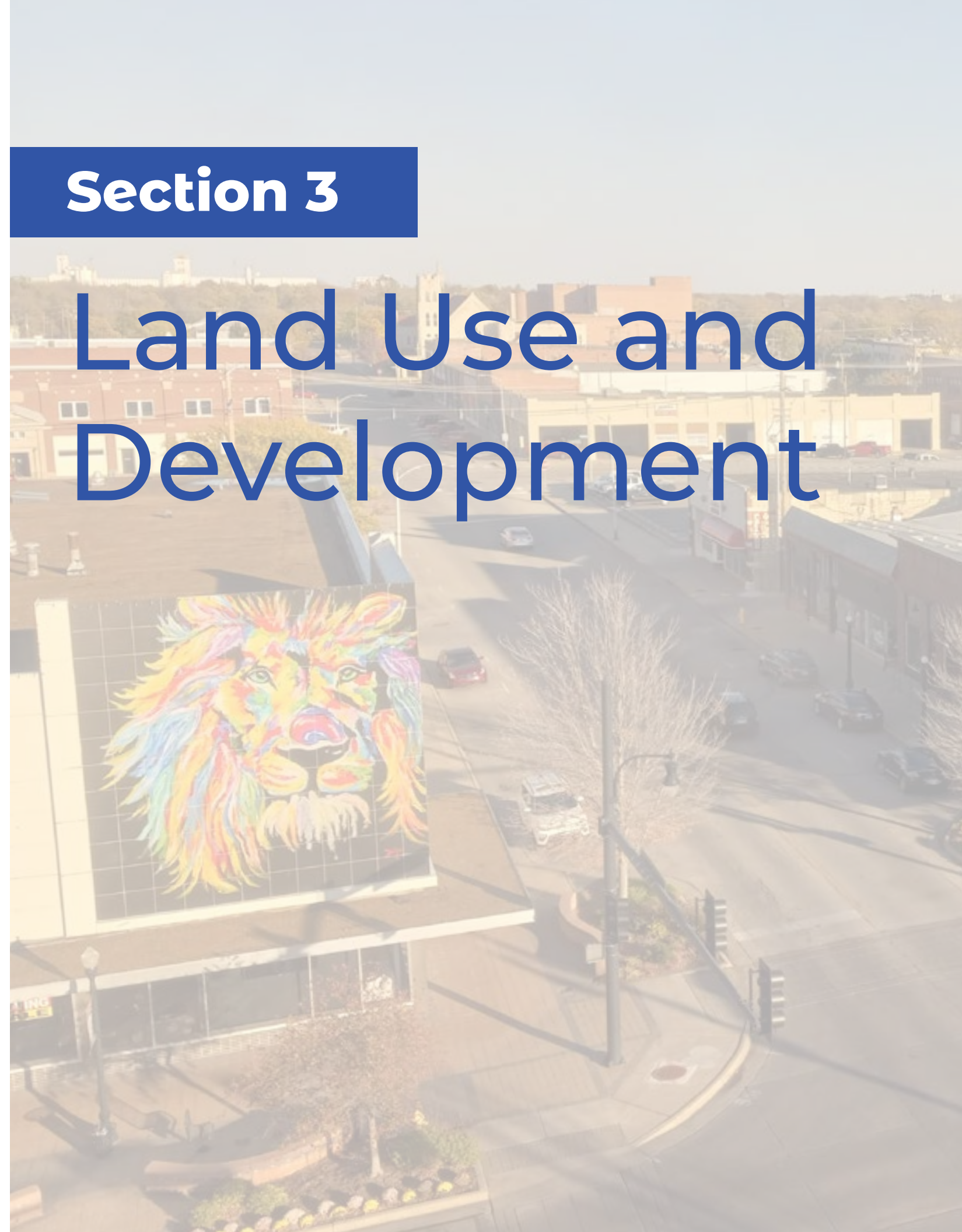


Section 3

Land Use and Development

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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**.

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

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

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








Strategy 3.1

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

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

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

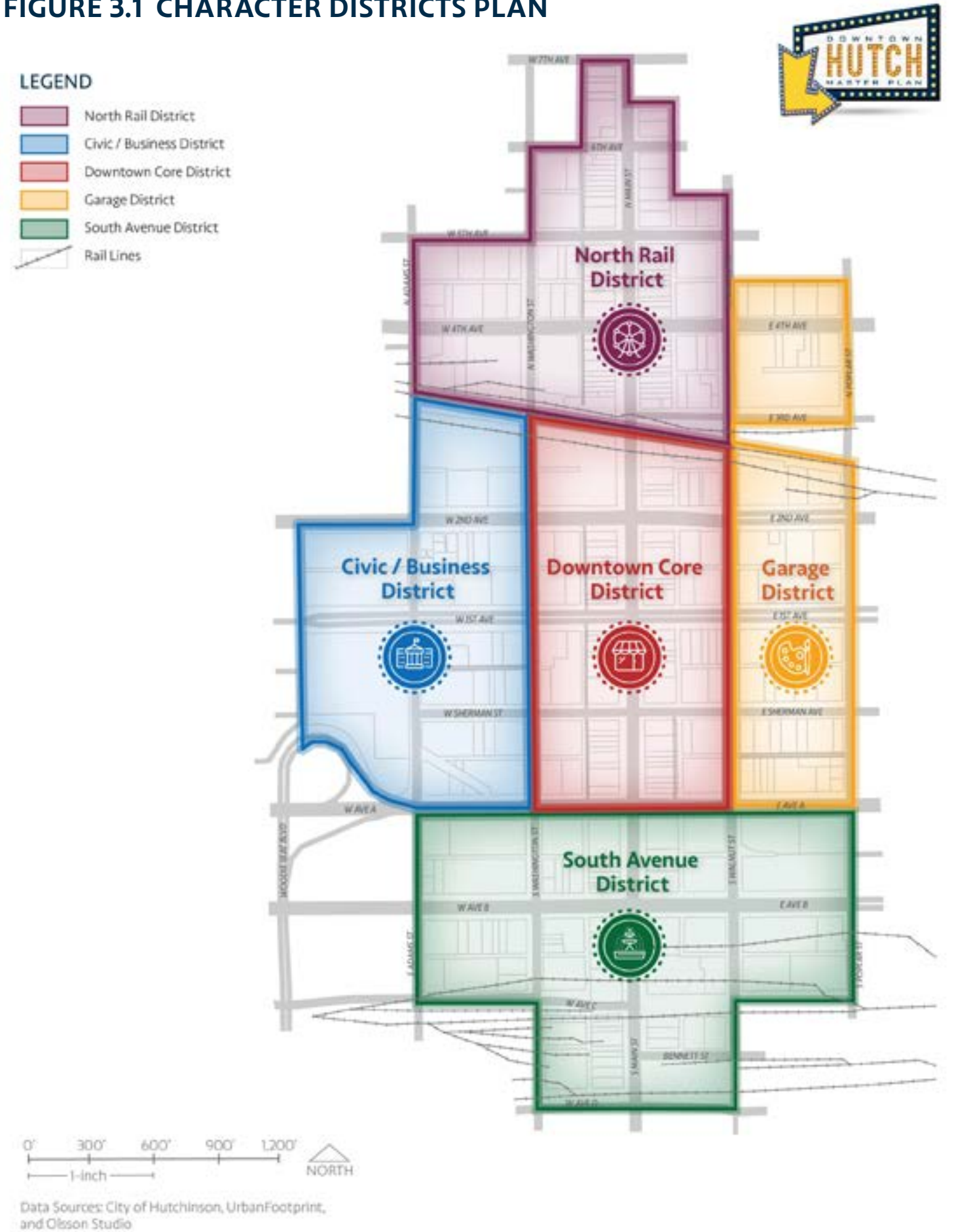
To better highlight the attractions and distinctions of each downtown area, five districts are identified, as shown in **Figure 3.1 Character Districts Plan**. They include:

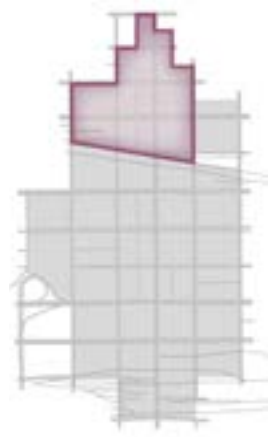
	North Rail District		Garage District
	Civic/Business District		South Avenue District
	Downtown Core District		

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

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

FIGURE 3.1 CHARACTER DISTRICTS PLAN





North Rail District

The North Rail District is an entertainment, commerce, and arts district. This district is home to lively, vibrant nightlife, and great venues and destinations. The North Rail District prioritizes the location and concentration of regionally servicing retail and entertainment uses. This includes retailers that have a regional draw, as well as concentrations of retail that draw visitors from outside of the city. Uses that generate sales tax are a priority within this district area. Complementary uses such as office, entertainment, high-density housing, and services may be appropriate as limited secondary uses, provided they are interconnected to create mixed-use urban centers.

Many successful entertainment districts have a significant historic or heritage component, incorporating existing buildings within an existing network of streets and public spaces—a perfect opportunity for Downtown Hutchinson.

Preferred Uses and Development Patterns

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



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

Preferred Character and Built Form

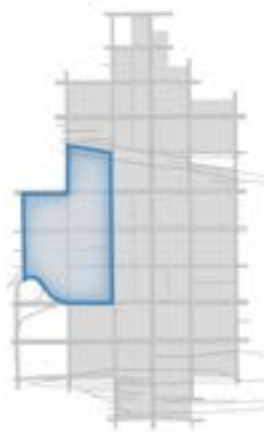
- Peak activity hours characterized by dynamic activity at night, exhibiting variation in activity over the course of a day, week, and year. Bars, restaurants, and nightclubs have hours of operation that differ from other commercial and downtown office uses, creating different peak levels of use and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



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



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



Civic/Business District

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

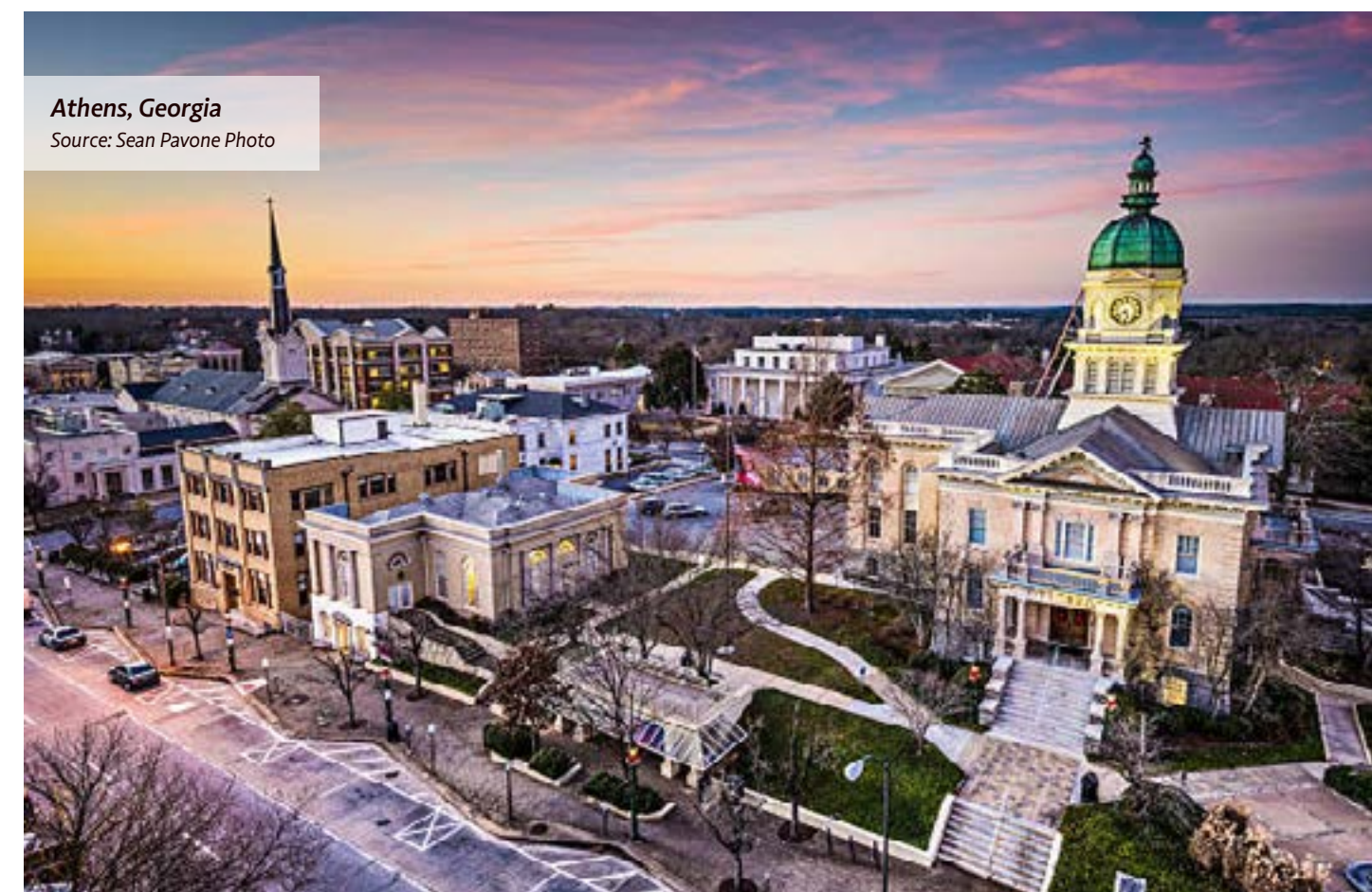
Preferred Uses and Development Patterns

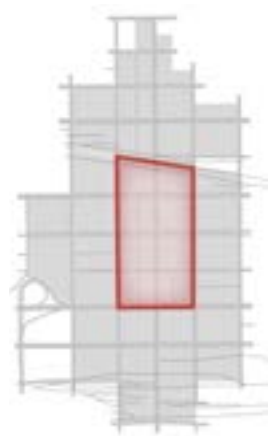
- **Commercial/retail uses** (medium to high-density hotels, coffee shops, variety of restaurants and fast casual dining, pharmacies and healthcare clinics, wine and liquor stores, bars).
- **Office commercial** (small and medium scale office developments and redevelopments, often adjacent to commercial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



Preferred Character and Built Form

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





Downtown Core

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

Preferred Uses and Development Patterns

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



Bastrop, TX
Source: Visit Bastrop

Preferred Character and Built Form

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



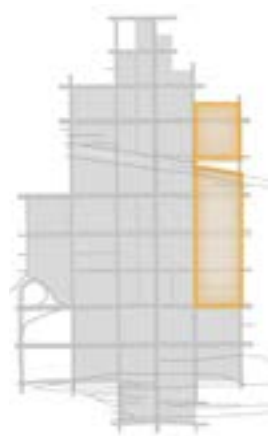
Coffee shops, art galleries, cafes, small businesses, churches & courthouses make downtowns vibrant.

Source: Freddie Cabrera



Bar Harbor, ME

Source: Visit Maine



Garage District

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

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

Preferred Uses and Development Patterns

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



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

Preferred Character and Built Form

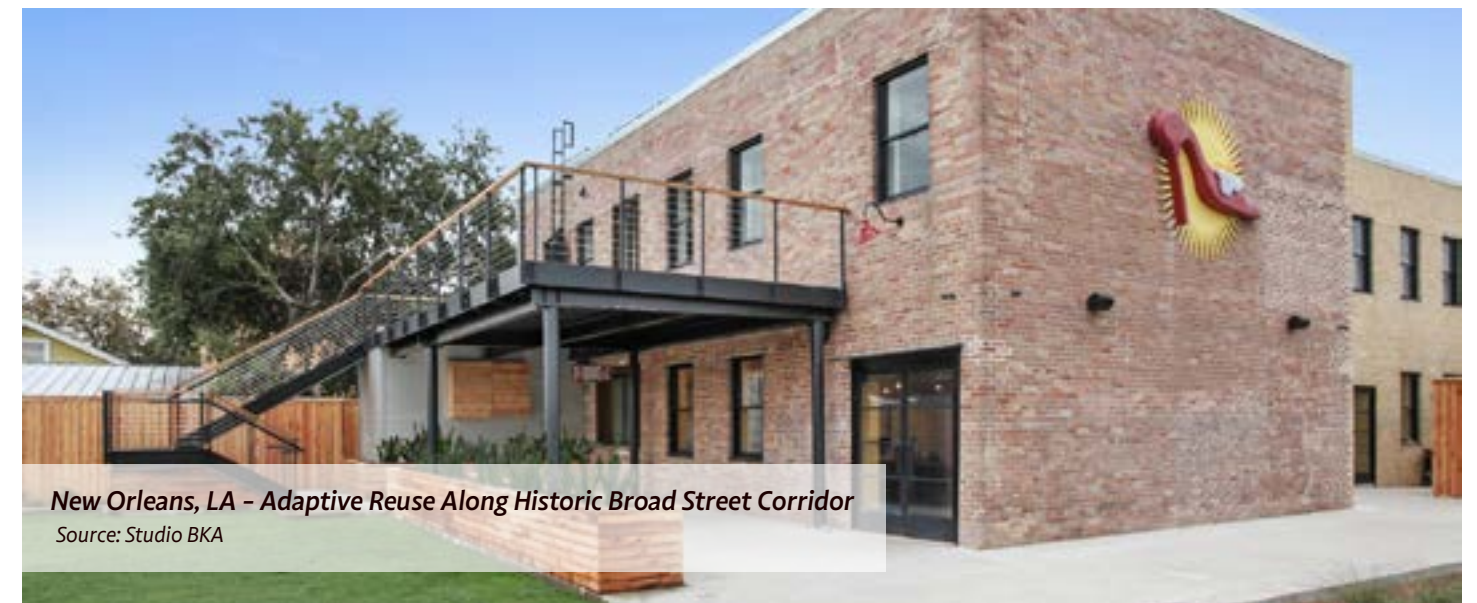
- Range of overall forms and building scales including multi-story, former industrial structures as well as the development of new building types.
- Buildings primarily two to four stories in height.
- New development and renovations of existing buildings imitating the materials, form, and details as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



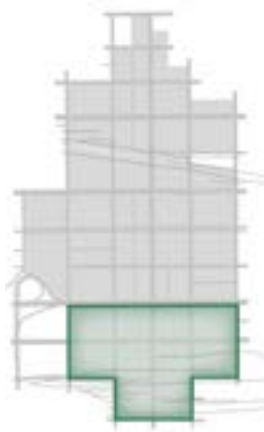
Mount Airy, NC
Source: mountairydowntown.org



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



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



South Avenue District

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

essential services and amenities. The integration of residential and commercial uses encourages a 24/7 vibrancy, with people living and working in close proximity, invigorating the local economy.

Preferred Uses and Development Patterns

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



Windsor, CA
Source: www.sonomacounty.com

Preferred Character and Built Form

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



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



Birmingham, MI
Source: www.cnu.org

General Land Use Classifications Defined

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

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

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

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

Strategy 3.2

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

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

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

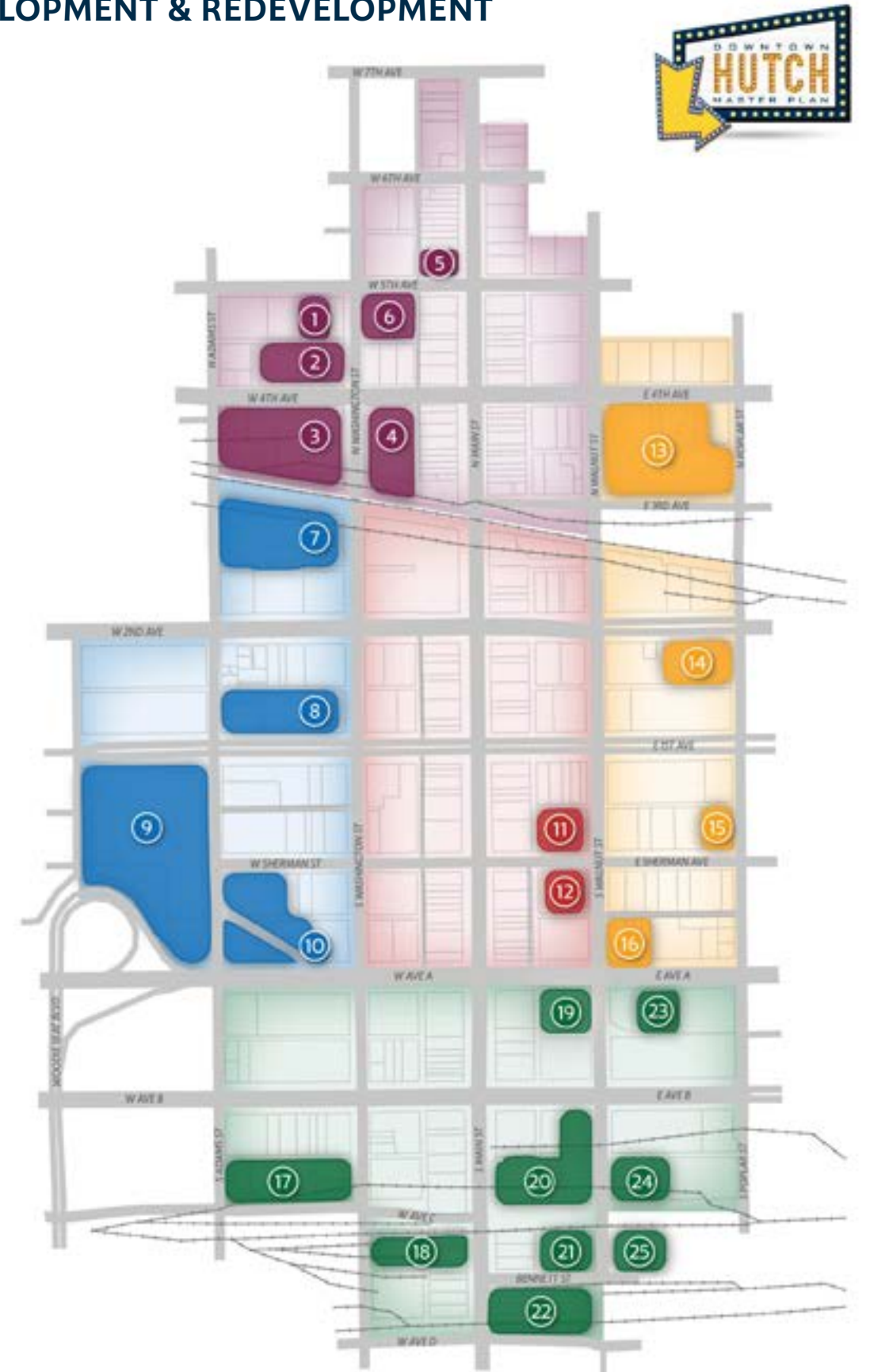


Hutchinson, KS

FIGURE 3.2 DEVELOPMENT & REDEVELOPMENT SITES PLAN

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

North Rail District

NORTH RAIL DISTRICT DEVELOPMENT & REDEVELOPMENT SITES



1. **Lot just west of the southwest corner of West 5th Avenue and North Washington Street.** This vacant lot is primed for new small scale neighborhood commercial development across the street from single-family residential homes. (Commercial)
2. **North side of West 4th Avenue from North Washington Street west to almost North Adams Street.** The existing uses of this location include the Hutchinson Inn and two, one-story commercial buildings. This potential future development site can be used for a medium or high-density residential use. (Residential)*
3. **South side of West 4th Avenue between North Washington and North Adams Streets.** This area is currently occupied by a two-story office building and surface parking lot, a Pizza Hut, and Rice's Exhaust Service. The area offers the opportunity for adaptive reuse as a potential development site for a large-scale apartment building. (Commercial)*
4. **Southeast corner of West 4th Avenue and North Washington Street.** This lot is currently occupied by an aging motel. The area offers the opportunity for mixed-use development with first floor commercial and office space or residential on upper floors. (Mixed-Use)
5. **Northwest corner of West 5th Avenue and Main Street.** The corner of this intersection currently hosts the Landmark, a residential building which is primed for redevelopment and reinvestment. This lot offers the opportunity for medium- to high-density residential use. (Residential)
6. **Southeast corner of West 5th Avenue and North Washington Street.** These lots currently host unpaved private parking lots and a commercial establishment. These lots offer the potential for attractions such as a sculpture garden and a children's museum or STEM center to create a hub of creativity, learning, and play.

Civic/Business District

CIVIC / BUSINESS DISTRICT DEVELOPMENT & REDEVELOPMENT SITES



7. **South of railway between North Adams Street and North Washington, north of West 2nd Avenue.** The vacant land at this site is a potential development site for apartments or townhomes. (Residential)
8. **North side of West 1st Avenue between North Washington and North Adams Streets.** On the North side of 1st Avenue between Washington and Adams streets are three, one-story commercial buildings, surface parking lot, and vacant lot. Due to the proximity to Main Street, there is potential to create a professional office corridor including co-workspace/incubator space. (Commercial)
9. **Southwest corner of West 1st Avenue and North Adams Street.** This location holds a former department store now occupied by SDI/Mid-America Point of Sale and a Dollar General. There is potential for this site to become a convention center with an adjacent hotel or employment site. The Jim P. Martinez Sunflower Trail connection is located on the premise, potentially creating more foot traffic for towards main street and providing a convenient mode of transportation for those visiting at the convention center, hotel, or employment site. (Mixed-Use)
10. **Northeast corner of West Avenue A and South Adams Street.** Cooper Tire Service, convenience store, 1-story industrial building, and vacant land sit on a corner near N Main Street connecting South Hutchinson and Hutchinson. This site would be ideal for the potential a mixed-use employment and residential development or convention hotel. (Mixed-Use)



Downtown Core

DOWNTOWN CORE DISTRICT DEVELOPMENT & REDEVELOPMENT SITES



- 11. Northwest corner of East Sherman Avenue and South Walnut Street.** Due to its proximity to Main Street, this surface parking lot would be great for increased density - mixed-use with commercial and residential or a hotel that would tie into an improved alleyway that would also lead to 1st Avenue. This would allow safer and easier modes of transportation for those navigating downtown at the potential development. (Mixed-Use)
- 12. Southwest corner of East Sherman Avenue and South Walnut Street.** Across the street from the potential increased density - mixed-use development, this parking lot would be a fantastic way to mirror the new development by developing another commercial and residential development to allow for another alternative for residents and visitor to enjoy. (Mixed-Use)



Garage District

GARAGE DISTRICT DEVELOPMENT & REDEVELOPMENT SITES

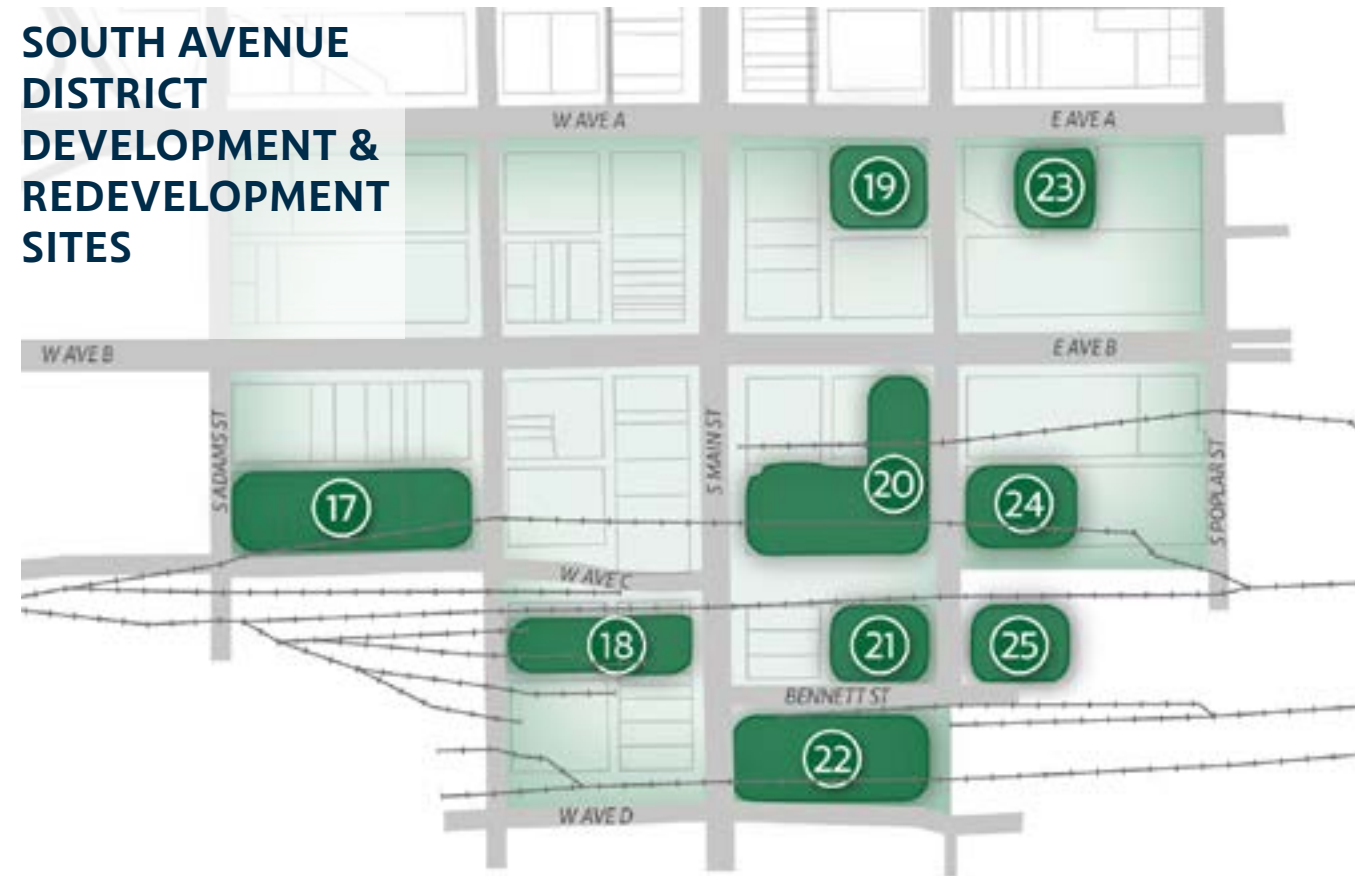


- 13. Northeast corner of East 3rd Avenue and North Walnut Street.** There is currently a one-story brick building on this site. It is recommended to expand the redevelopment site to include the entire city block into a potential entertainment or music venue or medium high-density residential. (Commercial)
- 14. Southwest corner of East 2nd Avenue and North Poplar Street.** The area includes a surface parking lot for downtown visitors and USPS vans, and one-story commercial building. The site is ideal for an apartment or mixed-use development with commercial space on the ground floor with apartments above. (Mixed-Use)
- 15. Northwest corner of E Sherman Avenue and North Poplar Street.** The vacant land at this intersection is the potential site for medium-density residential or one-story commercial building. With multiple residential buildings located close to the site, this could help attract employment and future residents downtown. (Commercial)
- 16. East of the northeast corner of East Avenue A and South Walnut Street.** Located east of the former Salt City Business College sits an individual single-family home. The redevelopment can be focused on expanding the area to include a two-story industrial building that could help bring employment downtown. The combined site for adaptive reuse of the industrial building and the house can be razed to accommodate for on-site parking. (Commercial)



South Avenue District

SOUTH AVENUE DISTRICT DEVELOPMENT & REDEVELOPMENT SITES



- 17. **North side of West Avenue C between South Adams and South Washington Streets.** This site is currently occupied by a metal building, industrial building, small building, and vacant property. It is recommended that this site's potential use as medium-density residential. (Residential)
- 18. **South side of West Avenue C between South Washington Streets and Main Street.** The vacant site is along the railroad tracks and the South Washington Street brick road and Main Street frontage offers the potential for mixed-use development with ground floor commercial and residential or office in the upper floors. A Hutchinson-specific downtown design of the mixed-use development, including the railway and brick road, could help build character. (Mixed-Use)
- 19. **Southwest corner of East Avenue A and South Walnut Street.** Memorial Hall is primed for redevelopment. This multipurpose space has both historic and cultural value to the community, and with reinvestment, it can be transformed into a more modern and multi-functional space that continues to be both a landmark and a huge addition to the community. (Civic Facilities)
- 20. **Northwest corner of East Avenue C and South Walnut Street.** This potential site has surface parking lots that wrap around the block. It has Main Street frontage that offers the potential for mixed-use development with ground floor commercial and residential or office space in upper floors. (Mixed-Use)
- 21. **Southwest corner of East Avenue C and South Walnut Street.** This vacant land at the corner is a potential site for medium to high-density residential development. Improving the infrastructure leading towards Main Street could allow for increased automobile and foot traffic coming from the development. (Residential)

- 22. **North side of East Avenue D, northwest corner of East Avenue D and Main Street.** This vacant land offers a terrific opportunity to help build towards a downtown core of structures due to its proximity to Main Street. The site could create a mixed-use development with ground floor commercial and residential or office space in the upper floors. (Mixed-Use)
- 23. **Just east of the southeast corner of East Avenue A and South Walnut Street.** The surface parking lot and expanded to include adjacent HGE Credit Union branch are ideal for a potential use as medium-density residential or single-tenant office building. (Residential)
- 24. **Northeast corner of East Avenue C and South Walnut Street.** The vacant land at this site is a potential site for medium to high-density residential development. (Residential)
- 25. **Southeast corner of East Avenue C and South Walnut Street.** Vacant land and one-story industrial building occupied by Central Electric Motor Specialties are recommended as a potential site for medium to high-density residential development. (Residential)

Potential STAR Bond Projects

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

PRIVATE PROJECTS FOR FUNDING

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

PUBLIC PROJECTS FOR FUNDING

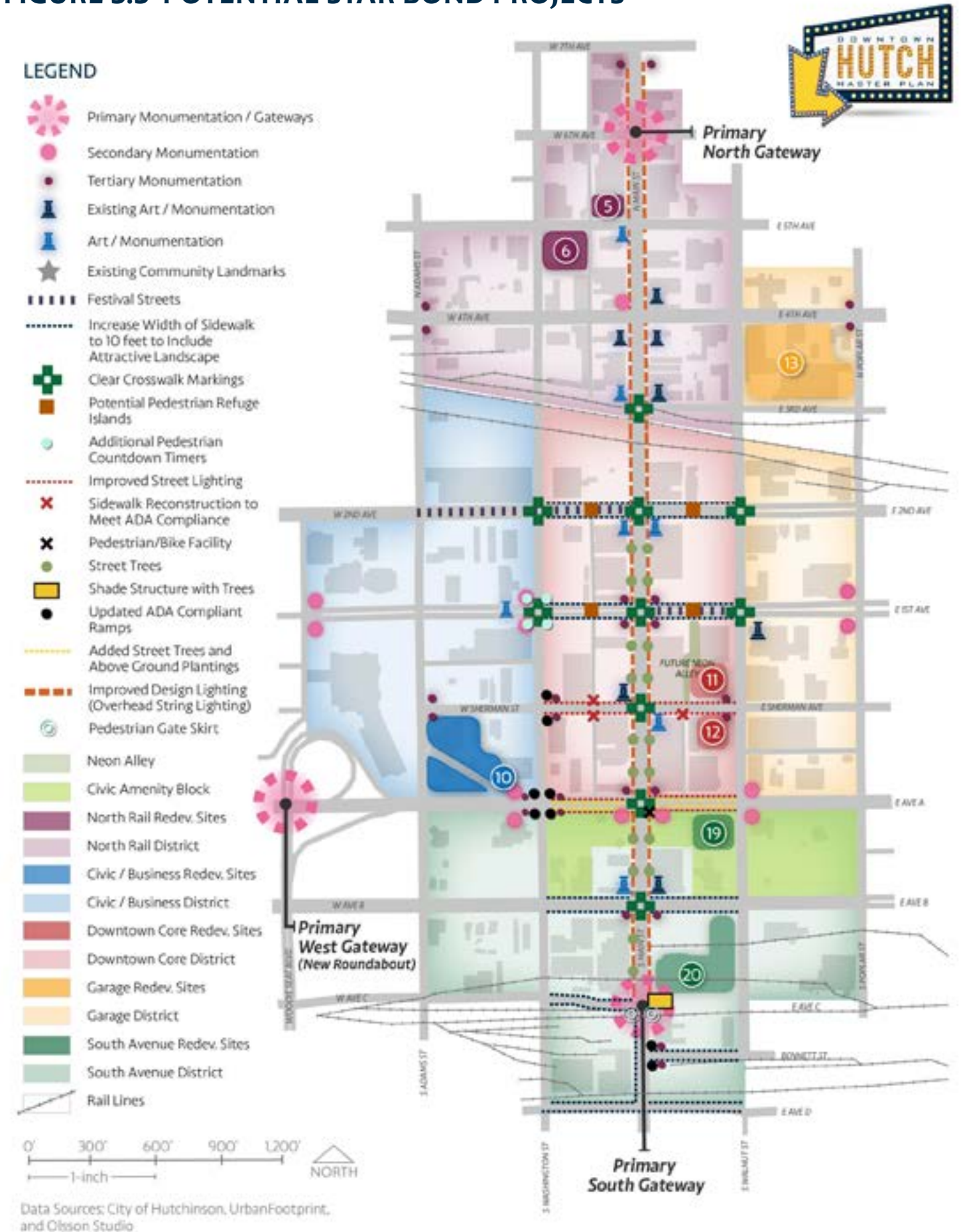
- Site #19: Memorial Hall.
- Civic Amenity Block – park space enhancements, outdoor amphitheater, festival streets, streetscape. (Refer to Strategy 5.8)
- Downtown gateways and monumentation. (Refer to Strategy 5.3)
- Festival streets. (Refer to Strategy 5.7)
- Neon Alley. (Refer to Strategy 5.7)
- Public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

Integrate branded district signage to facilitate downtown navigation

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

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

FIGURE 3.3 POTENTIAL STAR BOND PROJECTS



- Pedestrian safety and aesthetic enhancements in the Downtown Core District

2nd Avenue from North Washington Street to North Walnut Street

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

1st Avenue from North Washington Street to North Walnut Street

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

Sherman Street from North Washington Street to North Walnut Street

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

Avenue A From South Washington Street to South Walnut Street

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

Main Street from East 3rd Avenue to Avenue A

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

- Pedestrian safety and aesthetic enhancements in the South Avenue District

Main Street from Avenue C to Avenue D

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

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

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

Strategy 3.3

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

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

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

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

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

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



Hutchinson, KS - The Stevens Building



Hutchinson, KS - Memorial Hall

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

- **Revolving Loan Funds.** Investors and businesses often do not have the funds available to deal with the costs of property rehabilitation and renovation. Revolving loan funds can help fill the gap by providing capital to a property or business owner who pays the loan back over time to replenish the funds which are then lent to others working to restore another building. These loan funds can be utilized by local governments, private financial institutions, federal grant programs, or local philanthropic organizations.
- **Modified Development Codes.** A city’s building and zoning codes can create unintentional barriers to the economic feasibility of reusing historic buildings. Conversion of the upper floors of buildings to residential uses are often the most negatively affected by these regulations. While having standards protecting health and safety is paramount, municipal codes can be modified, or subsidies offered, to make such reuse less financially burdensome to building owners.
- **State Historic Rehabilitation Tax Credit.** The Kansas Historic Rehabilitation Tax Credit was created in 2001 and since that time the program has generated over 1 billion dollars in investment in historic buildings throughout Kansas. The requirements to participate in the State Tax Credit Program are: (1) the work must be done to a listed building, (2) the qualified expenses must be paid by the owner of the building and must add up to more than \$5,000, and (3) the application must be submitted before work begins. Credits are issued based upon the total spent on qualified costs for the project. Upon approval a certificate is then issued to the owner with the credit amount. The credits may be used to offset the Kansas Income Taxes of the property owner. (Kansas Historical Society)



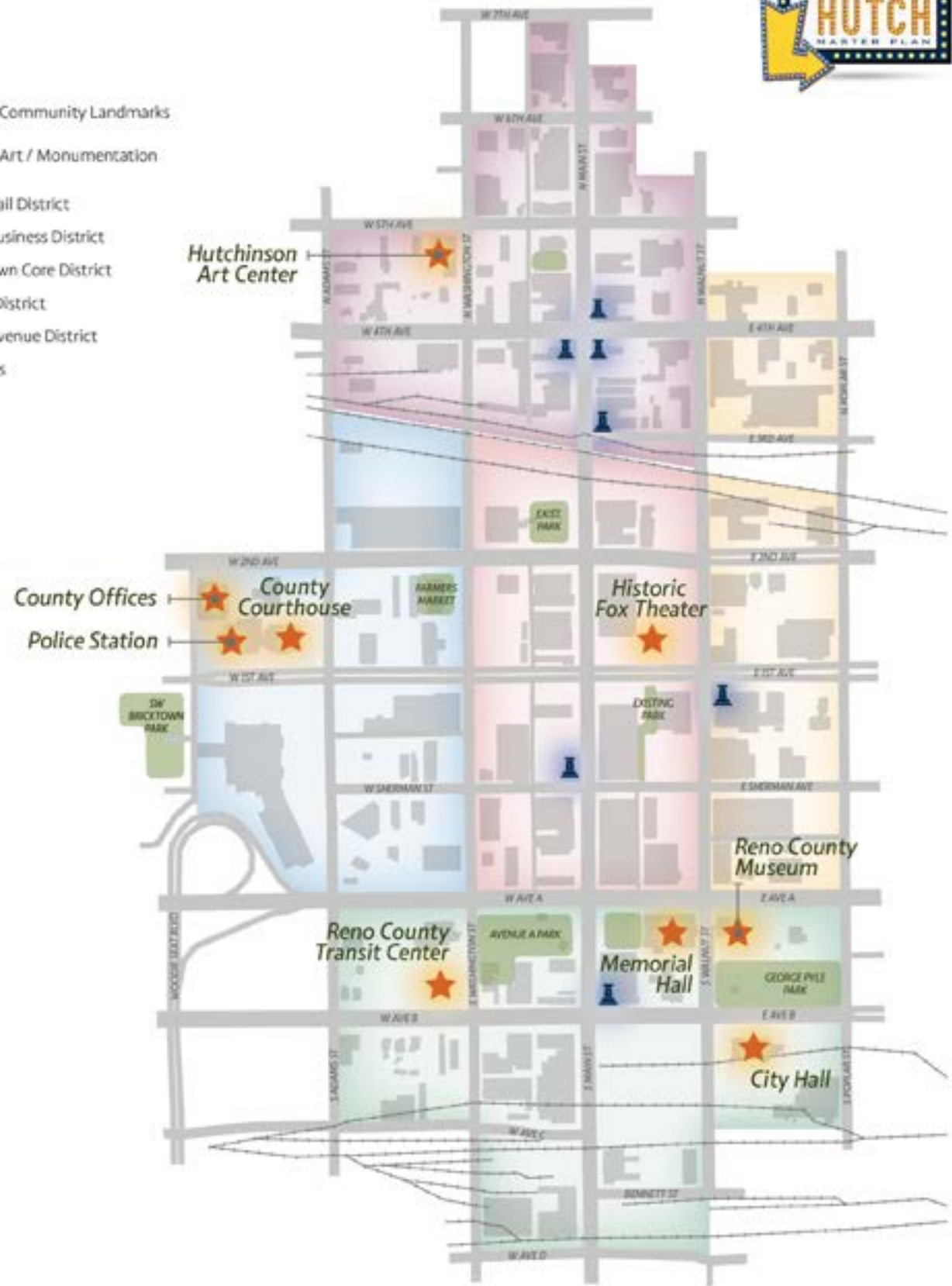
Hutchinson, KS - Reno County Courthouse Renovations

FIGURE 3.4 EXISTING LANDMARKS & MONUMENTATION



LEGEND

- Existing Community Landmarks
- Existing Art / Monumentation
- North Rail District
- Civic / Business District
- Downtown Core District
- Garage District
- South Avenue District
- Rail Lines



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

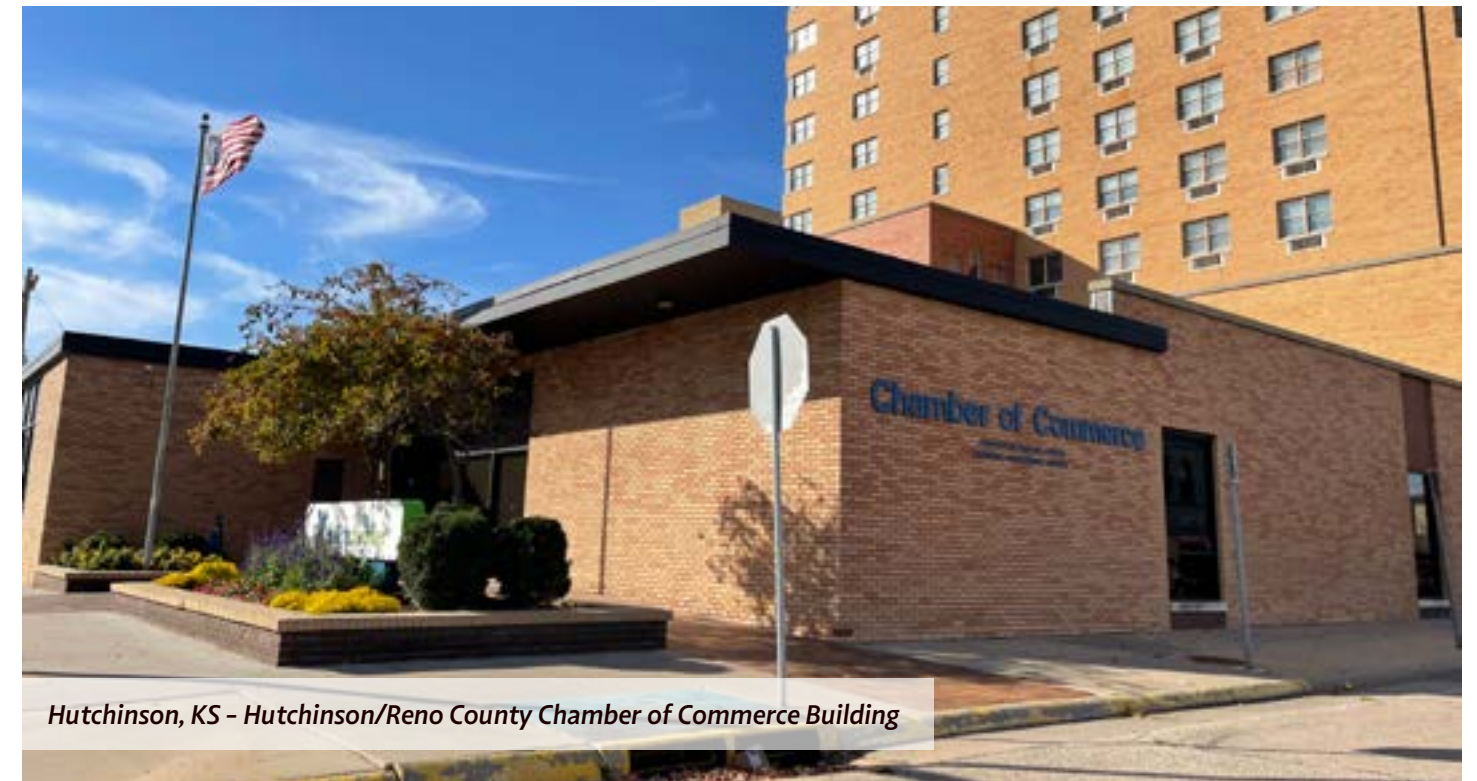
Strategy 3.4

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

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

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

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



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

Public Private Partnerships (P3s)

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

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

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

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

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

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

Strategy 3.5

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

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

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

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

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

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

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

Housing Availability and Its Impacts

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

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

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



Hutchinson, KS - The Link Apartments



Charleston, SC
Source: www.charlestonhomelistings.com



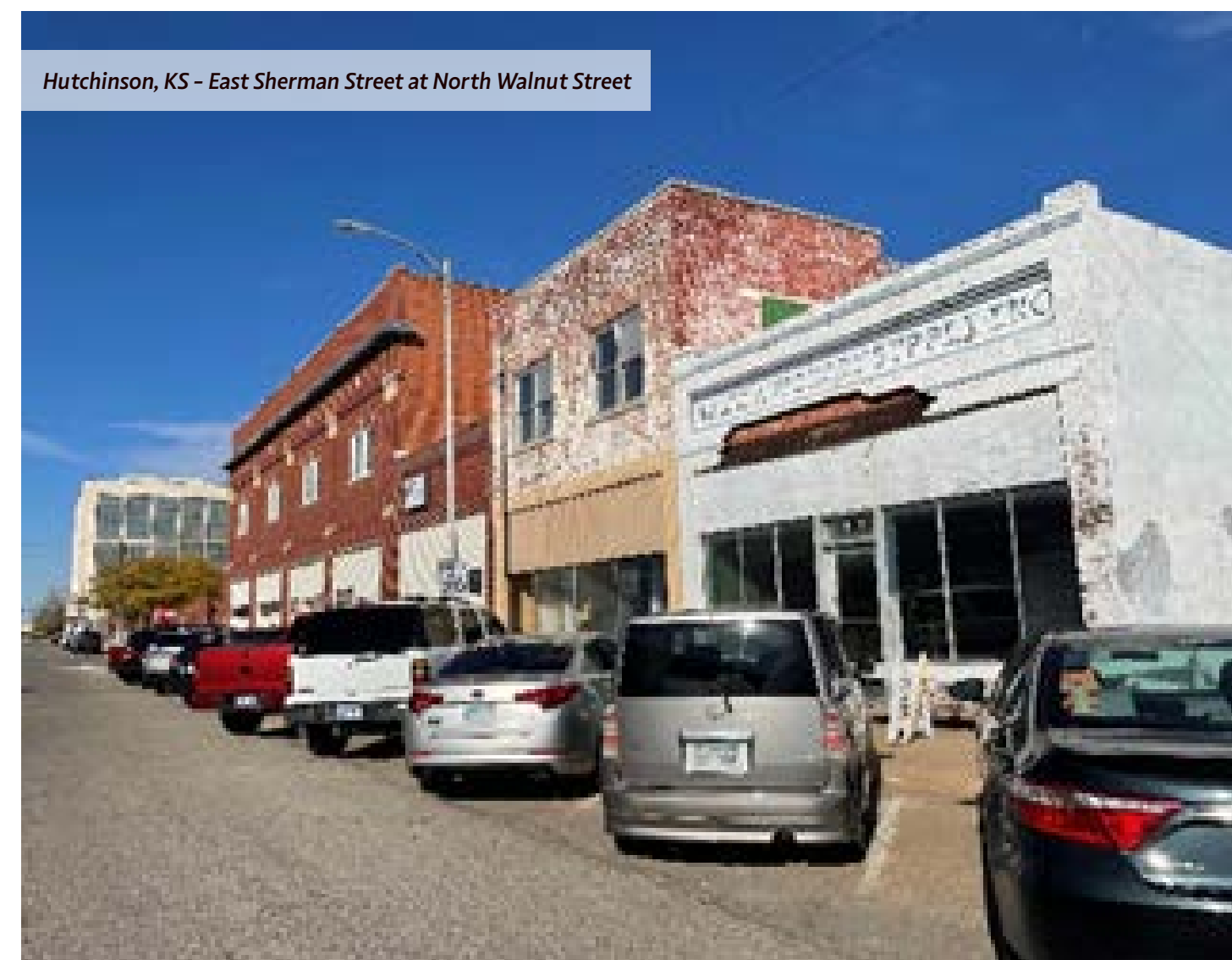
Rochester, NY - Center City Place
Source: www.centercityplace.com

Strategy 3.6

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

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

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



Hutchinson, KS - East Sherman Street at North Walnut Street

Herndon, VA - A rendering of Comstock's planned mixed-use development in downtown.

Source: Comstock Holding Cos. | CoStar News



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

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

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

Strategy 3.7

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

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

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

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



Hutchinson, KS



Hutchinson, KS



Hutchinson, KS

Strategy 3.8

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

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

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

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

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

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



Bar Harbor, ME
Source: Visit Maine

Strategy 3.9

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

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

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



Buckeye, AZ - park plan rendering
Source: Olsson Studio



Brighton, MI - Streetscape enhancements
Source: Giffels Webster



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

Attributes of successful flexible spaces include:

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

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

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

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



Strategy 3.10

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

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

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

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

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

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

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

