

RENO COUNTY  
ABSTRACT  
&  
TITLE



FOX

DOWNTOWN  
**HUTCH**  
MASTER PLAN

2024

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- Greg Fast, *Vice Mayor, Southwest District*
- Steven Garza, *Southeast District*
- Stuart Conklin, *Northeast District*
- Stacy Goss, *At Large*

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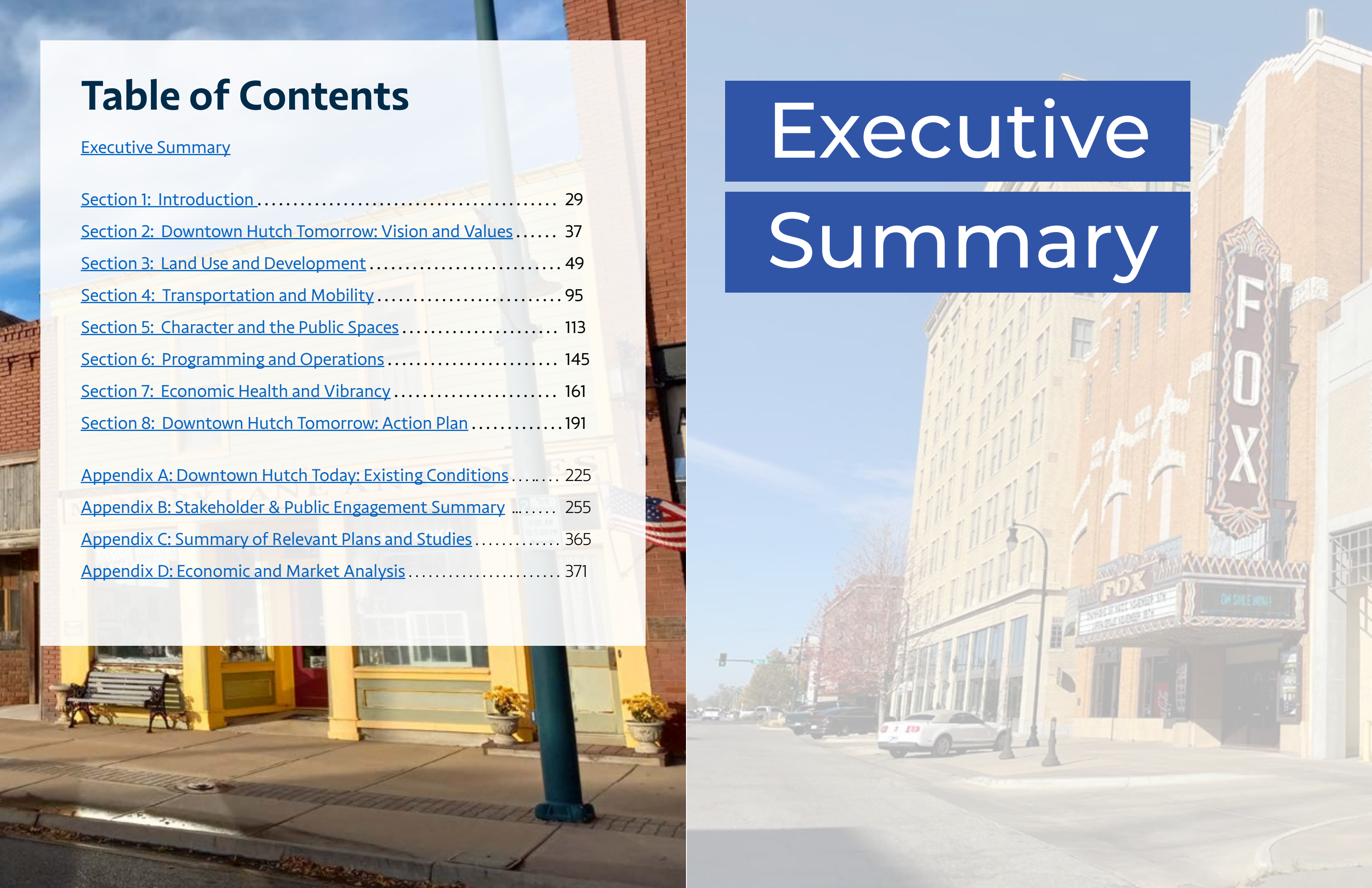
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# Executive Summary



# 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

## LEGEND

■ Downtown Planning Area

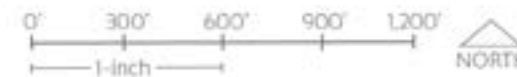


Data Sources: City of Hutchinson, UrbanFootprint, and Olsson Studio

# DOWNTOWN HUTCHINSON MASTER PLAN

## LEGEND

- Primary Monumentation / Gateways
- Secondary Monumentation
- Tertiary Monumentation
- Plaques / Inlays
- Existing Art / Monumentation
- Art / Monumentation
- Existing Community Landmarks
- Pedestrian Crossing Improvement
- Intersection Safety Improvements
- Festival Streets
- Primary Bike Route
- Sidewalk Improvements
- Green Connections
- Primary Streetscape Improvements with Amenities
- Secondary Streetscape Improvements
- Enhanced Parking Streets
- Roadway Enhancements
- Preserve Traditional Architectural Character
- Future or Existing Park
- Civic Amenity Block
- North Rail Redev. Sites
- North Rail District
- Civic / Business Redev. Sites
- Civic / Business District
- Downtown Core Redev. Sites
- Downtown Core District
- Garage Redev. Sites
- Garage District
- South Avenue Redev. Sites
- South Avenue District
- Rail Lines



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



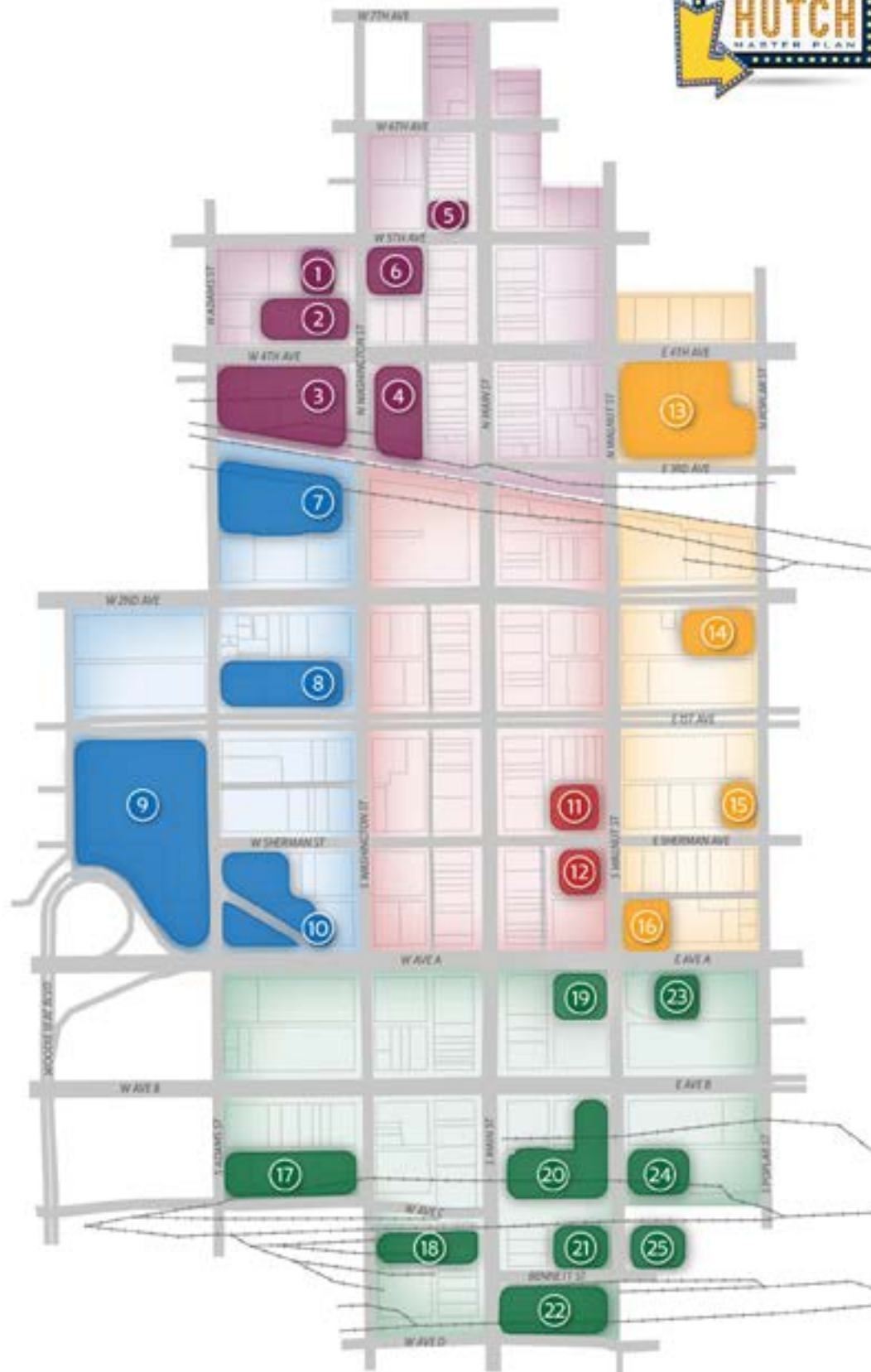
Hutchinson, KS

## DEVELOPMENT AND REDEVELOPMENT SITES PLAN



### LEGEND

- North Rail District  
Redevelopment Sites
- North Rail District
- Civic / Business District  
Redevelopment Sites
- Civic / Business District
- Downtown Core District  
Redevelopment Sites
- Downtown Core District
- Garage District  
Redevelopment Sites
- Garage District
- South Avenue District  
Redevelopment Sites
- South Avenue District
- Rail Lines



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 **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.



# 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

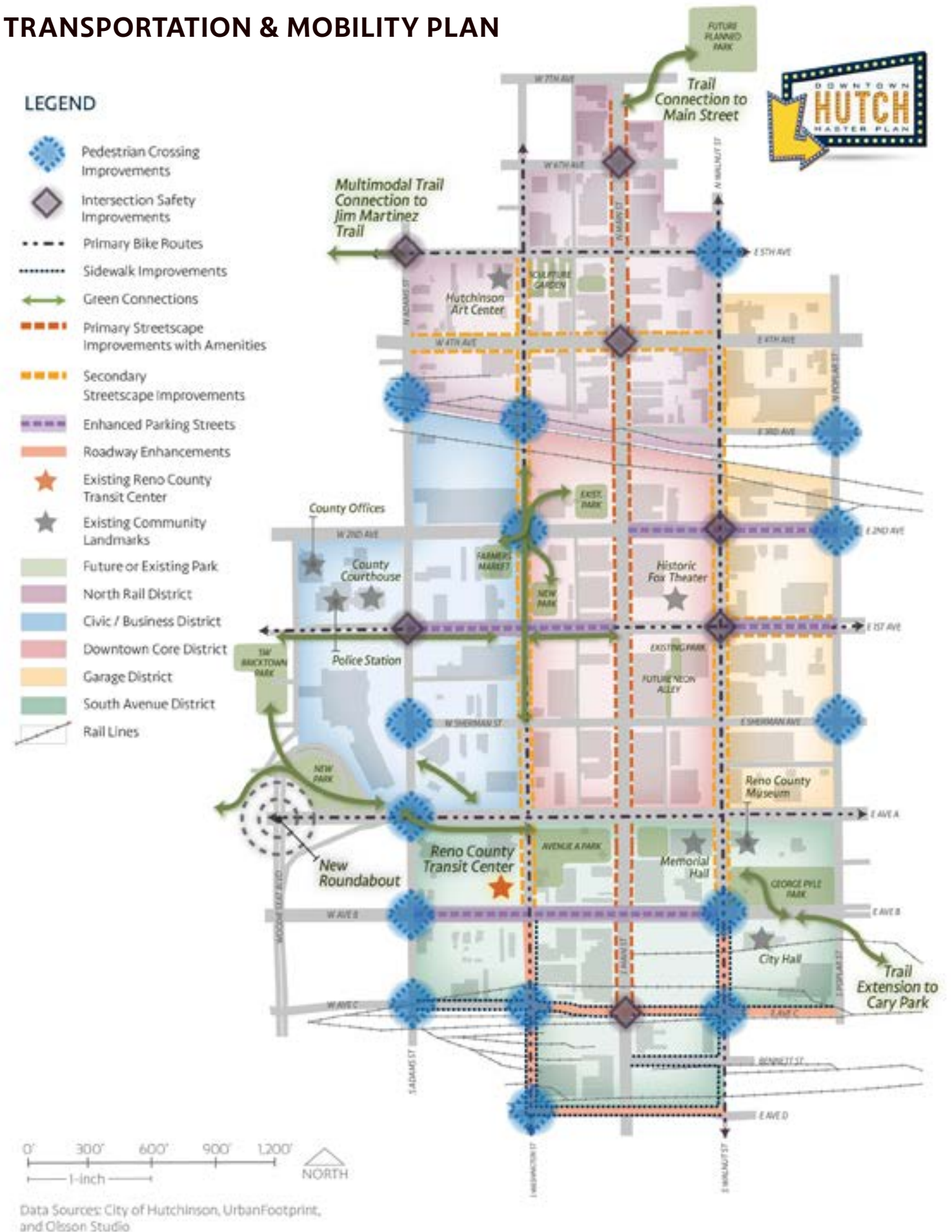
**Strategy 4.9** – Promote and leverage the Amtrak station to foster greater regional connectivity and attract visitors to downtown

**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



# 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.



# CHARACTER & PUBLIC SPACES PLAN



# 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



# 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

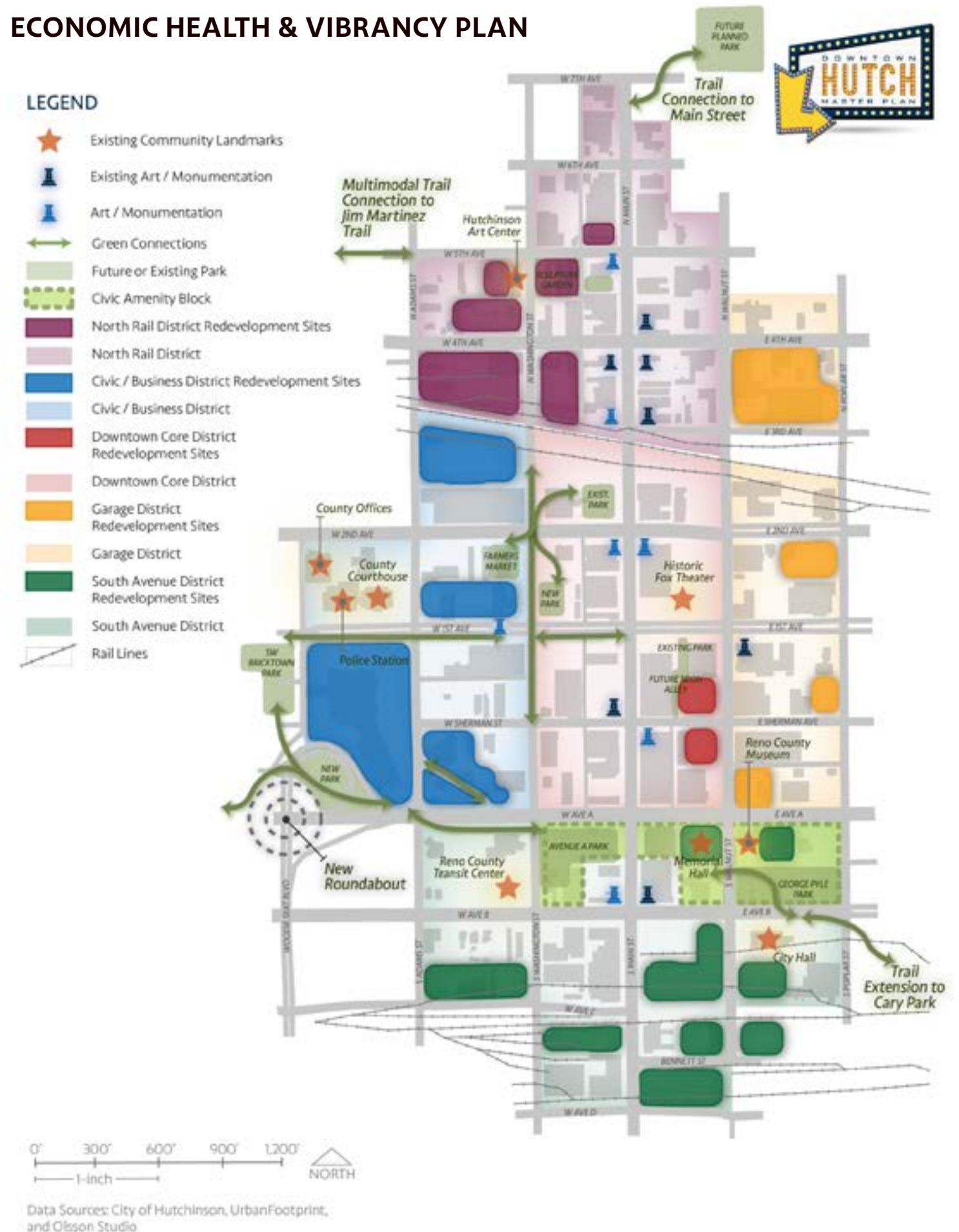
**Strategy 7.10** – Create a downtown Business Improvement Association or District (BID) to establish a more united, vibrant, clean, and safe district

**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



# 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

