and/or apartments.

MAIN STREET BETWEEN AVENUE B AND AVENUE D

Main Street between Avenue B and Avenue D represents the southernmost portion of the Downtown Hutchinson Planning Area. The city block between Avenue B and Avenue C consists of historic 2-story commercial buildings along the westside and two, 1-story commercial buildings and a surface parking lot on the eastside of the street. Prominent businesses on the city block include Smith's Market, Westlake Ace Hardware, and Crystal Ballroom. Other businesses include Mitch Rice Law, Evolution Salon Spa, Holly's Sweet Treats, Salt Creek Interior Design, and Salvation Army.

The city block between Avenue C and Avenue D consists of just a couple historic buildings and vacant land on the eastside of the street and 1-story commercial/industrial buildings and vacant land on the westside of the street.

Main Street between Avenues B and C is improved with two lanes of traffic, left turn lane, curb, sidewalks, seating, public art, overhead lighting, and on-street parking. A traffic signal controls the Main Street intersection at Avenue B. Meanwhile, Main Street between Avenues C and D is improved with four lanes of traffic, curb, sidewalks, and overhead streetlights. Railroad tracks with gates parallel the south side of Avenue C and the north side of Avenue D. According to the Kansas Department of Transportation, the average daily traffic count on Main Street south of Avenue B total 6,300 vehicles. This volume of traffic provides retail businesses on Main Street with excellent access and exposure.

The eastside of Main Street between Avenues B and C consists of under-utilized properties that offer an excellent opportunity to support mixed-use development consisting of ground floor commercial space and upper floors of residential.

The section of Main Street between Avenues C and D possesses limited potential to support retail uses. Instead, the vacant land on the eastside of Main Street affords the opportunity to support development of rental apartments.

Conclusions

Based on the building stock, traffic volumes, and the availability of parking, retail and services businesses are best suited for tenancy along Main Street. Two sections of Main Street are suitable for redevelopment with retail uses.

The two city blocks of Main Street between 4th and 6th Avenues at the northern edge of the Planning Area with its mix of historic commercial buildings, inventory of vacant land, and availability of parking has the potential to evolve into an entertainment district supporting restaurants, drinking places, and related entertainment venues.

The eastside of Main Street between Avenues B and C consists of under-utilized properties that offer an excellent opportunity to support mixed-use development consisting of ground floor commercial space and upper floors of residential.

Office Market Analysis

This section of the study evaluates directly competitive professional office market conditions impacting the Planning Area. The goal is to identify future opportunities for downtown Hutchinson to support the future need for additional office space.

Office-Related Employment

Office-related employment includes the professional and tech services, legal services, information, and finance, insurance, and real estate sectors. The bar chart below provides current employment levels in Hutchinson for each office-related sector.

According to Esri Business Analyst, office-related employment in Hutchinson totals 4,868 jobs in the professional and tech services, legal services, information, and finance, insurance, and real estate sectors, accounting for 19.4 percent of total employment. By comparison, office-related jobs account for 18.6 percent of employment in Kansas. At an average space requirement of 200 to 225 square feet per employee, current employment levels in Hutchinson can support approximately 973,600 to 1.1 million square feet of occupied professional office space.

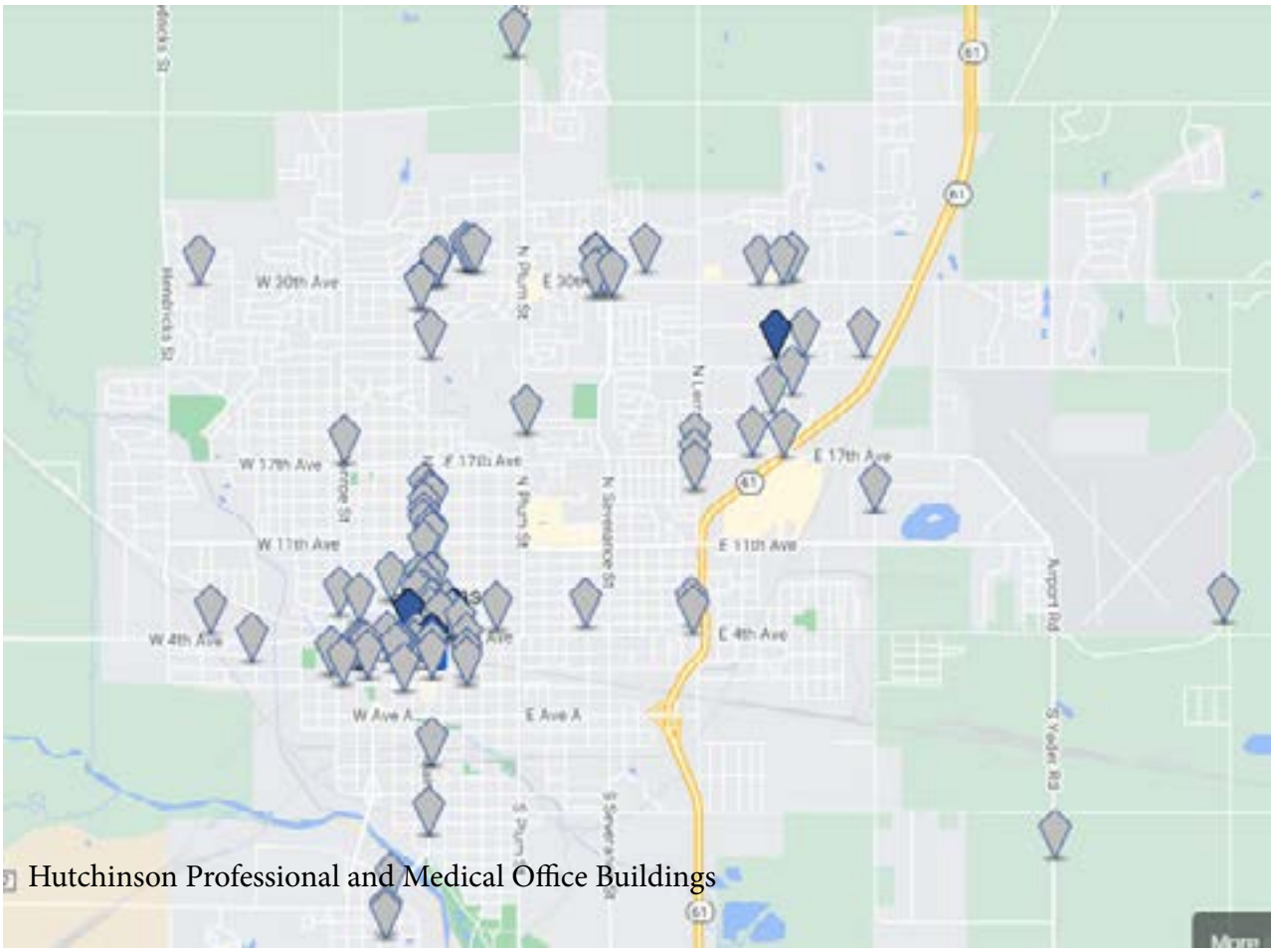
HUTCHINSON, KANSAS OFFICE-RELATED EMPLOYMENT



Hutchinson Office Market

CoStar provided historical and current office market trends in Hutchinson, Kansas. The Costar database was searched for existing professional and medical office buildings. The map below depicts the location of the surveyed office buildings in Hutchinson.

The search identified 90 professional and medical office properties in Hutchinson totaling 972,903 square feet of space. Downtown and North Main Street and Missouri 61 Highway corridor serve as the prominent office districts.



Hutchinson Professional and Medical Office Buildings

The table on page 40 summarizes office market trends in Hutchinson from 2010 through year-end 2022.

The historic downtown serves as Hutchinson's central business district occupied by professional and personal service firms such as home care, insurance, accountants, lawyers, employment agencies, median and communications, nonprofit organizations, and government offices.

Since 2010, Costar reported two office buildings totaling just 7,100 square feet of space were built in Hutchinson. The last office building was constructed in 2022.

HUTCHINSON, KANSAS OFFICE MARKET TRENDS

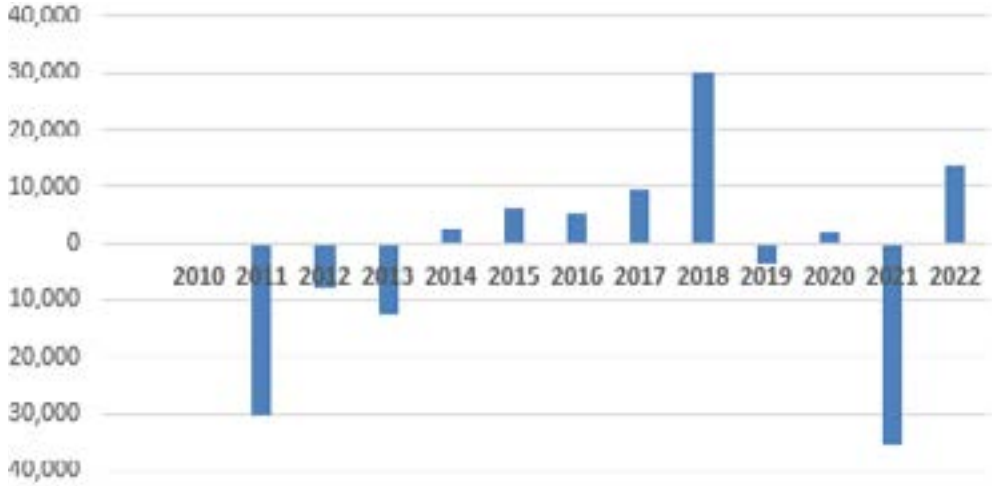
Year	# of Properties	Inventory Sq. Ft.	Vacant Space	Vacancy Rate	Net Absorption
2010	88	965,803	17,538	1.8%	0
2011	88	965,803	47,777	4.9%	-30,239
2012	88	965,803	55,857	5.8%	-8,080
2013	88	965,803	68,509	7.1%	-12,652
2014	88	965,803	65,895	6.8%	2,614
2015	88	965,803	59,696	6.2%	6,199
2016	88	965,803	54,462	5.6%	5,234
2017	88	965,803	45,093	4.7%	9,369
2018	88	965,803	15,202	1.6%	29,891
2019	88	965,803	18,570	1.9%	-3,368
2020	89	969,403	20,276	2.1%	1,894
2021	89	969,403	55,697	5.7%	-35,421
2022	90	972,903	45,281	4.7%	13,916

Source. CoStar.

Since 2010, Costar reported negative 20,643 square feet of office space was absorbed in Hutchinson. Office space absorption peaked from 2014 to 2018 with the net occupancy totaling 53,307 square feet of space. During 2020 and 2021, Hutchinson's office market was adversely impacted by the COVID-19 pandemic, resulting in negative absorption of 33,527 square feet of space. The market rebounded in 2022 with 13,916 square feet of net absorption.

After peaking at 7.1 percent in 2013, the overall office vacancy rate for the Hutchinson market followed a downward trend to a low of 1.6 percent by 2018. The overall vacancy rate remained healthy in 2019 and 2020, before spiking in 2021 to 5.7 percent. By year-end 2022 the vacancy rate improved to 4.7 percent with net absorption of 13,916 square feet of space. Despite the recent uptick in the overall vacancy rate the market remains well below market equilibrium.

NET OFFICE SPACE ABSORPTION (SQ. FT.)
HUTCHINSON, KANSAS

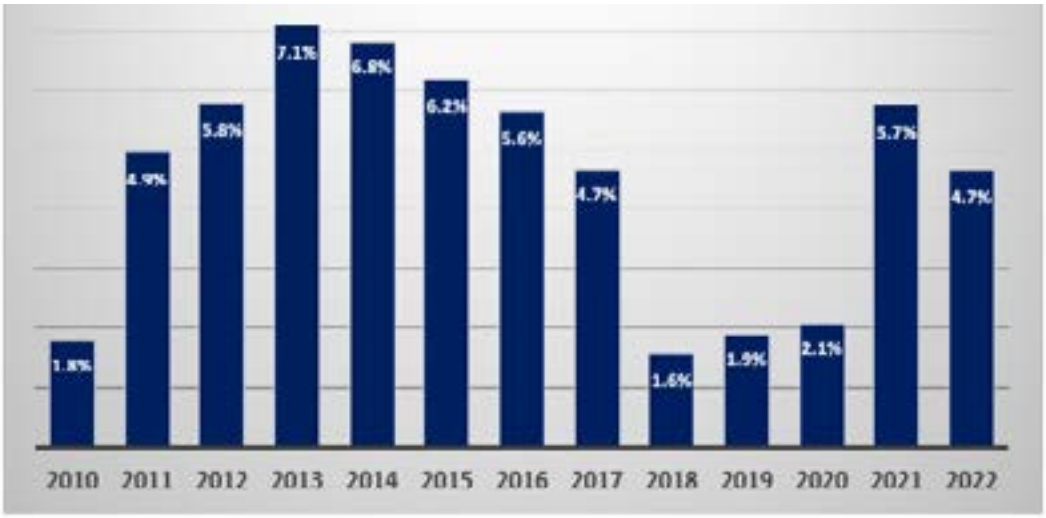


Downtown Office Market

The map below depicts the location of each office property in the Planning Area surveyed by CoStar. The table on the following page summarizes retail market trends in the Planning Area from 2010 through year-end 2022.

The CoStar data identified 24 office properties in downtown Hutchinson totaling 330,928 square feet of space, equating to 34.0 percent of the citywide inventory. While several office buildings are located along Main Street, there is no significant concentration of buildings.

HUTCHINSON, KANSAS OFFICE VACANCY RATE TRENDS



A total of 135 personal and professional services firms operate in the Planning Area. Professional business types most represented include home care, insurance, accountants, lawyers, employment agencies, median and communications, nonprofit organizations, and government offices.



As of year-end 2022, the Planning Area's inventory of office space was operating at a vacancy rate of 11.5 percent. By comparison, the entire Hutchinson office market was operating at a vacancy rate of 4.7 percent by year-end 2022. Since 2010, no new office space was built within the Planning Area with no new commercial space currently under construction.

From 2010 through 2020, the Planning Area's inventory of office space operated at a vacancy rate well below market equilibrium at year-end rates ranging from 0.0 percent to 4.4 percent. The Planning Area office market has been hit hard the past three years with negative absorption of 27,751 square feet of space. The net result was an increase in the overall vacancy rate from 3.1 percent in 2019 to a high of 12.5 percent by year-end 2021. Modest net space absorption in 2022 yielded a slight decrease in the vacancy rate to 11.5 percent. The bar chart on the following page illustrates trends in the annualized vacancy rate for the Planning Area's inventory of office space.

DOWNTOWN HUTCHINSON PLANNING AREA OFFICE MARKET TRENDS

Year	# of Properties	Inventory Sq. Ft.	Vacant Space	Vacancy Rate	Net Absorption
2010	24	330,928	0	0.0%	0
2011	24	330,928	2,315	0.7%	-2,315
2012	24	330,928	2,315	0.7%	0
2013	24	330,928	10,423	3.1%	-8,108
2014	24	330,928	7,809	2.4%	2,614
2015	24	330,928	7,100	2.1%	709
2016	24	330,928	1,313	0.4%	5,787
2017	24	330,928	1,313	0.4%	0
2018	24	330,928	10,880	3.3%	-9,567
2019	24	330,928	10,330	3.1%	550
2020	24	330,928	14,486	4.4%	-4,156
2021	24	330,928	41,215	12.5%	-26,729
2022	24	330,928	38,081	11.5%	3,134

Source: CoStar.

Since 2010, the Planning Area lost 38,081 square feet of occupied office space. Most of the negative office space absorption occurred during 2020 and 2021. The recent contraction of the Planning Area office market may have been due in part to the negative impact the COVID-19 pandemic had on the national economy, with the office market hit particularly hard from the growing trend in the remote workplace.

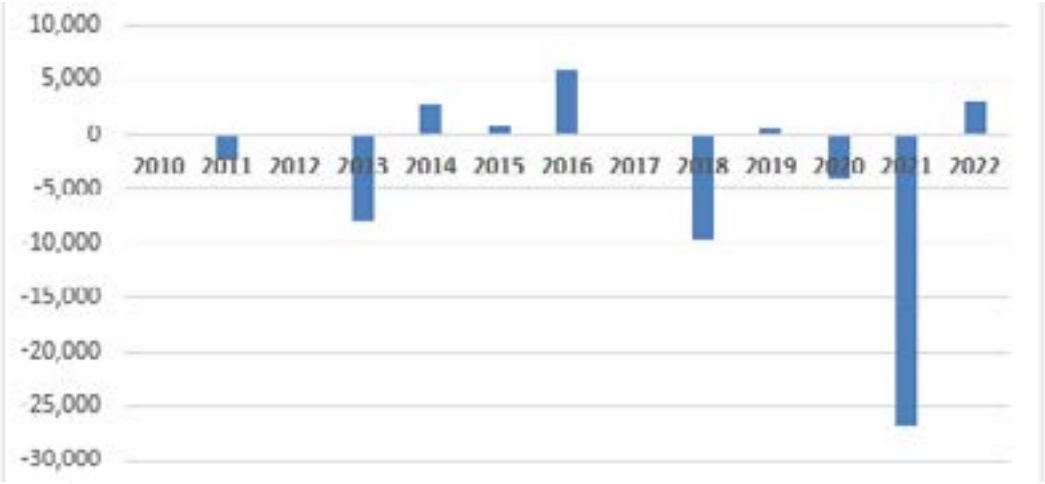
Forecast Office Space Demand



Professional office space demand projections for the City of Hutchinson through the year 2040 provide an understanding of future market conditions directly impacting the feasibility of supporting new employment-related development in the Planning Area.

NET OFFICE SPACE ABSORPTION (SQ.FT.)

DOWNTOWN HUTCHINSON PLANNING AREA



By year-end 2022, Hutchinson supported 972,903 square feet of office space, operating at an overall vacancy rate of 4.7 percent. The demand for professional office space is closely correlated with expansion in office space using employment sectors. Future demand for professional office space was forecast utilizing an occupational employment-driven model. This model was designed using the variables of increased employment in categories of economic activity typically associated with demand for office space and average space requirements per employee. A share of regional demand is assigned to the submarket (and specific project) based on location, competition, access, project scale, etc.

According to Esri Business Analyst, office-related employment in Hutchinson totals 4,868 jobs in the professional and tech services, legal services, information, and finance, insurance, and real estate sectors, accounting for 19.4 percent of total employment.

Since 2010, Costar reported two office buildings totaling 7,100 square feet of space were built in Hutchinson and a net -20,643 square feet of space was absorbed.

From 2023 through 2040, job growth in the City of Hutchinson is projected to support an estimated 1,561 to 2,646 new jobs. Over the next twenty years the share of new office-related employment in Hutchinson is anticipated to remain consistent with recent trends, accounting for 18 percent to 20 percent of total job growth, yielding 280 to 530 new jobs.

Office space demand created by the future growth in office-related employment was forecast by applying standard job creation ratios published by NAIOP of 1.0 job per 200 to 225 square feet of office space that accounts for both owner-occupied and speculative office space. From 2023 through 2040, office-related job growth in Hutchinson is projected to support the need for 56,000 to 106,000 square feet of owner-occupied and speculative office space.

Accounting for the year-end 2022 inventory of vacant office space in Hutchinson and a market equilibrium vacancy rate of 7.0 percent, through 2040 the City of Hutchinson is estimated to support the need for approximately 85,000 to 139,000 square feet of new office space. Based on an average floor-area-ratio of 25 percent to 30 percent, the forecast office space need through 2040 would absorb an estimated 6.5 to 7.8 acres of commercial land under the conservative scenario and 10.6 acres to 12.8 acres under the optimistic scenario.

Office Site Evaluation

Office developers and major tenants evaluate potential office locations based on a series of site-specific criteria. Common selection criteria when evaluating a prospective professional office location include location and access; availability to a large and diverse labor pool; proximity to customers; and availability of support goods and services. Downtown Hutchinson was evaluated for the potential to support professional office uses within existing multi-story buildings as well as accommodate future development on vacant or underutilized properties.

FORECAST PROFESSIONAL OFFICE SPACE DEMAND
HUTCHINSON, KANSAS; 2023 - 2040

	Conservative Scenario	Optimistic Scenario
Hutchinson, Kansas		
Office-Related Employment Growth	280	530
Net Office Space Demand (Sq. Ft.)	56,000	106,000
Average Annual Office Space Demand (Sq. Ft.)	3,111	5,889

Source: Canyon Research Southwest, Inc.; April 2023.

A total of 135 personal and professional services firms operate in downtown Hutchinson, accounting for 58.7 percent of all businesses. Professional business types most represented include home care, insurance, accountants, lawyers, employment agencies, median and communications, nonprofit organizations, and government offices.

Locations within the Downtown Hutchinson Planning Area evaluated for the potential to support future professional office uses include:

1. Existing Buildings
2. Main Street

SUPPORTABLE NEW OFFICE SPACE ESTIMATES
HUTCHINSON, KANSAS; 2023 - 2040

	Conservative Scenario	Optimistic Scenario
Supportable New Office Space Need		
Hutchinson Inventory of Occupied Office Space 2022 Q4	927,622	927,622
Forecast Office Space Demand 2023-2040	56,000	106,000
Total Occupied Office Space Inventory 2040	983,622	1,033,622
Market Equilibrium Office Space Need	1,057,658	1,111,422
Less: Existing Inventory of Office Space 2022 Q4	-972,903	-972,903
Supportable New Office Space 2023-2040	84,755	138,519
Supportable Development Acres		
25% FAR	7.8	12.8
30% FAR	6.5	10.6

Source: Canyon Research Southwest, Inc.; April 2023.

EXISTING MAIN STREET BUILDINGS

Existing buildings within the Planning Area identified as potentially suitable for conversion to professional office space include: 1) 5-story vacant Landmark building at 501 North Main Street; 2) multi-story buildings on Main Street; and 3) 100 East Avenue A.

Located at 501 North Main Street, the Landmark building opened in 1923 as the 125-room Hotel Stamey and was later converted to the Landmark Apartments. The property totals 35,820 square feet of building area and is currently vacant and is on the market for sale at an asking price of $279,000. There is no on-site parking associated with the property.

As a potential adaptive re-use as professional office space the Landmark building benefits from a strong presence on Main Street, location at a signalized intersection, excellent access and visibility, historic architectural design, large floorplates, and access to parking. The challenge the financial feasibility of converting the building to office use.

Portions of Main Street consisting of historical buildings that maybe suitable for conversion of second floor space into professional office space include: 1) between 3rd and 5th Avenues and 2) between 1st and 2nd Avenues. These building possess a Main Street address, excellent access and visibility, historic architectural design, access to parking, and proximity to government offices.



The 2-story brick building at 100 East Avenue A at the corner of Walnut Street. Built in 1916, the 22,110 square foot warehouse features 15-foot ceiling heights. The building may possess the potential for conversion into a unique office space with high ceilings, brick exposed walls, and 11,055 square foot floor plates.

MAIN STREET BETWEEN AVENUE B AND AVENUE C

Main Street between Avenue B and Avenue C represents the southernmost portion of the Downtown Hutchinson Planning Area and consists of historic 2-story commercial buildings along the westside and two, 1-story commercial buildings and a surface parking lot on the eastside of the street. The surface parking lot and adjacent vacant land located on the northside of Avenue C between Main Street and Walnut Street was evaluated for the potential to support office use.



Main Street between Avenues B and C is improved with two lanes of traffic, left turn lane, curb, sidewalks, seating, public art, overhead lighting, and on-street parking. A traffic signal controls the Main Street intersection at Avenue B. Railroad tracks with gates parallel the south side of Avenue C. According to the Kansas Department of Transportation, the average daily traffic count on Main Street south of Avenue B total 6,300 vehicles.

The surface parking lot and vacant parcel are under-utilized properties that offer an excellent opportunity to support mixed-use development consisting of ground floor commercial space and upper floors of either office space or residential.

Conclusions

The Planning Area supports 330,928 square feet of office space. From 2023 through 2040, Hutchinson is forecast to support the need for 85,000 to 139,000 square feet of new office space.

As a potential adaptive re-use as professional office space the Landmark building benefits from a strong presence on Main Street, location at a signalized intersection, excellent access and visibility, historic architectural design, large floorplates, and access to parking. The challenge the financial feasibility of converting the building to office use.



Based on the historic building stock that provides character and identity, current concentrations of office tenants, and the availability of parking, multi-story buildings along the sections of Main Street between 3rd and 5th Avenues and between 1st and 2nd Avenues. are suitable for conversion to office space.

The 2-story warehouse building at 100 East Avenue A at the corner of Walnut Street may possess the potential for conversion into a unique office space with high ceilings, brick exposed walls, and 11,055 square foot floor plates.

The surface parking lot and adjacent vacant land located on the northside of Avenue C between Main Street and Walnut Street offer an excellent opportunity to support mixed-use development consisting of ground floor commercial space and upper floors of either office space or residential.

Lodging Market Analysis

This section of the report evaluates the market viability of the Downtown Hutchinson Planning Area to support additional lodging inventory.

Heritage Tourism

Downtown Hutchinson has two designated national historic districts and a large number of contributing properties, and as a result has the potential to cultivate heritage tourism. The National Trust for Historic Preservation in the United States defines heritage tourism as “traveling to experience the places, artifacts and activities that authentically represent the stories and people of the past”, and “heritage tourism can include cultural, historic and natural resources”.

A high percentage of domestic and international travelers participate in cultural and/or heritage activities while traveling, and those that do stay longer, spend more, and travel more often. As one of the fastest-growing segments of the tourism industry, heritage tourism can be an effective tool to generate jobs, income, tax revenues, diversify local economies, and improve the local quality of life.

A recent study by the U.S. Office of Travel and Tourism revealed that nearly 15.4 million of the overseas travelers to the U.S. were cultural heritage travelers. Growth of cultural heritage visitors outpaced average growth of all overseas arrivals to the United States (14% and 11%, respectively). Since 2004, the number of cultural heritage travelers increased from 10.6 million (68.7% of the market) to the current 15.4 million or 71.2 percent of all overseas visitors.

The rapid expansion of travelers seeking cultural experiences has helped heritage tourism become one of the leading motivations for people to travel. Cities and towns across America are discovering how well the preservation of historic, cultural, and natural resources combines with tourism to sustain local economies. Heritage tourism creates jobs, provides new business opportunities, helps protect natural resources, and improves the quality of life for residents.

Kansas Tourism Market Trends

According to the latest Economic Impact of Travel in Kansas prepared by Tourism Economics, during 2019 tourism employment ranks as the 9th largest industry in Kansas supporting a direct GNP of $3.37 billion and 66,007 jobs, 2.9 percent of all Kansas employment.

During 2020, the COVID 19 pandemic had an adverse impact on tourism's impact on the Kansas economy yielding sharp declines in visitation, spending, jobs, and tax revenues. Tourism's direct GDP in 2020 declined 28.9 percent to $2.4 billion and employment declined 19.0 percent to 53,442 jobs, ranking it as the state's 12th largest industry with 2.6 percent of statewide employment.

Tourism's direct economic impact on the State of Kansas was estimated at $6.0 billion in 2020, down from $8.1 billion for 2019. Including indirect and induced spending, the total statewide economic impact of tourism totaled $9.4 billion in 2020, down from $11.75 billion in 2019. The food and beverage industry garnered the largest share of direct economic activity created by visitors to Kansas, followed by retail, lodging, and recreation and entertainment.

From 2011 through 2019, annual visitation to Kansas increased by 4.4 million visitors. During 2019, visitation to Kansas grew by 2.5 percent to 36.5 million visitors, including 21.6 million day-travelers and 14.9 million overnight visitors. A 2.3 percent increase in room demand helped support the growth in overnight visitation, while lower gas prices and a healthy economy pushed day visitation higher. Resulting from the adverse impact of the pandemic on the tourism industry, during 2020 total visitation to Kansas declined by 14.1 percent to 31.4 million visitors.

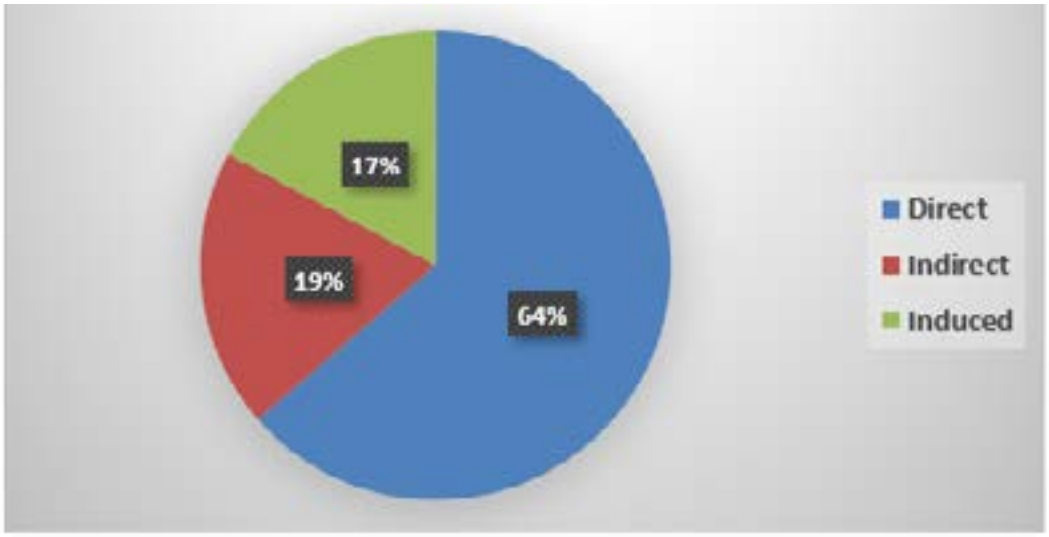
Visitor spending in Kansas has grown from $5.35 billion in 2011 to $7.33 billion in 2019, an increase of 36.4 percent. Visitor spending increased 4.6 percent in 2018 and 3.1 percent in 2019. Overnight visitors comprised about 40 percent of all visitors but account for 77 percent of all visitor expenditures. During 2020, visitor expenditures declined by 25.7 percent to $5.4 billion as the pandemic placed constraints on travel and tourism.

During 2020, leisure travelers accounted for 67 percent of all visitor expenditures in Kansas, or $3.65 billion. Business travelers accounted for 33 percent of all visitor expenditures, or $1.8 billion.

During 2019, spending per visitor to Kansas averaged $200 with day travelers spending $78 and overnight visitors spending $378. While overnight travelers represented only 40.8 percent of all visitors to Kansas in 2019, they accounted for 77 percent of all visitor spending, or $5.63 billion. Day trippers accounted for 23 percent of total visitor expenditures in 2019, equating to $1.7 billion.

During 2020, spending per visitor to Kansas averaged $173 with day travelers spending $70 and overnight visitors spending $340. While overnight travelers represented only 38 percent of all visitors to Kansas in 2020, they accounted for over 75 percent of all tourism spending, or $4.09 billion.

KANSAS VISITOR ECONOMIC IMPACT 2020

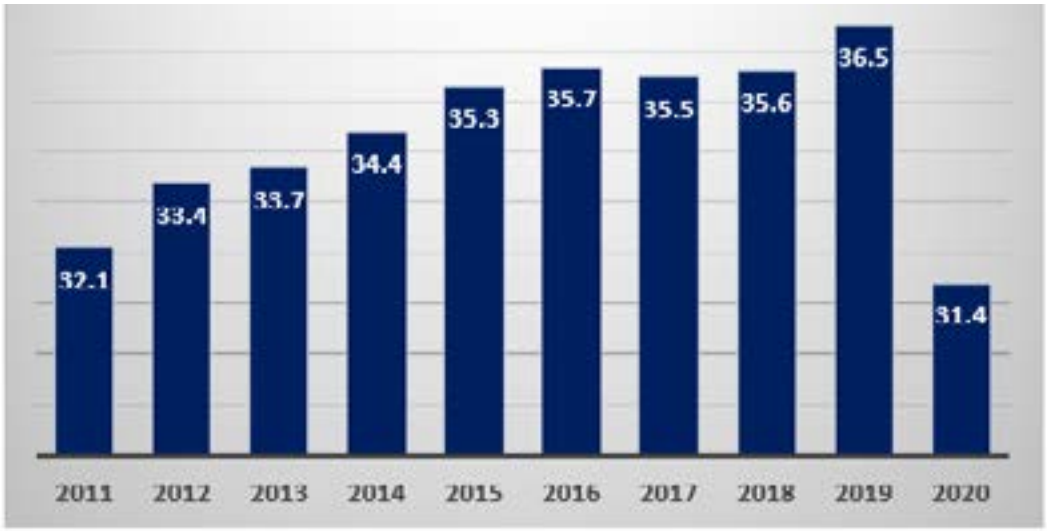


During 2017, the Northeast Region (includes Kansas City MSA) and South Central (includes Wichita MSA) captured the State's highest levels of tourism expenditures, accounting for market shares of 46.7 percent and 29.8 percent, respectively.

Domestic travelers to Kansas accounted for 99 percent of all visitor expenditures, or $5.4 billion. Foreign travelers accounted for just 1 percent of statewide visitor expenditures, or $39 million.

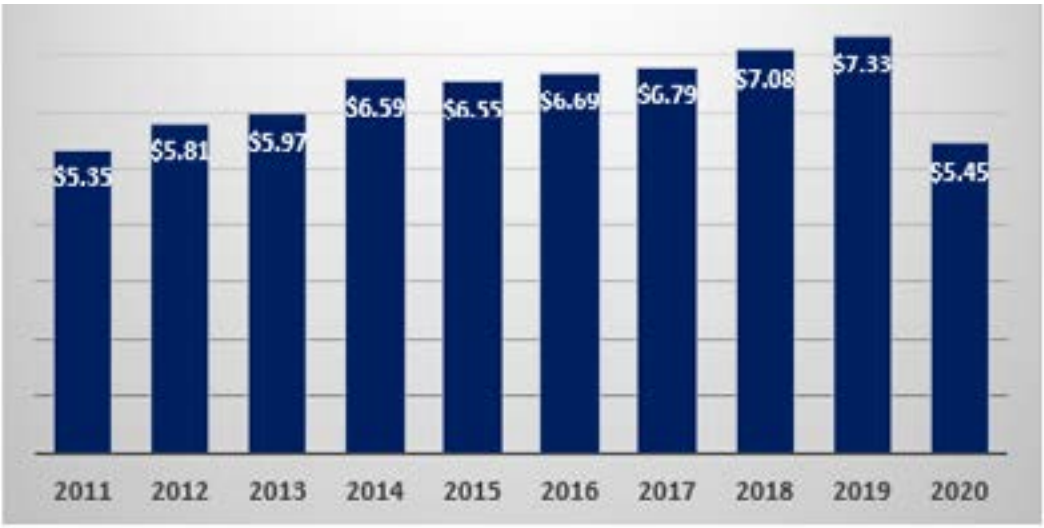
During 2020, tourism expenditures in Kansas amounted to $5.45 billion with local transportation accounting for the largest share (28.4%). Collectively, food and beverage, retail, and lodging represented 54.2 percent of total visitor expenditures. During 2020, those sectors reporting the largest declines in total revenues included lodging at -43.3 percent, recreation at -29.4 percent, and food and beverage at -21.6 percent.

KANSAS TRENDS IN ANNUAL VISITORS (MILLIONS)



The bar chart on the following page illustrates annual tourism expenditure patterns in Kansas by sector from 2016 through 2020. Air transportation (2.7 percentage points) and food and beverage (1.4 percentage points) expenditures exp4erienced gains in market share. Those tourism expenditure sectors experiencing the largest declines in market share were lodging and retail, declining by 3.8 and 1.9 percentage points, respectively.

KANSAS VISITOR EXPENDITURES ($ BILLIONS)



From 2015 to 2019, tourism expenditures in Kansas rose by 11.9 percent. Recreation accounted for the largest increase in expenditures totaling 18.8 percent, followed by retail at 16.0 percent and transportation at 10.6 percent. In terms of absolute growth in sales, food and beverage rose by $249 million, transportation by $199 million and recreation by $189 million.

During 2020, visitor expenditures declined by 25.7 percent to $5.4 billion as the pandemic placed constraints on travel and tourism. Those tourism sectors experiencing the largest declines in expenditures during 2020 included lodging (-$505 million), transportation (-$431 million), and food and beverage (-$389 million).

TRIPS AND VISITOR SPENDING; 2015-2020

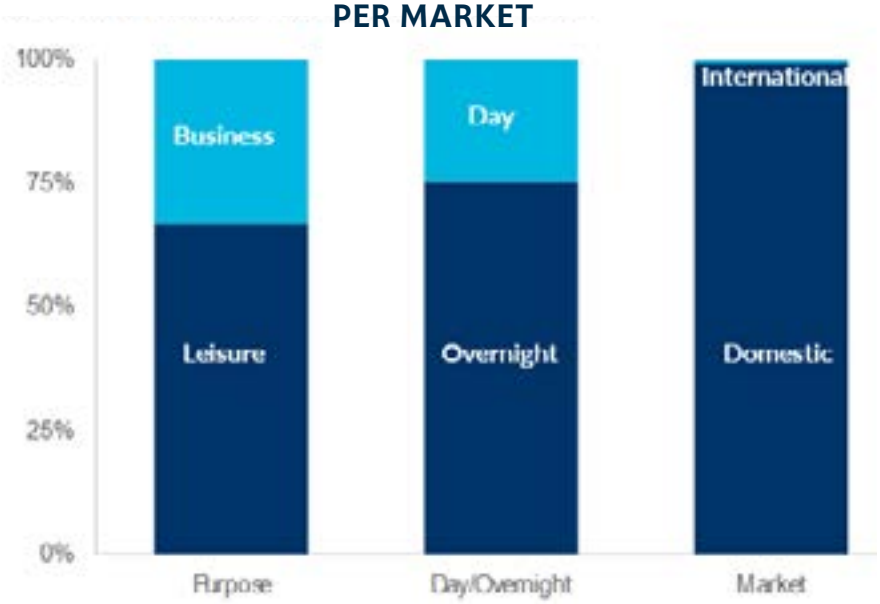
	2015	2016	2017	2018	2019	2020
Total Visitors (Millions)	**35.3**	**35.7**	**35.5**	**35.6**	**36.5**	**31.4**
Day	21.3	21.5	21.1	21.0	21.6	19.4
Overnight	14.0	14.2	14.4	14.5	14.9	12.0
Total Visitor Spending ($ Millions)	**$6,550**	**$6,691**	**$6,794**	**$7,107**	**$7,327**	**$5,446**
Day	$1,651	$1,667	$1,684	$1,747	$1,695	$1,352
Overnight	$4,899	$5,024	$5,110	$5,360	$5,632	$4,093
Per Traveler Trip Spending	**$185**	**$188**	**$192**	**$200**	**$200**	**$173**
Day	$77	$77	$80	$83	$78	$70
Overnight	$350	$355	$355	$368	$378	$340

Source: Tourism Economics.

South-Central Kansas Tourism Market

To provide an understanding of the tourism industry directly impacting the Planning Area, tourism metrics of total visitor spending, spending by category, employment, and wages are discussed for the 16-county northern portion of the South-Central Kansas region. Sedgwick County, which includes the Wichita MSA, is the principal tourist destination for the South-Central Kansas region. Data for 2019 (latest year available) was compiled by Tourism Economics for the Kansas Department of Commerce.

SPENDING SHARE BY MARKET, 2020
EXPRESSED AS A PERCENTAGE OF TOTAL EXPENDITURE PER MARKET



The table on the following page illustrates visitor spending by category during 2019 for the 14-county South-Central Kansas region. During 2019, visitor spending totaled nearly $2.225 billion, equating to 30.4 percent of the statewide total. In terms of tourism impact, the South-Central Kansas region was second only to the Kansas City MSA. Visitor spending by category was led by transportation at $746.6 million, followed by food and beverage at $525.8 million, lodging at $327.6 million, recreation at $316.6 million, and retail at $309.0 million. During 2019, visitors to the South-Central region have a profound impact on state and local government tax revenues, totaling over $124.5 million.

KANSAS VISITOR SPENDING (SHARES)



Visitor spending by county was led by Sedgwick County at $1.662 billion (Wichita). Reno County, which includes Hutchinson, was the second largest tourism market with visitor spending of $117.7 million. Spending by category included $33.8 million on food and beverage, $29.5 million on transportation, 19.6 million on recreation, 17.6 million on lodging, and $16.6 million on retail. Reno County's tourism market is a potential source of sales revenue for Planning Area businesses. Proper market niche, promotion, and visitor amenities could assist in generating increased sales for food and beverage, retail, and lodging.

The table below outlines annual visitor spending from 2015 through 2019 for each of the 16 counties within the South-Central region. Total sales in the region rose from $2.02 billion in 2015 to $2.225 billion by 2019, an increase of 4.2 percent. Sedgwick County accounted for three-quarters of the region's visitor spending. The total visitor spending and growth from 2015 to 2019 illustrates the status of the South-Central region as a major tourism destination with the potential for continued growth.

KANSAS TRENDS IN TOURISM EXPENDITURES BY CATEGORY

	Expenditures ($ Billions)						%
	2015	2016	2017	2018	2019	2020	Change
Lodging	$1,061	$1,090	$1,100	$1,122	$1,163	$658	-38.0%
Food & Beverage	$1,555	$1,606	$1,657	$1,723	$1,804	$1,415	-9.0%
Retail	$1,049	$1,062	$1,028	$1,076	$1,086	$880	-16.1%
Recreation	$1,003	$1,035	$1,079	$1,135	$1,192	$842	-16.1%
Transportation	$1,883	$1,898	$1,924	$2,022	$2,082	$1,651	-12.3%
Totals	$6,550	$6,691	$6,788	$7,077	$7,327	$5,446	-16.9%
Percentage Change	4.1%	2.1%	1.4%	4.3%	3.5%	-25.7%	

Source: Tourism Economics.

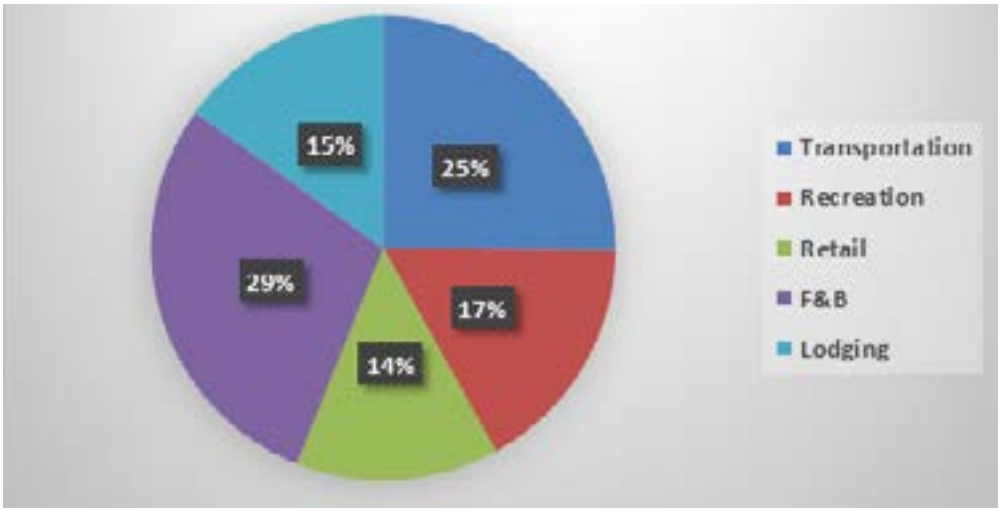
Counties experiencing the largest percentage increases over the 5-year timeframe included Chase (53.5%), McPherson (32.5%), and Marion (21.2%). Counties supporting the largest shares of visitor expenditures include Sedgwick (74.67%) and Reno (5.27%). From 2015 through 2019, visitor spending in Reno County remained constant at approximately $117 million annually.

Together, the urban regions of Northeast Kansas (Kansas City) and South-Central Kansas (Wichita) accounted for 76.4 percent of all statewide visitor spending during 2019. With a statewide market share of 30.4 percent, the South-Central region represented the second largest visitor market. This is significant in the potential for the South-Central region to expand its tourism industry by maximizing the current destination attractions and hosting larger volumes of visitors.

Competitive Hotel Properties

This section of the report identifies trends in transient lodging tax revenues levied on hotels in the City of Hutchinson and surveys competitive hotel properties.

RENO COUNTY VISITOR SPENDING 2019 ($ MILLIONS)



SOUTH-CENTRAL KANSAS REGION
VISITOR SPENDING BY CATEGORY, 2019

2019 Visitor Economic Impact North-Central Region	Sales ($ Millions)						State &
County	Lodging	F&B	Retail	Recreation	Trans.	Total Sales	Local Taxes (000s)
Barber	$1.4	$1.5	$0.9	$0.7	$2.1	$6.5	$417.9
Barton	$9.0	$14.3	$8.8	$5.7	$16.1	$53.9	$3,337.1
Butler	$11.2	$22.1	$10.7	$11.7	$23.3	$79.0	$5,502.8
Chase	$1.1	$0.8	$0.5	$0.5	$1.3	$4.2	$272.1
Cowley	$5.9	$11.7	$5.6	$4.1	$12.4	$39.7	$2,983.1
Harper	$1.9	$2.5	$1.4	$1.1	$3.6	$10.4	$642.1
Harvey	$6.8	$12.8	$7.4	$3.7	$13.2	$43.9	$3,027.3
Kingman	$1.1	$1.8	$0.8	$0.5	$2.0	$6.2	$494.1
McPherson	$14.8	$19.8	$10.6	$7.9	$20.9	$74.0	$4,743.8
Marion	$1.4	$1.7	$0.9	$0.7	$2.7	$7.4	$615.8
Pratt	$7.6	$9.6	$5.9	$4.6	$7.2	$34.9	$2,169.0
Reno	$17.6	$33.8	$16.6	$19.6	$29.5	$117.2	$7,780.1
Rice	$1.7	$2.6	$1.3	$0.9	$2.2	$8.7	$720.4
Sedgwick	$230.0	$372.7	$227.3	$240.7	$591.0	$1,661.7	$86,593.2
Stafford	$0.3	$0.5	$0.2	$0.1	$1.1	$2.2	$213.8
Sumner	$15.8	$17.6	$10.0	$14.2	$18.1	$75.7	$4,998.8
Totals	**$327.6**	**$525.8**	**$308.9**	**$316.7**	**$746.7**	**$2,225.6**	**$124,511.4**
Percent of Total	**14.7%**	**23.6%**	**13.9%**	**14.2%**	**33.6%**	**100.0%**	

Source: Tourism Economic.

TRANSIENT LODGING TAX REVENUES

The City of Hutchinson levies a 7.0 percent on transient lodging revenues. The bar chart below depicts annual transient lodging tax revenues collected by the City of Hutchinson from FY 2013 through FY 2022.

According to the Kansas Department of Revenue, transient lodging tax revenues for the City of Hutchinson increased from $716,577 in FY 2013 to a peak of $812,805 in FY 2019. At a tax rate of 7.0 percent, the FY 2019 tax revenues equated to gross lodging receipts of $11,611,500. During FY 2020, tax revenues declined by 27.7 percent as the national lodging industry was adversely impacted by the COVID-19 pandemic starting in Spring 2020. The decline in transient lodging tax revenues continued into FY 2021, declining another 11.0 percent to $523,160.

By FY 2022, the local lodging market commenced recovery with tax revenues climbing 36.5 percent to $714,248. Despite the large gains in transient lodging tax revenues, the market has yet to fully recover to pre-pandemic levels.

As depicted on the table on the following page, for most of calendar year 2022 monthly transient lodging tax revenues eclipsed that for 2021. Peak lodging demand in Hutchinson over the past two years occurred from April through July, with strong demand also during the fourth quarter. These recent lodging tax revenue trends suggest the Hutchinson hotel market is in recovery mode with pre-pandemic levels expected by 2023 or 2024.

SOUTH-CENTRAL REGION
VISITOR SPENDING BY COUNTY, 2015 TO 2019

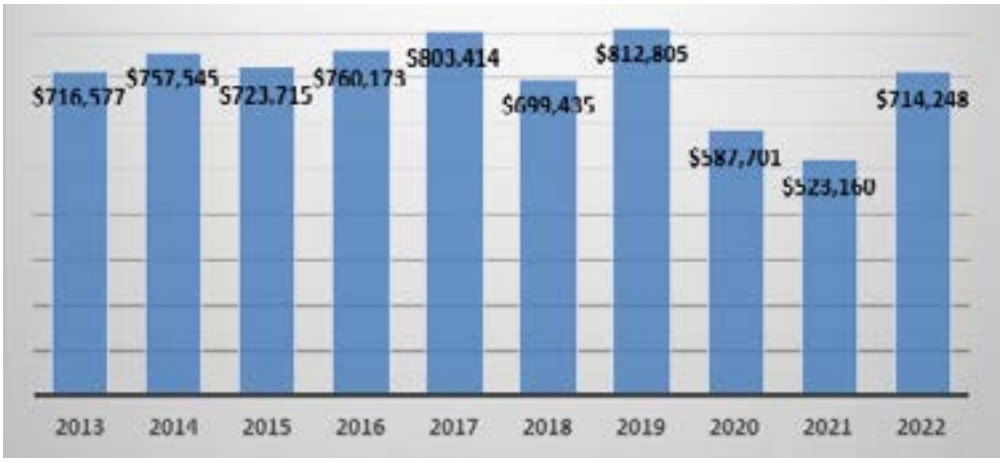
Visitor Spending South-Central Region	Sales ($ Milllions)					Growth Rate	Regional Share	State Share
County	2015	2016	2017	2018	2019	2015-19	2019	2019
Barber	$8.87	$7.80	$7.14	$7.03	$6.48	-26.9%	0.29%	0.09%
Barton	$47.22	$46.50	$52.07	$54.69	$53.86	14.1%	2.42%	0.74%
Butler	$65.85	$65.18	$71.11	$80.24	$79.01	20.0%	3.55%	1.08%
Chase	$2.73	$2.74	$3.00	$3.83	$4.19	53.5%	0.19%	0.06%
Cowley	$41.23	$39.72	$39.80	$38.70	$39.70	-3.7%	1.78%	0.54%
Harper	$14.21	$13.12	$11.66	$11.12	$10.43	-26.6%	0.47%	0.14%
Harvey	$45.52	$41.23	$40.40	$41.65	$43.87	-3.6%	1.97%	0.60%
Kingman	$5.58	$5.39	$5.61	$6.14	$6.17	10.6%	0.28%	0.08%
McPherson	$55.81	$53.49	$55.72	$65.53	$73.96	32.5%	3.32%	1.01%
Marion	$6.13	$6.03	$6.10	$7.10	$7.43	21.2%	0.33%	0.10%
Pratt	$41.76	$39.55	$34.73	$35.55	$34.91	-16.4%	1.57%	0.48%
Reno	$117.77	$116.35	$112.39	$116.44	$117.19	-0.5%	5.27%	1.60%
Rice	$8.63	$8.12	$8.14	$8.80	$8.67	0.5%	0.39%	0.12%
Sedgwick	$1,490.02	$1,508.40	$1,504.79	$1,581.41	$1,661.68	11.5%	74.67%	22.68%
Stafford	$2.04	$2.16	$2.17	$2.22	$2.25	10.3%	0.10%	0.03%
Sumner	$66.94	$68.59	$69.54	$74.61	$75.68	13.1%	3.40%	1.0%
Totals	**$2,020.31**	**$2,024.37**	**$2,024.37**	**$2,135.06**	**$2,225.48**	**10.2%**	**100.00%**	**30.38%**

Source: Tourism Economics.

EXISTING HOTEL PROPERTIES

Eleven hotel properties operate in Hutchinson totaling 678 guest rooms. Four hotels operate in downtown Hutchinson totaling 199 guest rooms with seven hotels totaling 479 guest rooms located along the Missouri 61 Highway corridor in north Hutchinson. The lodging inventory includes six economy hotels with 307 rooms and five limited-service hotels totaling 371 rooms. All the downtown hotels are economy properties built from 1963 and 1977 with no major chain affiliation.

TRANSIENT LODGING TAX REVENUES CITY OF HUTCHINSON FY 2012 TO FY 2022



Five economy hotels totaling 262 guest rooms operate in Hutchinson, including the Astro Motel, Sunflower Inn, Hutchinson Inn, OYO Hotel Hutchinson, Baymont by Wyndham, and Super 8. Current daily room rates for weekday stays range from $44 to $131. Economy hotels are small to medium-sized hotel establishments that offer basic accommodations with little to no services.

Six limited-service hotels totaling 416 guest rooms operate in Hutchinson, including Comfort Inn & Suites, Days Inn & Suites, Fairfield Inn & Suites, Hampton Inn, and Holiday Inn Express brands. Limited-service hotels are budget-friendly hotels that offer amenities such as business center, fitness room, pool, and complimentary breakfast. Current weekday room rates range from $70 to $174 per night.

In December 2019, the 215-room Atrium Hotel and Conference Center in north Hutchinson closed permanently. The hotel opened in 1976 with the convention center added later. Previously, the property has been a Holiday Inn Holidome and a Ramada Inn.

MONTHLY TRANSIENT LODGING TAX REVENUES

CITY OF HUTCHINSON, 2021 VS. 2022

Month	2021	2022	% Change
January	$29,868	$45,241	51.5%
February	$32,229	$37,985	17.9%
March	$25,848	$42,508	64.5%
April	$47,986	$66,757	39.1%
May	$53,348	$62,904	17.9%
June	$57,038	$69,670	22.1%
July	$62,444	$67,350	7.9%
August	$60,108	$58,242	-3.1%
September	$59,690	$56,475	-5.4%
October	$87,202	$90,669	4.0%
November	$66,299	$76,633	15.6%
December	$53,375	$54,980	3.0%
Totals	**$635,435**	**$729,414**	**14.8%**

Source: Kansas Department of Revenue

Lavare Properties (Mark & Phoebe Davenport) are currently converting the 4-story historic Hoke Building at 25 East First Avenue into a 23-room hotel with a wine bar and coffee shop.

The surveyed Hutchinson hotels are identified in the table on the following page, providing the year built, inventory of guest rooms, hotel amenities, and current weekday room rates.

Hotel operating data from 2015 through 2022 for Hutchinson's eleven hotel properties and downtown's four properties as published Smith Travel Research is summarized in the table below. From 2015 to 2019, the eleven hotels in Hutchinson operated at annual occupancy rates ranging from 49.9 percent to 55.2 percent, garnering an improving ADR from $77.52 in 2015 to $80.64 by 2019. The COVID-19 pandemic resulting in a sharp decline in room demand, occupancy, lodging revenue, and ADR. During the past two years the market performance has improved and now exceeds pre-pandemic levels.

The four economy hotels totaling 199 guest rooms operating in the Planning Area have experienced similar performance trends as the overall Hutchinson lodging market. The deviations include lower occupancy levels and ADR. During 2019, the negative impact of the pandemic pushed market indicators down, marked by an 18.3 percent decline in room demand, a 36.1 percent occupancy rate, and an ADR of just $58.74. During 2020 and 2022, market conditions have improved and now exceed pre-pandemic levels in lodging revenue and ADR.

Hutchinson supports a small and narrow hotel market. Existing hotels are economy and limited-service properties with no all-suite, full-serve, extended-stay, or conference/convention hotel properties currently operating in Hutchinson. The downtown market consists of older economy hotel properties that are not suitable for fostering a strong visitor market. The existing hotels support occupancy levels and ADR rates well below the overall Hutchinson market. Completion of the historic Hoke building conversion to a boutique hotel will add a new lodging product to the downtown Hutchinson hotel market that is positioned to foster heritage tourism.

The principal room demand segments within the lodging industry include leisure, business, and group travelers. Given the character of existing hotel properties in Hutchinson, the bulk of lodging demand appears to originate from leisure and business travelers. Given the potential of downtown Hutchinson to cultivate heritage tourism an additional boutique hotel within an existing historic property would appear to be the best suited hotel product to capture future lodging demand. As downtown revitalization evolves and more diverse lodging demand generators are introduced (i.e., athletic facility, museum, etc.) a larger brand hotel may be feasible.

HISTORICAL HOTEL OPERATING TRENDS

Year	Room Nights	Room Demand	Occupancy Rate	Lodging Revenue	ADR
Hutchinson Hotels					
2015	242,986	134,058	55.2%	$10,392,578	$77.52
2016	247,470	131,784	53.3%	$10,489,431	$79.56
2017	247,470	123,425	49.9%	$9,992,717	$80.96
2018	247,470	124,327	50.2%	$9,994,519	$80.39
2019	247,315	126,748	51.2%	$10,157,201	$80.64
2020	245,645	105,702	43.0%	$7,936,057	$75.08
2021	246,715	130,328	52.8%	$10,616,871	$81.46
2022	247,470	130,965	52.9%	$11,639,141	$88.87
Downtown Hotels					
2015	74,460	37,406	50.2%	$2,218,674	$59.31
2016	74,460	34,256	46.0%	$2,054,021	$59.96
2017	74,460	31,055	41.7%	$1,878,274	$60.40
2018	74,460	31,893	42.8%	$1,884,899	$59.10
2019	74,305	32,042	43.1%	$1,882,037	$58.74
2020	72,625	26,182	36.1%	$1,495,814	$57.13
2021	72,635	31,095	42.8%	$1,887,213	$60.69
2022	72,635	30,768	42.4%	$1,972,476	$64.11

Source: Smith Travel Research.

Hotel Site Evaluation

This section of the report evaluates the potential of downtown Hutchinson to accommodate development of hotel. The historic Hoke building is currently being converted into a 23-room boutique hotel which has the potential to cultivate heritage tourism. As downtown redevelopment evolves a larger boutique hotel or brand hotel may be feasible. This study applied the following hotel site selection characteristics:

Access – An optimal hotel site should be easily accessible from highways and arterial streets.

Ingress/Egress – An optimal hotel site should have easily accessible routes of ingress and egress.

Visibility – An optimal hotel site should be visibility from adjacent and nearby highways and arterial streets. The hotel building's visibility must be supplemented by building and site signage.

Proximity to demand generators – An optimal hotel development site should be reasonably proximate to the local lodging demand generators such as major businesses or business parks as well as recreation and leisure attractions.

Proximity to support amenities – An optimal hotel development site should be in reasonable proximity to a concentration of support amenities such as restaurants, entertainment, and retail.

Competitive positioning – An optimal hotel development site should be designated for the development of a hotel brand and a market segment that affords the greatest potential for market success and long-term sustainability.

The vacant Landmark building was evaluated for conversion to a boutique hotel and under-utilized properties in the Planning Area evaluated as potential hotel development sites include: 1) NWC Sherman Avenue and Walnut Street; 2) SWC Sherman Avenue and Walnut Street; 3) SWC Avenue B and Walnut Street; and 4) NEC Main Street and Avenue C.

SURVEY OF HUTCHINSON, KANSAS HOTELS

Hotel Property	Hotel Class	Year Built	# of Rooms	Pool	Fitness Center	Business Center	Meeting Space	Dining Lounge	Daily Rate
Downtown Hutchinson Hotels									
Astro Motel	Economy	1964	30						
Sunflower Inn	Economy	1977	47						
OYO Hotel Hutchinson	Economy	1970	92						$44 - $131
Hutchinson Inn	Economy	1963	30						$45 - $65
North Hutchinson Hotels									
Baymont by Wyndham	Economy	1985	45		X	X			$69 - $108
Hampton Inn by Hilton	Limited-Service	2002	70	Indoor	X	X			$126 - $147
Fairfield Inn & Suites	Limited-Service	2012	89	Indoor	X	X	1,200 SF		$107 - $129
Days Inn & Suites	Limited-Service	1999	67	X	X	X			$70 - $90
Holiday Inn Express	Limited-Service	2015	76	Indoor	X	X	300 SF		$127 - $174
Super 8	Economy	1980	63	X		X			$106 - $150
Comfort Inn & Suites	Limited-Service	1997	69	Indoor	X	X	X		$111 - $141
Total Rooms			**678**						

Source: Canyon Research Southwest

ACCESS

Freeway and/or major arterial street access is important for chain hotels, providing for convenient access and visibility by guests and the ability to capture drive-by traffic. Access is less critical for full-service, luxury, and boutique hotels as they tend to be destination locations. Downtown Hutchinson benefits from excellent regional access via U.S. 50 and State Highways 14, 61, and 96. Site ingress and egress will be provided via downtown's arterial street network. To conclude, regional, neighborhood, and site access to downtown Hutchinson is excellent and suitable for supporting the construction and operation of a boutique or chain hotel.

VISIBILITY

In addition to access, a prospective chain hotel site typically requires suitable visibility from adjacent and nearby freeways and major arterial streets. The Landmark building and parking lot at Main Street and Avenue C benefit from visibility and exposure via Main Street. The other three prospective hotel development sites possess frontage onto Walnut Street, a secondary downtown arterial street. Visibility for a boutique hotel is less critical as it tends to be a destination lodging product.

PROXIMITY TO DEMAND GENERATORS

A feasible hotel development site must be near room demand generators. Potential room demand generators include freeways, employment centers, sporting venues, tourist destinations and recreational facilities. A hotel in downtown Hutchinson would target leisure, business, and group travelers. Sources of leisure demand include heritage tourists draw to downtown's historic district; patrons of the Fox Theatre, Flag Theatre, Hutchinson Art Center, downtown major events and festivals; and visitors to such Hutchinson attractions as the Underground Salt Museum and Kansas Cosmosphere. Sources of business travel include the area's business community and government offices. Upgrades to the Memorial Hall Complex could boost room demand from group travelers.

AVAILABILITY OF SUPPORT AMENITIES

A prospective hotel development site should be in reasonable proximity to a concentration of support amenities such as restaurants, entertainment, and retail. While downtown Hutchinson supports a wide selection of retailers and arts and entertainment venues, restaurants are in short supply. One of the principal goals of the redevelopment of downtown Hutchinson is to foster the growth of restaurants, bars, and other entertainment venues as a means of attracting visitation from both residents and tourists.

COMPETITIVE POSITIONING

A boutique hotel is a small and intimate hotel with a stylish design decor and a unique character that distinguishes itself from chain hotel brands. It provides guests with great and ultra-personalized service and is typically situated in a distinguishable urban location. This product positioning offers the following competitive advantages:

- Boutique hotels often feature accommodations where the decor is tailored to the property's geographic location or neighborhood.
- A boutique hotel will usually offer fewer rooms but more personalized service. Boutique hotels are often more upscale and luxurious.
- A boutique hotel operating in a historic building is best suited to attract heritage tourists. Heritage tourists tend to be more affluent and spend more money while traveling.

The Landmark building's historic character plays well in accommodating conversion to a boutique hotel.

Development of vacant land would best support an all-suites or limited-service hotel brand.

The Planning Area possesses the necessary location and site requirements to support future hotel development, offering adequate access and visibility, proximity to lodging demand generators, and modest direct hotel competition. Downtown's status as a designated historic district and presence of the Fox Theatre and Flag Theatre provides the opportunity to foster heritage tourism and lodging demand.

The historic Landmark building is an ideal candidate for conversion to a boutique hotel. However, its large size may be best to accommodate mixed-use development with possible uses including a ground floor restaurant with both a boutique hotel and rental apartments on the upper four floors. A boutique hotel at the Landmark building would further support heritage tourism.

Where the Planning Area currently falls short in supporting near-term new hotel construction is the lack of support amenities such as restaurants, entertainment, and retail. Additional downtown amenities and lodging demand generators are required before construction of a new hotel is viable. The three existing surface parking lots along Walnut Street at Sherman Avenue and Avenue B are suitable long-term hotel development sites. The parking lot at the northwest corner of Sherman Avenue and Walnut Street would provide access to the new alleyway that leads to the Fox Theatre. The Walnut Street sites afford proximity to the Fox Theatre, Memorial Hall Complex, and Reno County Museum, Hutchinson Art Center, and Flag Theatre.

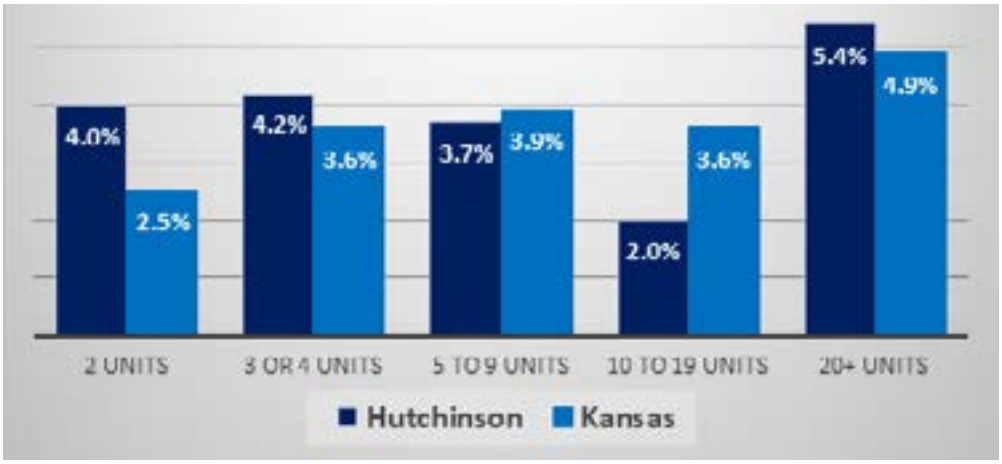
Rental Housing Market Analysis

This section of the report evaluates the Planning Area's existing stock of multi-family rental housing stock by identifying historic trends in new supply, absorption, occupancies, and rents. The goal is to identify opportunities for the Planning Area to support new rental housing stock.

Hutchinson Apartment Market

According to the U.S. Census Bureau, as of 2021, Hutchinson's inventory of multi-family housing totaled 3,497 dwelling units, or 19.3 percent of the city's total housing stock. By comparison, multi-family housing accounts for 18.5 percent of the Kansas housing stock. Large-scale apartment properties with 20 or more units account for Hutchinson's largest inventory of multi-family housing with 983 dwelling units, or 5.4 percent of the total housing stock, compared to 4.9 percent statewide. Duplexes and properties with 3 to 4 dwelling units collectively account for 8.2 percent of Hutchinson's housing stock, totaling 1,483 dwelling units.

COMPARISON OF MULTI-FAMILY HOUSING STOCK
CITY OF HUTCHINSON VS. STATE OF KANSAS, 2021



Historical rental housing market conditions in Hutchinson were identified by conducting a search on Costar for apartment properties of ten or more dwelling units. According to CoStar, by year-end 2022 Hutchinson had 27 large-scale apartment properties totaling 1,154 dwelling units. Existing apartment properties are scattered throughout Hutchinson, with a principal concentration located north of 30th Avenue near Severance Street. Since 2010, just 19 new dwelling units have come online in Hutchinson with no rental units under construction. The table on the following page summarizes operating trends since 2010 for large-scale apartment properties in Hutchinson.

Since 2018, the apartment properties have operated at a health vacancy rate below market equilibrium. At year-end 2018, just 66 vacant apartments were available for lease yielding a vacancy rate of 5.9 percent. By year-end 2022, the overall vacancy rate stood at just 4.1 percent. The limited inventory of vacant apartments available for immediate occupancy places a constraint on households seek to move to Hutchinson or existing residents seeking another apartment.

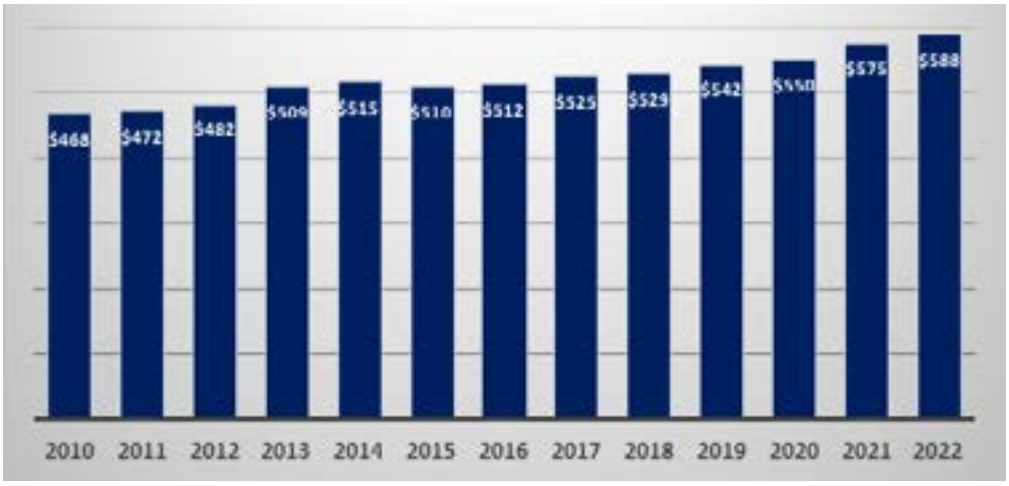
HUTCHINSON, KANSAS APARTMENT MARKET TRENDS

Year	# of Properties	# of Units	Vacant Units	Vacancy Rate	Net Absorption	Average Rent/Mo.
2010	26	1,125	80	7.1%	1	$468
2011	26	1,125	72	6.4%	8	$472
2012	26	1,125	69	6.1%	3	$482
2013	26	1,125	69	6.1%	0	$509
2014	26	1,125	65	5.8%	4	$515
2015	26	1,125	62	5.5%	3	$510
2016	26	1,125	68	6.0%	-6	$512
2017	26	1,125	82	7.3%	-14	$525
2018	26	1,125	66	5.9%	16	$529
2019	27	1,154	69	6.0%	26	$542
2020	27	1,154	58	5.0%	11	$550
2021	27	1,154	50	4.3%	8	$575
2022	27	1,154	47	4.1%	3	$588

Source: CoStar.

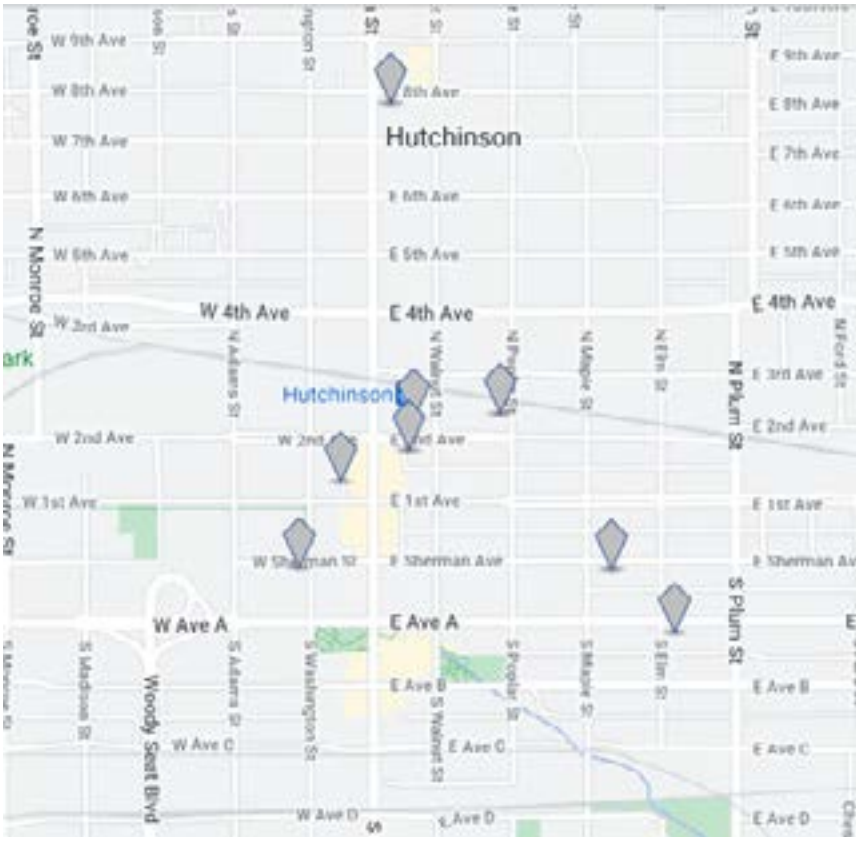
The Hutchinson apartment market has experienced accelerated rent gains in recent years stemming from strong demand and declining vacancies. As the overall vacancy rate reached equilibrium the average rent escalated at annualized rates of 0.8 percent in 2018 and 2.5 percent in 2019, reaching $542 by 2019. Over the next three years as the overall vacancy rate continued to decline the average rent rose 1.5 percent in 2020, 4.5 percent in 2021, and 2.3 percent in 2022. By year-end 2022 the average apartment rent reached $588 per month.

HUTCHINSON MONTHLY APARTMENT RENT TRENDS



To conclude, over the past five years the Hutchinson apartment market has strengthened, yielding vacancies well below market equilibrium and escalating rents.

Downtown Apartment Market



Current rental housing market conditions in the Planning Area were identified by conducting a search on Costar for large-scale apartment properties. According to CoStar, the Planning Area has eight apartment properties totaling 192 dwelling units. The properties are scattered throughout the Planning Area with the largest concentration near the intersection of 2nd Avenue and Main Street. Five apartment properties totaling 135 dwelling units are market-rate with three income-based properties totaling 57 dwelling units.

The table on the following page summarizes operating trends for Planning Area apartment properties. Since 2010, two apartment properties have been built in the Planning Area, including the 3-unit Catalyst Lofts in 2016 and 29-unit The Link in 2019. From 2010 through 2022, the Planning Area apartment market has absorbed a net of 30 rental units.

Since 2010, the Planning Area apartment inventory has operated at a vacancy rate exceeding market equilibrium. From 7.5 percent in both 2011 and 2012, the overall vacancy rate peaked at 13.5 percent in 2019. The spike in the vacancy rate in 2019 was attributed in part to the completion of the 29-unit The Link. Since 2019, the vacancy rate as edge downward to 7.8 percent by year-end 2022.

Both market-rate and income-based apartments were surveyed in the Planning Area with the results summarized in the table on page 69.

Five market-rate apartment properties were surveyed in the Planning Area totaling 135 rental units. As of the date of this study the surveyed market-rate apartment properties were operating at a cumulative vacancy rate of 1.5 percent. Monthly rents are $408 for studios, $298 to $500 for 1-bedrooms, and $404 to $615 for 2-bedrooms.

PLANNING AREA APARTMENT MARKET TRENDS

Year	# of Properties	# of Units	Vacant Units	Vacancy Rate	Net Absorption
2010	6	160	14	8.8%	-1
2011	6	160	12	7.5%	2
2012	6	160	12	7.5%	0
2013	6	160	15	9.4%	-3
2014	6	160	12	7.5%	3
2015	6	160	12	7.5%	0
2016	7	163	14	8.6%	1
2017	7	163	17	10.4%	-3
2018	7	163	15	9.2%	2
2019	8	192	26	13.5%	18
2020	8	192	19	9.9%	7
2021	8	192	16	8.3%	3
2022	8	192	15	7.8%	1

Source: CoStar

Renovated in 2015 the Valley Building and Loan Company, presently known as the Catalyst Lofts offers loft living in historic downtown Hutchinson with its 3 lofts in the 1927 art deco building.

The 6-story, 33-unit Leon Place Apartments at 14 West 2nd Avenue was built in 1930 and features 1-, and 2-bedroom models offering 766 square feet and 950 square feet of livable area. Utilities are included in the rent and the property is currently fully leased.

The 12-story Plaza Towers at 17 East 2nd Avenue was built in 1954 and offers 1-bedroom units of 765 square feet and 2-bedroom units with 950 square feet. Monthly rents are $298 for 1-bedroom units and $404 for 2-bedroom units.

An 8-unit apartment property at 309 East Sherman Street offers 1-bedroom rental apartments. Built in 1940, the property is currently fully leased.

The 28-unit Windsor Apartments at 401 East Avenue A offer studio, 1-, and 2-bedroom apartments. Monthly rents are $408 for the 400 square foot studio units, $495 for the 650 square foot 1-bedroom units, and $536 for the 850 square foot 2-bedroom units. No apartments are currently available for rent.

Five income-based apartment properties were surveyed in the Planning Area totaling 179 rental units. The surveyed income-based apartment properties are currently fully leased. The strong tenant demand for affordable housing stems from the fact that 22.9 percent of Hutchinson households earn less than $25,000 annually. Monthly rents range from $340 to $445 for 1-bedrooms and $425 to $525 for 2-bedrooms. For those properties receiving Low-Income Housing Tax Credit financing, the rent is equivalent to 30 percent of the tenant's income.

The Sentney Lofts are located at 126 East 2nd Avenue. The property features 33, 1- and 2-bedroom income-based apartment units. The 600 square foot 1-bedroom units rents for $340 to $445 per month and the 750 square foot 2-bedroom units rent for $445 to $525 per month. The property features a community room and fitness center. This property received funding through the Low-Income Housing Tax Credit (LIHTC) program so rents are capped at a maximum of 30 percent of the area median income.

The 40-unit Walnut Creek Apartments at 102 East 2nd Avenue were built in 2005 by New Beginnings, Inc. Two-bedroom models rent for $425 per month. This property received funding through the Low-Income Housing Tax Credit (LIHTC) program so rents are capped at a maximum of 30% of the area median income.

The 28-unit Tierra Verde Apartments at 118 East Avenue A were built by New Beginnings, Inc. in 2008. The property features a community room and exercise room. The 2-bedroom apartment units rent for $450 per month.

The Link is a 29-unit apartment property at 1 South Washington Street built in 2019. The Link of Hutchinson is Hutchinson's newest apartment community and is available for people with developmental disabilities as well as seniors 55+. Since this property received funding through the Low-Income Housing Tax Credit (LIHTC) program, a certain number of units are set aside for lower income households. Households must earn either less than 50% or 60% of the area median income to qualify for these units. Rents in these units are capped at a maximum of 30% of the area median income (adjusted for unit size). Some rental units in this property are not subject to LIHTC and therefore have higher rents and no maximum household income requirement.

Located at the corner of 1st and Main in Hutchinson, Kansas, Wiley Plaza is a 73-unit apartment property featuring 1-, 2-, and 3-bedroom units. Of the 73 units, 33 units are market rate and 40 are affordable units. This property received funding through the Low-Income Housing Tax Credit (LIHTC) program so rents are capped at a maximum of 30% of the area median income.

To conclude, the existing market-rate and income-based rental apartments in the Planning Area are operating at or near full occupancy, suggesting strong market need and the potential to support additional market-rate and income-based rental units.

EXISTING MARKET-RATE AND INCOME-BASED RENTAL APARTMENTS IN THE PLANNING AREA

Planning Area Apartment Properties Address	Year Built	# of Units	Vacant Units	Class	Monthly Rent Studio	 1 Bed	 2 Bed	 3 Bed
Market-Rate Apartment Properties								
Catalyst Lofts	2016	3	0	B				
14 West 1st Avenue								
Leon Place Apartments	1930	33	2	C		$500	$615	
14 East 2nd Avenue								
Plaza Towers	1954	63	0	C		$298	$404	
17 East 2nd Avenue								
309 East Sherman Street	1940	8	0	C				
The Windsor Apartments		28	0	B	$408	$495	$536	
401 East Avenue A								
Income-Based Apartment Properties								
Sentney Lofts		33	0	B		$340	$445	
126 East 2nd Avenue						$445	$525	
Walnut Court Apartments	2005	40	0	B			$425	
102 East 2nd Street								
Tierra Verde Lofts	2008	28	0	B			$450	
118 East Avenue A								
The Link	2019	29	0	B				
1 South Washington Street								
Wiley Plaza		49	0	B				
100 North Main Street								
Totals		**314**	**2**		**$408**	**$298**	**$404**	
Vacancy Rate			**0.6%**			**$500**	**$615**	

Source: CoStar and Canyon Research.

Forecast Housing Need

Residential housing need estimates for the City of Hutchinson from 2023 through the year 2040 were forecast based on anticipated demographic and economic trends for the community. Key input to the model includes historical patterns in annual residential building permit activity and projected population and household growth, average household formation rates, households by income levels, and population by age.

Demographic characteristics and historic population growth trends for Hutchinson were provided by the U.S. Census Bureau and Esri Business Analyst. Housing characteristics for Hutchinson were provided by the American Community Survey. Population growth projections for Hutchinson were generated by Canyon Research Southwest based on historic growth patterns, existing employment base, availability of developable land, and economic development factors.

During 2021, Hutchinson's residential housing stock totaled 18,048 dwelling units, operating at an overall occupancy rate of 88.1 percent. The occupied housing stock included 10,391 owner-occupied units (65.3%) and 5,518 renter-occupied units (34.7%). A total of 2,139 vacant housing units were reported. Hutchinson's average household size is 2.27 persons.

Esri Business Analyst estimated Hutchinson's 2022 population at 39,950 residents. From 2023 to 2040, Hutchinson's population is forecast to increase by 2,341 to 3,969 residents, generating the need for additional housing units.

Supportable residential housing absorption from 2023 through 2040 will be a function of resident population growth and latent demand while income levels and age composition will dictate the type and mix of housing product. Another housing needs component considers the number of units a market requires to offer balanced market conditions offering a suitable the housing stock of vacant and available for sale or rent.

Housing Demand from Population Growth

Esri Business Analyst estimated Hutchinson's 2022 at 39,950 residents. By 2040, Hutchinson's population is forecast to increase by 2,341 to 3,969 new residents, equating to the need for an estimated 1,031 to 1,748 new occupied housing units.

Units Required for a Balanced Market

Another housing needs component considers the number of units a market requires to offer balanced market conditions. Vacant housing units are necessary to accommodate the turnover of the housing stock as people move for family, work-related, or financial reasons. Latent demand occurs when the inventory of available housing is severely constrained.

A housing market operating at equilibrium generally supports a 92 percent to 95 percent occupancy rate. Healthy markets require approximately 5 percent to 8 percent of the housing stock to be available to allow for inner-market mobility and encourage competitive housing prices and rental rates. Markets with vacancy rates below a healthy rate often suffer from escalating home values and rents, minimal tenant turnover, residents being forced into housing situations that do not meet their housing needs, and the inability of nonresidents to enter the market.

The American Community Survey 2021 reported that of Hutchinson's entire inventory of 18,048 housing units a total of 15,909 residential housing units were occupied, equating to an overall occupancy rate of 88.1 percent. The high vacancy rate may be attributed to Hutchinson's old housing stock with over half of all housing units constructed prior to 1960.

Through 2040, population growth is anticipated to result in the need for 1,031 to 1,748 additional housing units, bringing the total occupied inventory to 16,940 to 17,657 housing units.

At market equilibrium occupancy rate of 92 percent, by 2040 Hutchinson's housing stock would total 19,079 to 19,796 dwelling units, of which 1,526 to 1,584 dwelling units would vacant and available for sale or rent. Given the 2021 inventory of 2,139 vacant housing units in Hutchinson, no latent housing need is anticipated.

Total Housing Need 2023-2040

To conclude, through population growth and achieving a balanced housing market, new housing demand from 2023 through 2040 in Hutchinson is estimated at 1,030 to 1,750 dwelling units.

Given the region's population age composition, household income levels, existing housing stock, and the composition of occupied existing housing, from 2023 through 2040 the housing demand is estimated to be segmented 65 percent owner-occupied and 35 percent renter occupied. Therefore, by 2040 the mix of new housing need is estimated at 670 to 1,140 owner-occupied units and 360 to 610 rental units. The table below summarizes the forecast housing mix by owner- and renter-occupied and by product type.

FORECAST HOUSING DEMAND BY PRODUCT TYPE
CITY OF HUTCHINSON, 2023 TO 2040

	2022 Estimate			2040 Forecast	
	# of Units	# of Total		# of Units	# of Total
Total Housing Units	18,048				
Occupied Housing Units	15,909			1,030 – 1,750	
Owner-Occupied	10,391	65.3%		670 – 1,140	65.0%
Renter-Occupied	5,518	34.7%		360 – 610	35.0%
Vacant Housing Units	2,139				
Occupied Housing Units					
Single Family Detached	13,700	75.9%		722 – 1,225	70.0%
Single Family Attached	470	2.6%		10 – 18	1.0%
2 to 4 Units	1,483	8.2%		77 – 130	7.5%
5 to 9 Units	662	3.7%		26 – 44	2.5%
10 or More Units	1,352	7.4%		175 – 298	17.0%
Mobile Home or Other	381	2.1%		20 - 35	2.0%

Source: U.S. Census and Canyon Research Southwest, Inc.

Rental Housing Site Evaluation

A goal in redevelopment of the Planning Area is to increase the density by adding to the inventory of housing units. Doing so will produce a more vibrant urban center through increased pedestrian traffic, extend downtown's hours of activity, and generate demand for retail, dining, and entertainment uses.

One option for increasing the inventory of housing units in the Planning Area would be the conversion of upper floor space in multi-story commercial buildings along Main Street as well as the adaptive re-use of existing vacant or underutilized buildings. Potential multi-story buildings targeted for upper floor residential use include Main Street.

Portions of Main Street consisting of historical buildings that maybe suitable for conversion of upper floors for residential use include: 1) between 3rd and 5th Avenues and 2) between 1st and 2nd Avenues. These building possess a Main Street address, excellent access and visibility, historic architectural design, access to parking, and proximity to employment, shopping, and dining.

The 5-story Landmark building at the northwest corner of 5th Avenue and Main Street is an ideal candidate for conversion to rental apartments. However, its large size may be best to accommodate mixed-use development with possible uses including a ground floor restaurant with both a boutique hotel and rental apartments on the upper four floors.

The 2-story warehouse at 100 East Avenue A and Sunflower Electric building at 100 West 2nd Avenue are examples of industrial buildings that may possess the potential for conversion into loft residential use with high ceilings, brick exposed walls, and large floor plates.

Another method of increasing the Planning Area's housing stock is through the construction of new rental apartments. Surface lots and underutilized properties were evaluated for the ability to accommodate development of multi-family residential housing based on the following site criteria: physical attributes of the site; zoning; visibility and exposure; access; proximity to housing demand generators; and convenient access to community services such as shopping, dining, entertainment, recreation, schools, and places of worship.

The prospective development sites listed below are best suited for high-density multi-family housing development within the Planning Area. Inclusion of multi-family residential within mixed-use projects featuring ground floor commercial space maybe appropriate in higher profile locations.

- Surface parking lot at the northwest corner of Sherman Avenue and Walnut Street
- Surface parking lot at the southwest corner of Sherman Avenue and Walnut Street
- Surface parking lot at the southwest corner of Avenue B and Walnut Street
- Surface parking lot and vacant land at the northeast corner of Main Street and Avenue C
- Vacant land south of the southwest corner of Main Street and 5th Avenue
- North and south sides of 4th Avenue between Washington and Adams Streets
- Vacant land between Washington and Adams Street, north of 2nd Avenue
- Vacant land at the northwest corner of Sherman Avenue and Poplar Street
- Vacant land at the northeast corner of Avenue C and Walnut Street
- Vacant land at the southeast corner of Avenue C and Walnut Street
- Vacant land at the southwest corner of Avenue C and Walnut Street

STUDY CONCLUSIONS

The primary objective of the Economic and Market Analysis was to evaluate the impact of economic, demographic, and real estate market trends on future redevelopment opportunities in the Downtown Hutchinson Planning Area. Based on the study findings, downtown revitalization recommendations were identified and include the following:

- Planning Area assets and constraints impacting future redevelopment potential.
- Commercial and residential demand projections through 2040.
- Identify prospective revitalization opportunities, including adaptive re-use of existing buildings and the development of under-utilized properties and vacant land.

Downtown Hutchinson Benefits and Constraints

Through stakeholder interviews and comments made by the stakeholder group, assets and constraints in the future revitalization of the Planning Area were identified and summarized in the text below.

ASSETS

- The presence of two nationally designated historic districts and a large stock of historic buildings is a major asset from which to establish a unique identity for downtown;
- The availability of historic tax credits can provide funding for the renovation of eligible properties located within the two historic districts;
- The presence of the Downtown Core North and South Historic Districts provides the potential to foster heritage tourism;
- The Fox Theatre, Flag Theatre, Hutchinson Art Center, Antique District, and Smith's Market are principal anchors and draw visitors downtown;
- Availability of many potential redevelopment sites capable of accommodating a variety of land uses;
- The potential to convert upper floor space in existing buildings to office or residential use;
- Potential to activate alleyways;
- The current conversion of the historic Hoke Building into a 23-room boutique hotel will improve the potential to support heritage tourism and compliment the Fox Theatre;
- High traffic counts on Main Street afford businesses excellent visibility and exposure;
- Vacant Landmark building has potential for adaptive re-use with potential uses including ground floor commercial space with apartments and/or hotel in upper floors;
- Memorial Hall has the potential to be transformed into a year-round event center;
- The special events draw people to downtown;
- George W. Pyle Park, Avenue A Park, and DCI Park;
- Downtown is walkable; and
- Plenty of parking is available downtown.

CONSTRAINTS

- Downtown currently supports limited pedestrian activity;
- Lack of outdoor public space with active/passive amenities and ability to host concerts, festivals, and cultural events;
- Under utilization of second floor space in Main Street buildings;
- Modest inventory of downtown housing;
- Many of the vacant commercial buildings are under single ownership;
- Absence of a fine dining restaurant to compliment art and theatre events;
- Absence of a quality hotel;
- Lack of a large-scale meeting and conference space;
- No dedicated food truck parking/setup area;
- Lack of family-friendly attractions;
- Even with the historic tax credits the cost to renovate historic buildings is high, particularly for buildings that have not been well maintained and have ADA access restrictions.
- Many businesses operate limited hours and with few eating and drinking places downtown supports very little evening activity;
- Given the current level of business activity in downtown Hutchinson the existing inventory of parking spaces appears to be sufficient. However, as redevelopment takes place and business activity escalates the availability of parking could become an increasing issue.
- Many residents, particularly from north Hutchinson, don't patronize downtown businesses; and
- Main Street was once a highway supporting extension right-of-way which adversely effects the character of downtown. Also, difficult to effectively close the street for events.

Forecast Commercial, Office and Residential Demand

Commercial space and residential housing unit demand was forecast for Hutchinson, Kansas from 2023 through the year 2040. Market forces driving future demand for commercial space and housing include the growth in employment, population, and income along with trends in average space per employee, household size, and household composition.

By 2040, the City of Hutchinson's population is forecast to increase by 2,341 to 3,696 residents. This increase in population is forecast to generate additional retail sales capable of supporting approximately 370,000 to 494,000 square feet of occupied retail space through 2040.

Office-related job growth through 2040 in Hutchinson is projected to support the absorption of approximately 85,000 to 139,000 square feet of both owner-occupied and speculative office space.

Through 2040, new housing demand in Hutchinson is forecast at 1,030 to 1,750 new occupied dwelling units. Owner-occupied housing demand is estimated at 670 to 1,140 dwelling units with renter-occupied demand estimated at 360 to 610 dwelling units.

FORECAST RETAIL, OFFICE, AND RESIDENTIAL DEMAND
CITY OF HUTCHINSON, 2023 TO 2040

	Growth 2023-2040		Net Gain	
	Population	Jobs	Low	High
Retail	2,341 - 3,969		370,000 SF	494,000 SF
Office		280 - 530	85,000 SF	139,000 SF
Housing	2,341 - 3,969		1,030 Units	1,750 Units
Owner-Occupied			670 Units	1,140 Units
Renter-Occupied			360 Units	610 Units

Revitalization Opportunities

The principal goal in revitalization of the Planning Area is to improve its economic activity by creating a vibrant mixed-use urban environment that leverages off its status as a national historic district, stock of historic buildings, and presence of such attractions as the Fox Theatre, Flag Theatre, Hutchinson Art Center, Antique District, and Smith's Market. This section of the study provides building and land use opportunities for revitalization of the Planning Area.

The two districts designated on the National Register of Historic Places provide the Planning Area with two principal advantages in supporting future revitalization efforts. First, the designation brings with it a sense of stature and recognition and can be used as a selling point for economic development and heritage tourism. Second, the tax advantages for property owners who reinvest in their buildings provided by the national and state historic tax credits.

The designated historic districts provide the opportunity to foster heritage tourism and lodging demand. A boutique hotel operating in a historic building is best suited to attract heritage tourists. The historic Hoke building at 25 East First Avenue is currently being converted into a 23-room hotel and will be a key asset in promoting heritage tourism. Investment in Memorial Hall's infrastructure could create a unique year-round meeting space to assist in generating demand for a larger, branded hotel.

For historic preservation and general revitalization efforts to succeed three ingredients are required. First, commitment by local leadership is a must that includes elected officials, business and property owners, developers, social organizations, and residents. The larger and more diverse the stakeholder group the better chance for success. Second, a feasible and sustainable strategy must be defined and implemented. Third, successful revitalization is a long process so the effort must be able to sustain support within the community.

Additional attractions in the Planning Area are necessary to generate increased visitation and economic activity. An initial objective of the revitalization of the Planning Area is to attract more visitors that improves the prospects of supporting increased sales for existing businesses and improve the climate for attracting new businesses and residents. Examples of additional attractions include a family entertainment center, sports facility, conference center, museum, movie theater, and restaurant sports venue such as Chicken N Pickle.

The Planning Area is centered along Main Street extending from Avenue D north to roughly 6th Avenue, a length of ten city blocks. Given the length and size of the Planning Area, improving walkability will be important in promoting business retention and expansion. This can be accomplished in two ways, including establishing individual districts of economic activity and improving pedestrian movement in and adjacent to these districts.

Retailers currently account for just one-third of the Planning Area's tenant base. The section of Main Street from 3rd Street to Avenue C is the heart of the Planning Area's retail core and includes the Antique District, Wiley District, and Smith's Market. New commercial development on the east side of Main Street between Avenues B and C would help expand and strengthen these districts.

Like the Antique District, a cluster and eating and drinking places would also serve as an attraction and increase visitation and economic activity in the Planning Area. The section of Main Street between 4th and 6th Avenues has the potential to evolve into an entertainment district given the presence of vacant buildings, Salt City Brewery and the owner's plan for a speakeasy in a nearby vacant building, and Hutchinson Art Center. Adaptive re-use of the vacant Landmark building at Main Street and 5th Avenue with a ground floor restaurant and hotel and/or apartments in the upper floors would heighten the image of this section of Main Street.

Planned events are a major source for attracting large crowds, so creating event space is important to establishing a downtown as a community activity and event center. Several east-west streets in the Planning Area possess considerable right-of-way that could be utilized to widen sidewalks that support outdoor dining and increased pedestrian activity. Examples include 1st Avenue, 2nd Avenue, and Avenue B. The width of these streets along with improved sidewalks, streetscape, and lighting would create a gathering place of sufficient size by closing the street to program a wide variety of events and activities.

A recommended step in creating a unique sense of place and improve walkability for the Planning Area is to design and implement a comprehensive streetscape plan that extends from Main Street into the adjacent residential neighborhoods. Streetscape improvements could include wide sidewalks, improved lighting, street furniture, trash cans, landscaping, public art, signage, and banners. As the Planning Area consists of several individual districts (i.e., Downtown Core, North Main, Civic / Office, etc.), to differentiate them streetscapes unique to each could be considered. Such visual improvements could prompt increased private investment if linked to an economic incentive such as a façade improvement program.

Additional housing is supportable in the Planning Area, though an enhanced urban environment is needed to improve livability. Portions of Main Street consisting of historical buildings that maybe suitable for conversion of upper floors for residential use include: 1) between 3rd and 5th Avenues and 2) between 1st and 2nd Avenues. Buildings that may possess the potential to support adaptive re-use with residential include: 1) 5-story Landmark building at the northwest corner of 5th Avenue and Main Street; 2) 2-story warehouse at 100 East Avenue A, and 3) Sunflower Electric building at 100 West 2nd Avenue.

In addition to the future occupancy of vacant downtown buildings with retail, office, hotel, and residential uses, prospective development sites have been identified, focusing on surface parking lots, under-utilized properties, and noncontributing structures. These properties would be developed in phases over a long-term time horizon. The most suitable future development sites within the Planning Area are outlined below, providing a description of the current land use and potential redevelopment uses. The location of each site is depicted by the map at the end of this section.

1. Vacant land south of the southwest corner of Main Street and 5th Avenue
    - Infill site on Main Street suitable for 2-story mixed-use building consistent with neighboring Main buildings housing ground floor commercial space and residential/office on upper floor
2. South side of 4th Avenue between Washington and Adams Streets
    - 2 story office building and surface parking lot, Pizza Hut, Rice's Exhaust Service
    - Potential development site for a large-scale apartment building

3. Vacant land between Washington and Adams Street, north of 2nd Avenue
    - Potential development site for apartments or townhomes
4. Northeast corner of Walnut Street and 3rd Avenue
    - One-story brick building (former bakery??)
    - Expand the redevelopment site to include the entire city block
    - Potential entertainment/music venue or medium to high density residential
5. Southwest corner of Poplar Street and 2nd Avenue
    - Surface parking lot and 1-story commercial building
    - Potential apartment site or mixed-use with commercial space on the ground floor with apartments above
6. North side of 1st Avenue between Washington and Adams Streets
    - Three, 1-story commercial buildings, surface parking lot, and vacant lot
    - Potential to create a professional office corridor including co-workspace / incubator space
7. Southwest corner of Adams Street and 1st Avenue
    - Former Sears store now occupied by SDI/Mid America Point of Sale and Dollar General
    - Potential convention center site with an adjacent hotel or employment site
8. Northeast corner of Avenue A and Adams Street
    - Cooper Tire Service, convenience store, 1-story industrial building, and vacant land
    - Potential for mixed-use employment and residential or as a convention hotel
9. Surface parking lot at the northwest corner of Walnut and Sherman Streets
    - Increased density – mixed-use with commercial and residential or a hotel that would tie into the improved alleyway leading to 1st Avenue.
10. Surface parking lot at the southwest corner of Walnut and Sherman Streets
    - Increased density – mixed-use with commercial and residential
11. Vacant land at the northwest corner of Poplar and Sherman Streets
    - Potential site for medium density residential or 1-story commercial building
12. East of the northeast corner of Walnut Street and Avenue A
    - Single-family home
    - Expand site to include the two-story industrial building at the immediate corner
    - Combined site for adaptive re-use of the industrial building and the house razed to accommodate on-site parking.

13. East of the southeast corner of Walnut Street and Avenue A
    - Surface parking lot and expanded to include adjacent HGE Credit Union branch
    - Potential use as medium density residential or single-tenant office building
14. Surface parking lot north of northwest corner of Main Street and Avenue A
    - Infill site on Main Street suitable for 2-story mixed-use building consistent with neighboring Main buildings housing ground floor commercial space and residential/office on upper floor.
15. North side of Avenue C between Washington and Adams Streets
    - Metal building, industrial building, small building, and vacant land
    - Potential use as medium-density residential
16. Vacant land on the south side of Avenue C between Main and Washington Streets
    - Main Street frontage offers the potential for mixed-use development with ground floor commercial and residential or office in the upper floors.
17. Surface parking lot at the southwest corner of Avenue B and Walnut Street
    - Given designation of Avenue B as a "Festival Street" potential restaurant site or mixed-use commercial/residential building
18. Surface parking lot and vacant land on north side of Avenue C between Main and Walnut Streets
    - Main Street frontage offers the potential for mixed-use development with ground floor commercial and residential or office in the upper floors.
19. Vacant land at the northeast corner of Avenue C and Walnut Street
    - Potential site for medium to high-density residential development
20. Southeast corner of Avenue C and Walnut Street
    - Vacant land and 1-story industrial building occupied by Central Electric Motor Specialties
    - Potential site for medium to high-density residential development
21. Vacant land at the southwest corner of Avenue C and Walnut Street
    - Potential site for medium to high-density residential development
22. Vacant land on the north side of Avenue D between Main and Walnut Streets
    - Main Street frontage offers the potential for mixed-use development with ground floor commercial and residential or office in the upper floors.
23. Surface parking lot at the northeast corner of 1st Avenue and Washington Street
    - Offers the potential for mixed-use development with ground floor commercial and residential or office in the upper floors.

24. North side of 4th Avenue from Washington Street west to almost Adams Street

- Existing uses include the Hutchinson Inn and two, 1-story commercial buildings.
- Potential development site for medium or high-density residential

Notes:

- Redevelopment sites #2, #3 and # 24 collectively could create a residential neighborhood within the North Main District offering a variety of housing options.
- Redevelopment sites #17 to #22 collectively could create a unique residential neighborhood in the South Avenue District offering a variety of housing options.

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