

## Section 8

# Downtown Hutch Tomorrow: Action Plan

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# 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.

<b>Action Type:</b> Initiative
<b>Strategies Supported:</b> (All)
<b>Owners:</b> City of Hutchinson Chamber/Downtown Hutch
<b>Partners:</b> Planning Commission City Council
<b>Time Frame:</b> Immediately / Continuous
<b>Cost Impact:</b> 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.

<b>Action Type:</b> Protocol
<b>Strategies Supported:</b> (All)
<b>Owners:</b> City of Hutchinson
<b>Partners:</b> Chamber/Downtown Hutch Planning Commission City Council
<b>Time Frame:</b> Continuous
<b>Cost Impact:</b> 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.

<b>Action Type:</b> Protocol
<b>Strategies Supported:</b> (All)
<b>Owners:</b> City of Hutchinson Chamber/Downtown Hutch
<b>Partners:</b> Planning Commission City Council
<b>Time Frame:</b> Continuous
<b>Cost Impact:</b> 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.

<b>Action Type:</b> Protocol
<b>Strategies Supported:</b> (All)
<b>Owners:</b> City of Hutchinson Chamber/Downtown Hutch
<b>Partners:</b> Planning Commission City Council
<b>Time Frame:</b> Continuous
<b>Cost Impact:</b> 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.

<b>Action Type:</b> Protocol
<b>Strategies Supported:</b> (All)
<b>Owners:</b> City of Hutchinson Chamber/Downtown Hutch
<b>Partners:</b> Planning Commission City Council
<b>Time Frame:</b> Continuous
<b>Cost Impact:</b> 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.

<b>Action Type:</b> Initiative
<b>Strategies Supported:</b> (All)
<b>Owners:</b> City of Hutchinson Chamber/Downtown Hutch
<b>Partners:</b> Planning Commission City Council Public Sector Private Sector
<b>Time Frame:</b> Continuous
<b>Cost Impact:</b> 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 Street 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.

<b>Action Type:</b> Plan
<b>Strategies Supported:</b> Strategy 4.5; Strategy 6.8
<b>Owners:</b> City of Hutchinson
<b>Partners:</b> Planning Commission City Council
<b>Time Frame:</b> Short-Term
<b>Cost Impact:</b> 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.

<b>Action Type:</b> Project
<b>Strategies Supported:</b> Strategy 5.3; Strategy 5.4
<b>Owners:</b> City of Hutchinson
<b>Partners:</b> Chamber/Downtown Hutch Planning Commission City Council
<b>Time Frame:</b> Short-Term
<b>Cost Impact:</b> 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.

<b>Action Type:</b> Program
<b>Strategies Supported:</b> Strategy 6.2; Strategy 7.11
<b>Owners:</b> Chamber/Downtown Hutch
<b>Partners:</b> City of Hutchinson
<b>Time Frame:</b> Short-Term
<b>Cost Impact:</b> 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.

<b>Action Type:</b> Program / Initiative
<b>Strategies Supported:</b> Strategy 6.2; Strategy 6.3; Strategy 6.4
<b>Owners:</b> Chamber/Downtown Hutch
<b>Partners:</b> City of Hutchinson
<b>Time Frame:</b> Short-Term / Continuous
<b>Cost Impact:</b> 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.

<b>Action Type:</b> Project
<b>Strategies Supported:</b> Strategy 3.2; Strategy 3.4
<b>Owners:</b> Chamber/Downtown Hutch
<b>Partners:</b> City of Hutchinson Planning Commission City Council
<b>Time Frame:</b> Mid-Term
<b>Cost Impact:</b> 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.

<b>Action Type:</b> Project
<b>Strategies Supported:</b> Strategy 3.2; Strategy 3.4; Strategy 3.8; Strategy 3.9
<b>Owners:</b> City of Hutchinson
<b>Partners:</b> Chamber/Downtown Hutch Planning Commission City Council
<b>Time Frame:</b> Mid-Term
<b>Cost Impact:</b> 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

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

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**Owners:** City of Hutchinson

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**Partners:**  
Planning Commission  
City Council

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**Time Frame:** Immediately

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**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

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**Strategies Supported:**  
Strategy 3.1; Strategy 5.1; Strategy 6.6

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**Owners:** City of Hutchinson

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**Partners:**  
Planning Commission  
City Council

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**Time Frame:** Immediately

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**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

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**Strategies Supported:**  
Strategy 3.1; Strategy 6.2

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**Owners:** Chamber/Downtown Hutch

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**Partners:**  
City of Hutchinson  
Private Sector

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**Time Frame:** Short-Term / Continuous

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**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 be 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 policies 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, leveraging 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!

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