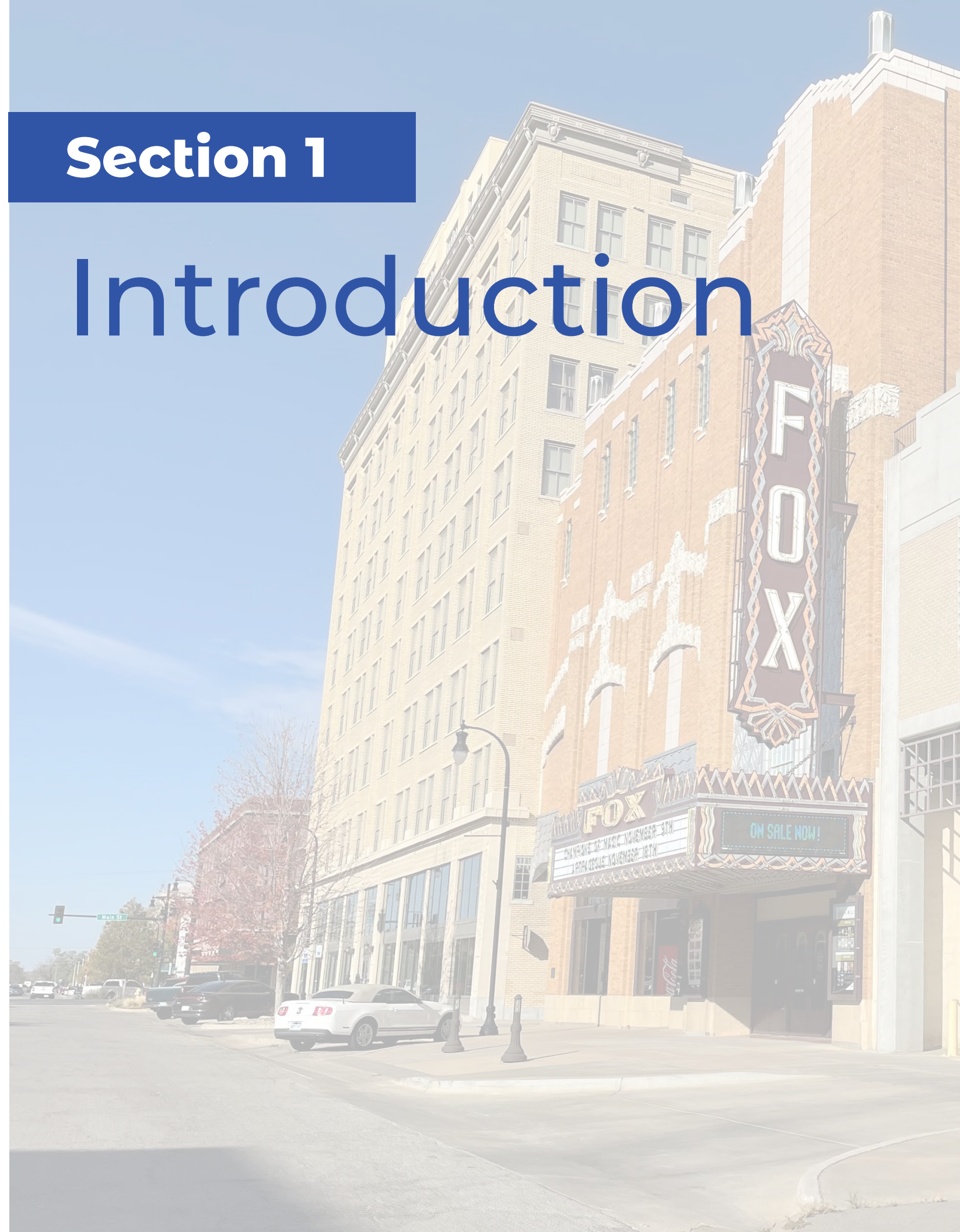


## Section 1

# Introduction

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# 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.

# 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.



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

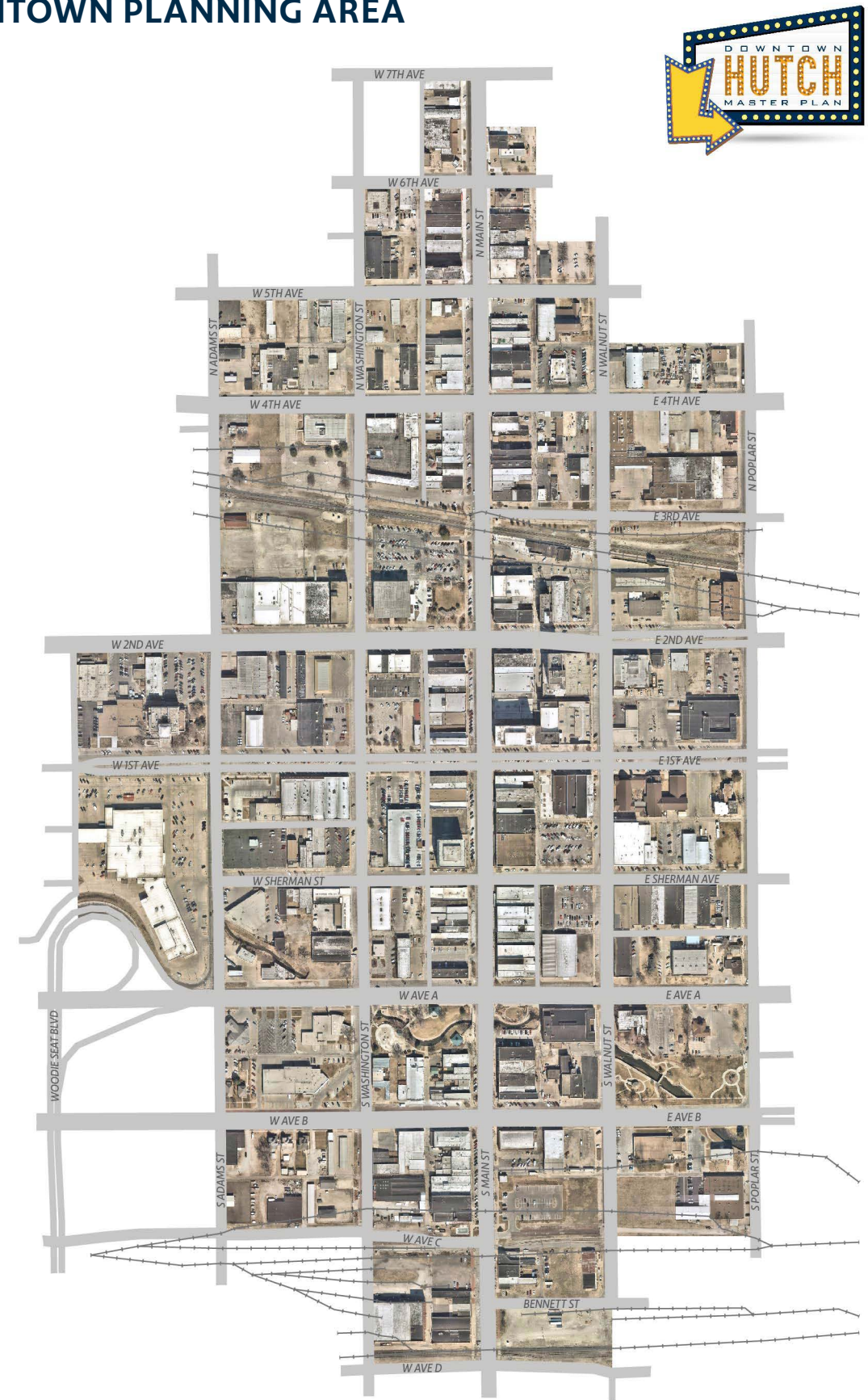
The planning process took place over the course of about a year and consisted of four primary phases:

- **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

## LEGEND



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.