

HUTCHINSON DOWNTOWN

PLAN UPDATE

City of Hutchinson, Minnesota

DECEMBER 2024



HUTCHINSON

A CITY ON PURPOSE.

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ACKNOWLEDGMENTS

HUTCHINSON CITY COUNCIL

- Gary Forcier, Mayor
- Patrick May, Council Member
- Dave Sebesta, Council Member
- Tim Burley, Council Member
- Chad Czmowski, Council Member

STEERING COMMITTEE

- Dan Jochum, Planning Director
- Matt Jaunich, City Administrator
- Miles Seppelt, Economic Development Director
- Lynn Neumann, Parks, Recreation and Community Education Director
- Mary Hodson, Chamber of Commerce
- Beth Gasser, Business Owner
- Eric LaBraaten, Business Owner
- Jim Fahey, Business Owner, Realtor, Developer, Planning Commission Member
- Valerie Mackenthun, Art's Place & Hutchinson Chamber President
- Morgan Baum, Clay Coyote Pottery
- Chad Czmowski, Outdoor Motion Bike Shop, City Council Member

CITY OF HUTCHINSON STAFF

- Dan Jochum, Planning Director
- Matt Jaunich, City Administrator
- Miles Seppelt, Economic Development Director
- Lynn Neumann, Parks, Recreation and Community Education Director

PROJECT CONSULTANTS



INTRODUCTION

PROJECT PURPOSE

The purpose of the 2024 Downtown Plan update is to reassess and refresh initiatives as community circumstances have evolved since the 2013 Downtown Vision & Action Plan (2013 Plan). The City of Hutchinson and the Hutchinson Economic Development Authority (HEDA) initiated the creation of the 2013 Plan to establish a unified and strategic vision for downtown Hutchinson with an implementation strategy for the 10–20-year future. The overall vision has remained intact since the 2013 Plan’s adoption, with many similar initiatives to continue into the foreseeable future. However, many changes have occurred in the City and the downtown since; therefore, a renewed outlook will ensure that the foundations of the 2013 vision and actions remain aligned and adapt to the current and future conditions of the community.



PROJECT BACKGROUND

This planning process is facilitated by HKGi, a planning, urban design, and landscape architecture firm from Minneapolis that worked on the 2003 Downtown Revitalization Master Plan and the 2013 Downtown Vision and Action Plan. The continued relationship and familiarity with the community, positions the 2024 Downtown Plan update to be another successful planning effort. The planning process took course over a 16-month period that entailed research, analysis, and direct input from city staff, steering committee members, and feedback from community members at various community engagement events. The community feedback and findings have guided the majority of the direction and content of this 2024 Downtown Plan update.

Building on the foundation of the 2013 Plan, the 2024 Downtown Plan update is similarly structured with implementation to remain the forefront to support achievable results. The framework for the 2024 Downtown Plan considers current conditions of the downtown, while highlighting new trends, insights, and market conditions. New updates to the plan include:

- Celebrating the achievements that can be attributed from the 2013 Plan;
- Highlighting efforts that still remain relevant to be carried forward;
- Incorporating new actions that have been identified in the planning update process;
- Including more robust geographical concept plans and precedent imagery;
- Refreshing the vision to be consistent with the 2013 Plan but addressing updates to key implementation categories that meet the purpose of the overall downtown planning efforts;
- Identifying the challenges and strategies to be addressed within the implementation categories that will filter into the specific actions the city can aim towards for the next decade or more; and
- Enhancing the utilization and functionality of the plan update to be a strong resource for planning and decision making.

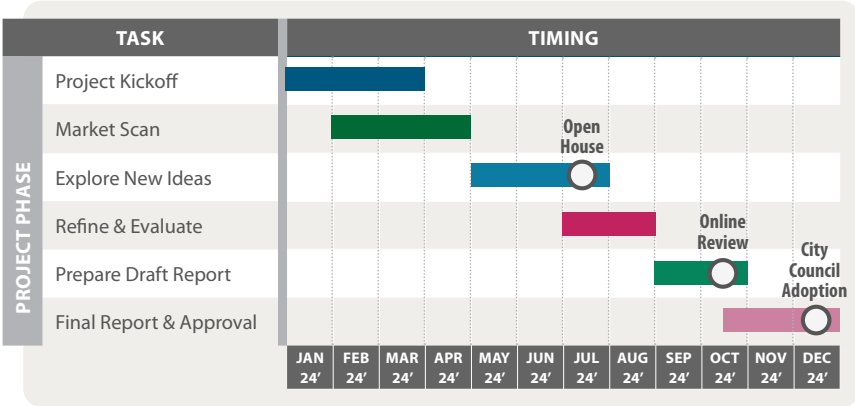


Figure 1.1 Project Schedule

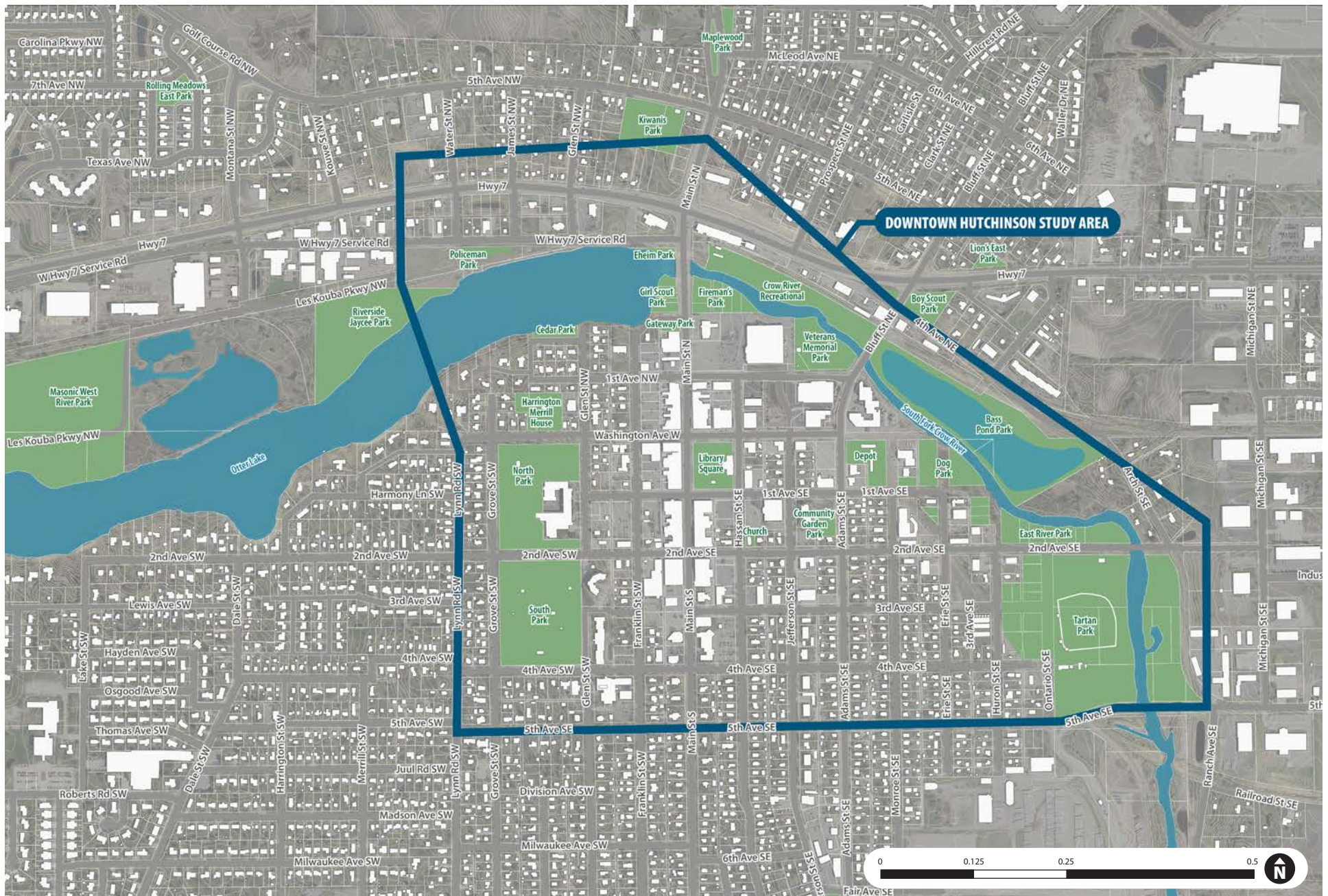
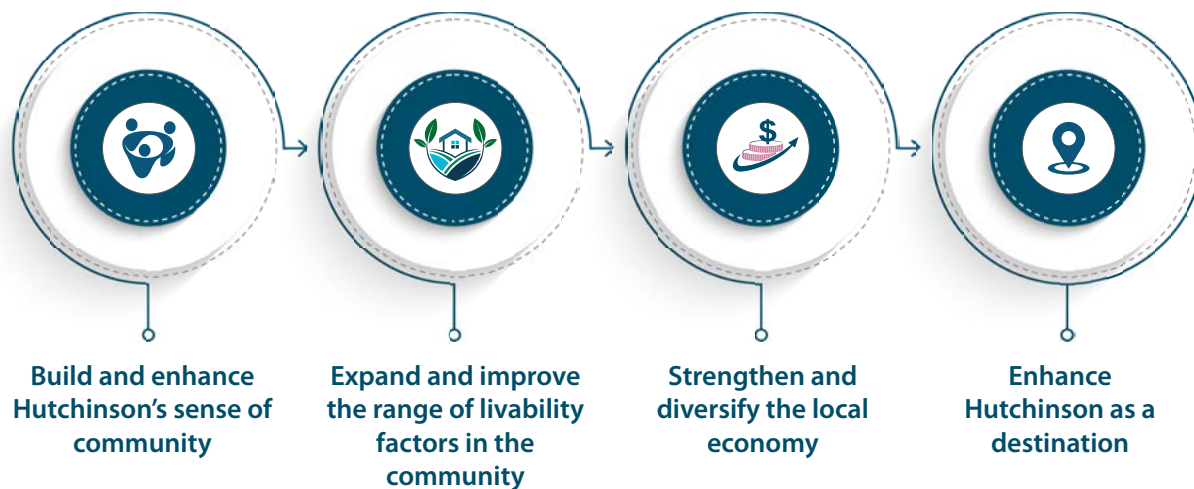


Figure 1.2 Project Study Area

PROJECT OBJECTIVES

The project objectives and key elements for the 2024 Downtown Plan update emulate the focus from the 2013 Plan, which is also affirmed in the Comprehensive Plan. These updated implementation actions strive to meet these objectives and key elements to continue to guide the community to effectively reach desired outcomes for downtown Hutchinson.



KEY ELEMENTS

Key elements of the planning report include:

- Exploration of appropriate land uses;
- Identification of redevelopment opportunities and potential catalyst projects;
- Enhanced trail connectivity and non-motorized accessibility;
- Integration of public art with planned public improvements;
- Identification of potential policy and regulatory changes as well as incentives;
- Identification of short, medium and long-term action steps, their associated budgets and responsible parties, and;
- Identification of funding sources, success criteria, and measurement techniques to be employed in determining progress over time.



Figure 1.3 2013 Downtown Vision & Action Plan

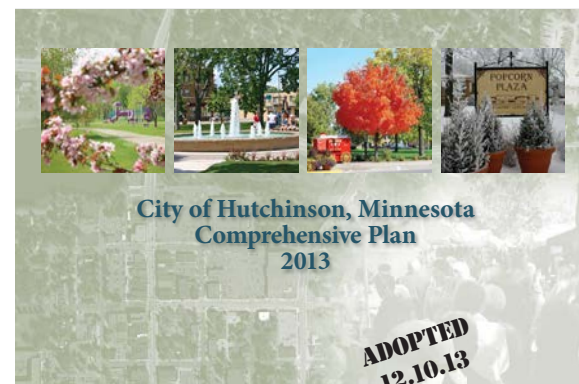


Figure 1.4 2013 Hutchinson Comprehensive Plan



Figure 1.5 Downtown Hutchinson (2024)

COMMUNITY CONTEXT

The City of Hutchinson is the largest city in McLeod County, MN, with a population of 14,599 according to the 2020 census. The city's proximity to the Twin Cities metro area makes it an attractive location for people desiring to live in a mid-sized, semi-rural community within an hour drive to a larger metropolitan area. Hutchinson's population has slightly increased but the growth rate has slowed due to economic volatility over the decades. The city is on track to remain a steady to moderate growth priding itself on being the Minnesota hometown with wholesome community character.

The downtown remains the anchor of the community, providing itself as an asset for community events, outdoor recreation, support for incubating small local businesses, affordable housing options, fruitful history, artistry, and many more amenities that attracts visitors near and far. The downtown today, particularly along Main Street, has a concentration of service-based uses while specialty retailers have slowly declined. Over the last decades the specialty retailers have been establishing more towards the south end of town where there is opportunity for larger lots and more favorable rents. This is creating a presence of more big box specialty retailers and chain restaurants that sometimes are diverting people away from downtown. However, the community history and connection with the downtown presents a desire to continue to cultivate and maintain the downtown to be a hub for activity and economic prosperity in the community.

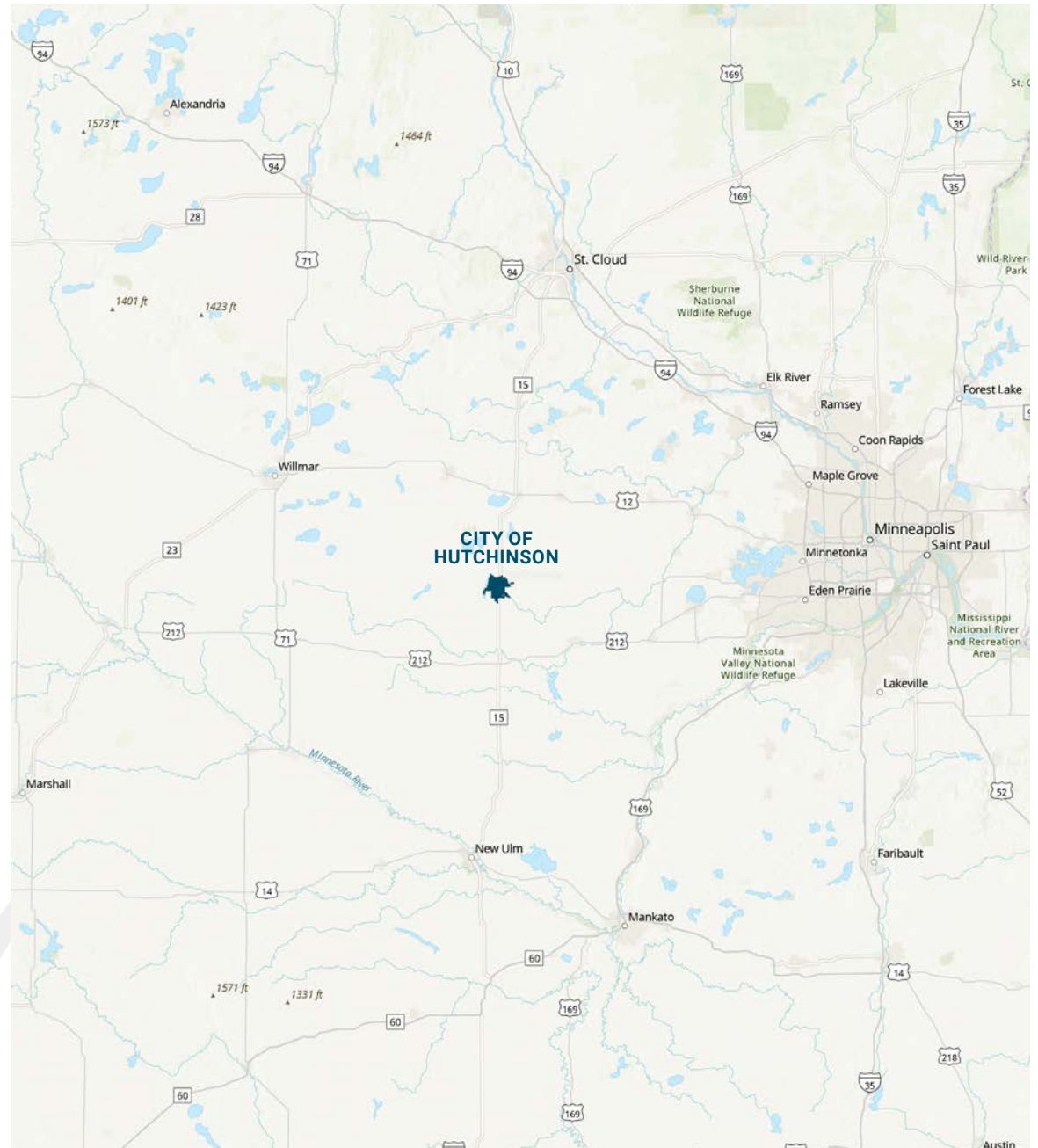


Figure 1.6 Regional Context Map

ACCOMPLISHMENTS SINCE 2013

WHERE ARE WE TODAY?

Celebrating the successful initiatives that have emerged since 2013 highlights the community's progress and effort. Reflecting on these accomplishments not only honors how far downtown Hutchinson has come but also helps to adjust the community's focus for downtown in the next 10-20 years. This includes expanding ideas that were not previously executed in 2013 and seizing new opportunities for the future.



Much of the changes downtown has seen in the last 10+ years since the 2013 Plan adoption can be attributed to two WIN categories: general action initiatives and physical improvements. Many initiatives include both public and private investments. Some of these initiatives will continue to be identified as implementation actions in Chapter 6, acknowledging the ongoing nature of maintaining the initiatives for the foreseeable future.

2013 ACTION WINS

- **Develop Strong Connections**
- **Create Vibrant Gathering Spaces**
- **Integrate Arts, Culture and Heritage to Strengthen Tourism**
 - » Utilize public art as an economic generator
 - » Develop an art walk through the downtown and riverfront
 - » Integrate history and heritage with the art walk
 - » Celebrate local heritage
 - » Integrate outdoor music at key locations in the downtown
- **Foster Sustainability and Stewardship** - Continue to invest in schools and community education



PHYSICAL IMPROVEMENTS WINS

- Park Elementary School remodel
- New businesses/expansions
 - » Citizens Bank
 - » MITGI
 - » Hutchinson Dental Center
 - » Cobblestone Hotel
 - » Site assembly of Downtown Grand
- Downtown gateway and wayfinding signage installed
- Main Street reconstruction and streetscape project
- City acquired property: Jefferson Street and 2nd Avenue
- Construction of the Luce Line and Dakota Rail trails connecting users to the downtown
- Preservation of the Hutchinson Depot Marketplace, includes the renovation of the former Great Northern/Dakota Rail Depot
 - » Home to the year-round adjoining Hutchinson Farmers Market pavilion, also available for rent for special events
- Dog Park
- 101 Park Place
- Improved pedestrian crossings
- New playground at Fireman's Park
- Art's Place (Redevelopment of the historic Nemitz Paint Factory)
- Hutchinson Police Station (Redevelopment of the former Econofoods building)
- River House Kitchen + Drinks (Redevelopment of the former Hutch Café building)

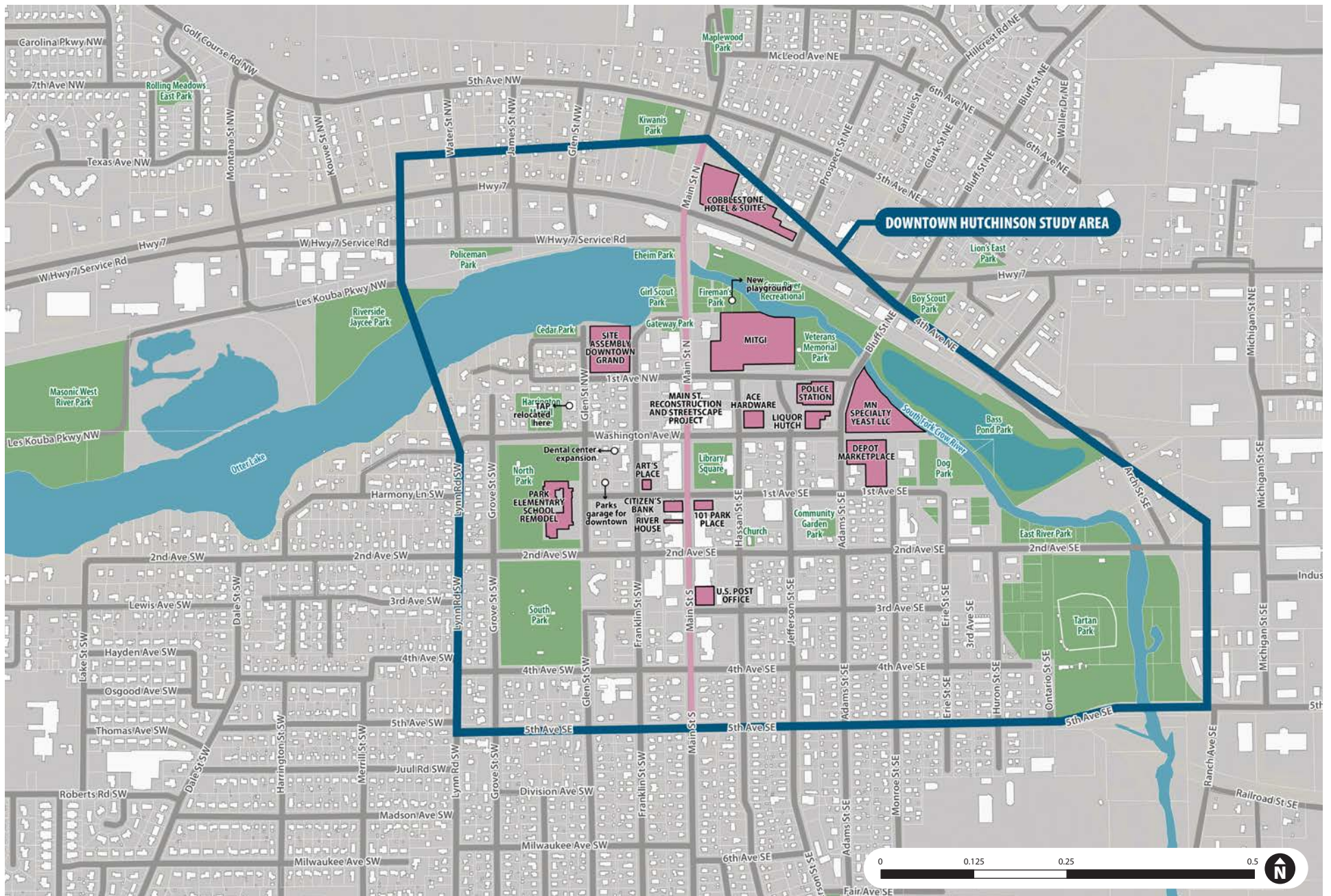


Figure 2.1 Map of Physical Accomplishments since 2013

MARKET ANALYSIS

PURPOSE

Market research played a key role in shaping the 2013 Plan and remains a vital component in supporting the foundations of the 2024 Downtown Plan update. The market study analysis, provided by LOCi Consulting, reveals relevant market patterns, findings, and recommendations that contribute to exploring feasible implementation actions for downtown Hutchinson. The newly informed market study aims to guide the city in planning for key trends, opportunities and challenges, offering recommendations to better understand the current and future economic conditions.



Similar to the 2023 Plan, the 2024 Hutchinson Downtown Plan update covers a comparable study area and defined primary market area (PMA) within a 30-minute drive time. This helps distinguish the influence of economic activity within Hutchinson and the surrounding cities and townships. Utilizing census data, market analytics, and stakeholder feedback, data was projected out to 2028, comparing current market conditions to the viability of the future economic conditions.

Since 2013, there have been changes in consumer behavior and demand, such as the increase in online shopping and desire for more human connection experiences. This indicates a shift for Hutchinson to focus on marketing for uses that better align with uplifting downtown's characteristics and market trends. These uses could include higher density housing, restaurants, specialty retail space, and mixed-use developments. The market study revealed themes indicating that Hutchinson has evolved, contributing to these economic opportunities for downtown as demonstrated by the strengths and weaknesses table.

DOWNTOWN HUTCHINSON STRENGTHS

- There are tenured businesses that are unique and identifiable.
- Highway 15 is routed through downtown resulting in consistent traffic.
- Excellent building scale and visibility.
- Historic buildings present unique opportunities for redevelopment.
- Natural amenity of the Crow River encourages people to spend more time in downtown.
- There is a strong employment base in the immediate area.
- Close in proximity to big box and other national retailers at the business district south of downtown.
- Residential growth in downtown has the potential to drive retail demand.
- Recognition and pride that downtown is unique and has a lot to offer.
- There are many entrepreneurs in the community who are creating excitement and energy in the city.

DOWNTOWN HUTCHINSON WEAKNESSES

- Traffic on Highway 7 is not routed through downtown which misses a large population of people that could stop in downtown.
- Limited visibility from Highway 7 north of downtown.
- There are smaller parcels for development/redevelopment.
- Lack of visual connectivity to Crow River from downtown.
- Businesses in downtown need more support than south end of town.
- There are limited opportunities for national retailers in downtown - those tenants will likely stay in the southern business district.
- Inadequate signage for public parking.
- Rents that can support reuse and redevelopment projects are a challenge, but those projects may be more feasible with some public financial support.

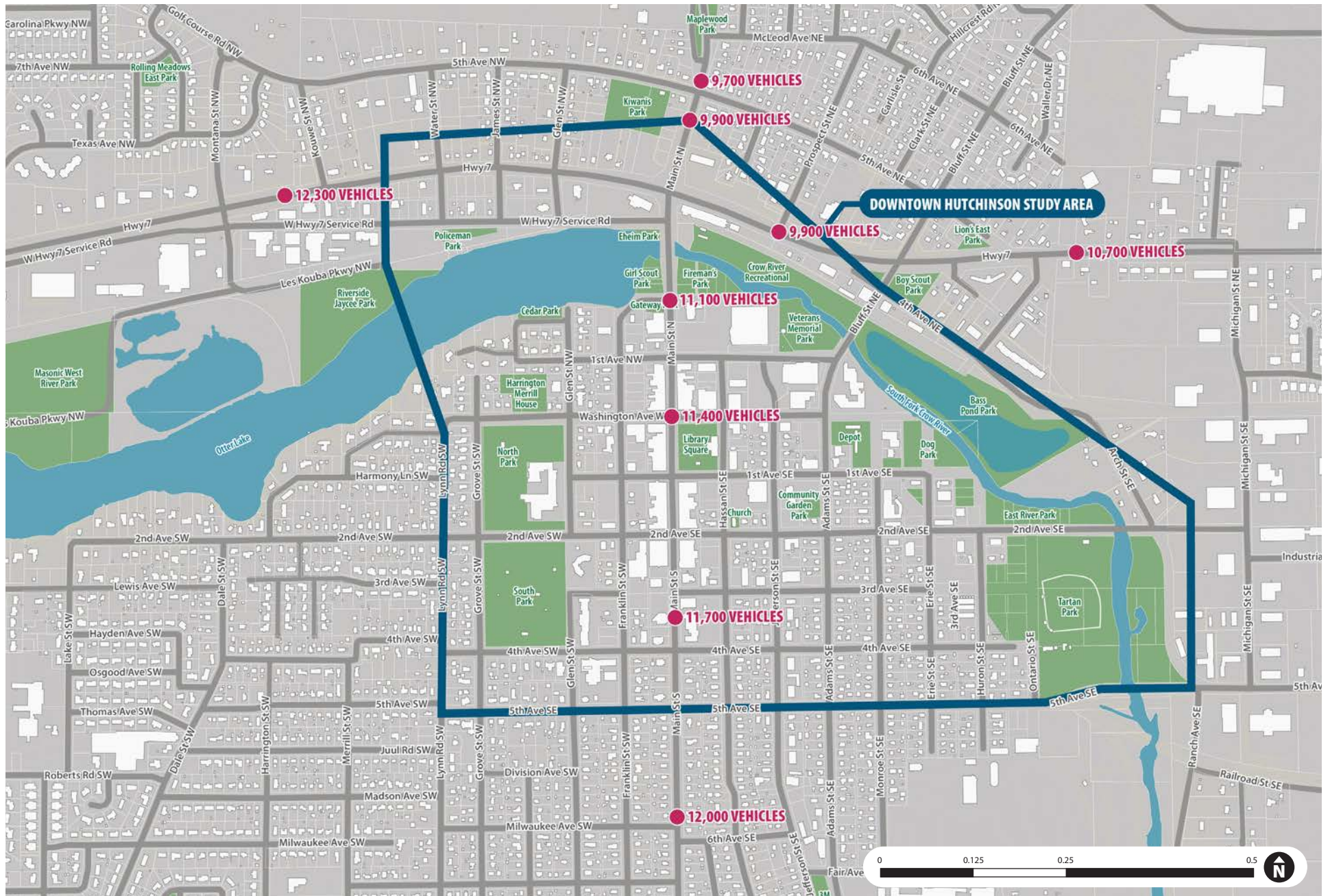


Figure 3.1 Hutchinson Downtown Study Area highlighting traffic counts in and near Downtown Hutchinson.

HOUSING - KEY MARKET FINDINGS

It is anticipated that the downtown population and household growth will be higher than that of the city overall, although the city's population growth rates are comparable to the state as a whole. According to the 2023 census estimates, downtown Hutchinson has a population of 1,400 with about 700 households. In comparison, the city as a whole has approximately 15,000 people and 6,400 households, indicating that housing needs account for 40%-50% of the population.

Nationally, interest rates for residential real estate transactions have increased. In Hutchinson, existing single-family home sales have cooled compared to the metro area and the national average, with a median home price of approximately \$261,750. Despite this, vacancy rates remain low at 2.4%, and the average rent is around less than \$1,000. This makes Hutchinson a more affordable and compelling place to live compared to communities with similar populations in the seven-county metro area.

Since 2017, there have been two market-rate rental apartment developments: Century Court West Luxury Townhomes (see Figure 3.2) and Highfield Apartments (see Figure 3.3). Rental vacancy rates also remain low, but there are market demands pushing rent payments higher. Over the past five years, there has been increased activity in the 2+ unit market, with three new developments for attached owner-occupied townhomes.

In summary, downtown Hutchinson could support a significant portion of the city's high-density residential demand. It is estimated that there will be a demand for up to 380 units of general high-density occupancy housing in downtown between 2024 and 2030. However, planning for higher unit residential development in downtown may be challenging due to smaller parcels and difficulties in accommodating parking needs.



Figure 3.2 Century Court West Luxury Townhomes



Figure 3.3 Highfield Apartments



Figure 3.4 Twin Oaks Townhomes



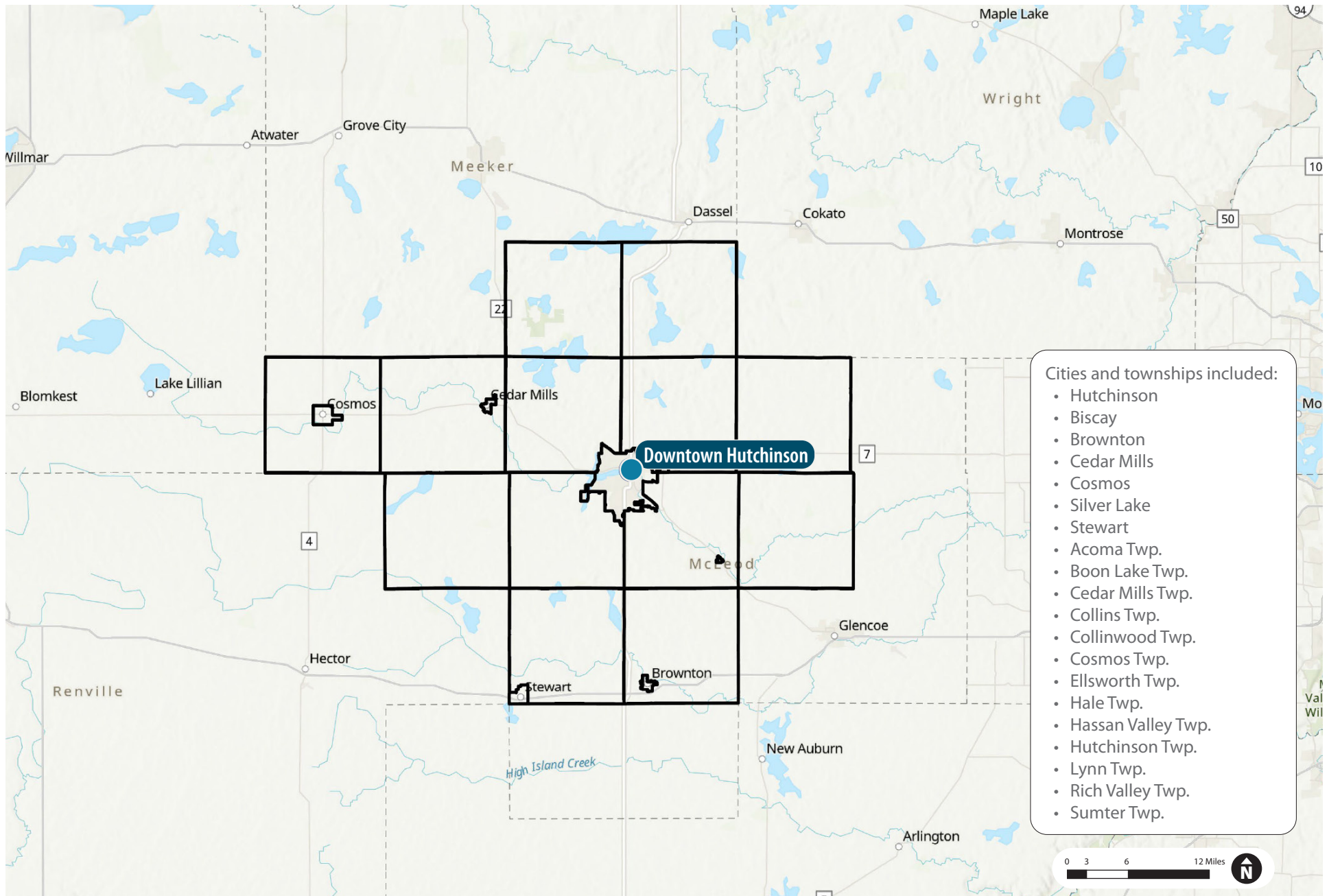


Figure 3.5 Primary Market Area (PMA) for Housing

RETAIL AND RESTAURANT - KEY FINDINGS

About one-third of retail spending is generated by consumers outside of the city, with 80% of the spending occurring within the primary market area (PMA). Commercial and retail consumer expenditures are projected to grow in the restaurant and retail sectors, but this growth is modest, at about one percent. The highest categories of projected growth over the next five years are grocery and restaurants.

In Hutchinson, as across the United States, a lack of new retail construction has pushed vacancy rates down and increased average lease rates. As shown in Figure 3.10, there is a high concentration of general merchandise and major drug stores at the south end of the city, while boutique retail, restaurants, and professional services are concentrated downtown. Occupancy has recently stabilized in southern Hutchinson which could emphasize the opportunity for more infill in downtown, within existing and new developments. It is estimated that there will be a demand for about 2,000 square feet of restaurant and retail development between 2024 and 2030. This demand will primarily come from restaurants and specialty uses, likely seeking redevelopment and reuse spaces that downtown could accommodate.

There is also potential in increasing mixed-use developments in downtown, as there are buildings with both residential and commercial spaces varying in square footage and average rents that can add to the variety of uses and increase foot traffic. Though property owners will need support with building updates and maintenance to make these spaces more functional.



Figure 3.6 Primary Market Area for Restaurant and Retail



Figure 3.7 Potential River House Expansion



Figure 3.8 Jorgenson Hotel Renovation Site



Figure 3.9 Hutchinson Southern Business District

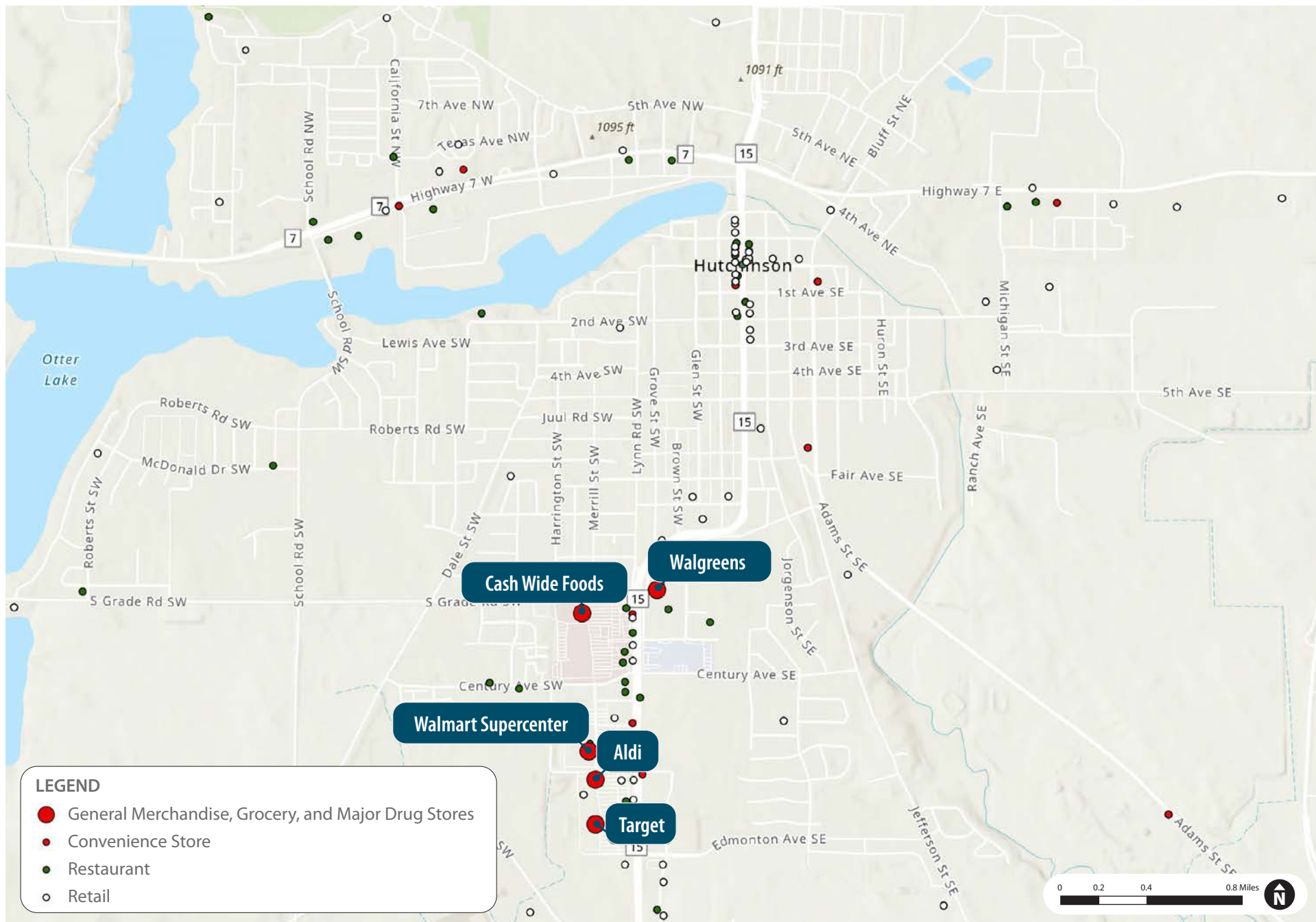


Figure 3.10 Restaurants and Retail Businesses in Hutchinson

RECOMMENDATIONS

From all the market analysis and findings, the general market outlook for downtown Hutchinson is summarized in the bulleted list below. These recommendations offer a clear understanding of current economic conditions, projected growth, and development opportunities. They aim to address challenges and leverage strengths to ensure sustainable growth for downtown Hutchinson. The following points will lead to actionable steps to guide future development and enhance downtown Hutchinson's economic vitality.

- ✓ Support anchor businesses that drive traffic to downtown such as large employers, restaurants, and the Hutchinson liquor store.
- ✓ Plan for long-term growth north of the Crow River and at the intersection of Highways 15 and 7.
- ✓ Prioritize signage and wayfinding at the intersection of Highways 15 and 7.
- ✓ Enhance connectivity south of the Crow River and 2nd Avenue corridor.
- ✓ Identify more opportunities for larger parcel assemblage for residential development.
- ✓ Further study, increase marketing, or develop subsidy programs for reuse and redevelopment of existing downtown buildings.
- ✓ Explore resources to support residential development in existing second-floor spaces within commercial buildings. Conversely, support mixed-use opportunities by incorporating ground-floor commercial spaces in new residential developments.
- ✓ Encourage the reuse of existing buildings rather than focusing solely on new development, and adopt flexible and creative approaches to encourage redevelopment.
- ✓ Prioritize enhancing existing retail spaces through customized approaches for utilizing available floor area. Some spaces may need creative interior design solutions for limited floor area, while others could support incubator businesses by being divided into smaller spaces.



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COMMUNITY ENGAGEMENT

PURPOSE

A strong foundation was set with the 2013 Plan, as it was the first vision and action plan initiating a more robust community engagement effort to facilitate a better understanding of what the Hutchinson community desired for the future of downtown. The 2024 Downtown Plan reviews and highlights the current conditions and outcomes of the 2013 Plan, with the presentation of new questions and materials to propel the community to focus on the next 10+ years as the city adapts for the inevitable changes of the future.



Hutchinson Downtown Plan Update - Community Survey

The City of Hutchinson is undergoing an update to the downtown vision and action plan, completed in 2013, to evaluate changes and accomplishments made since then. The updated plan will refresh many of the concepts, vision and initiatives from the 2013 plan. While also identifying new opportunities to ensure the future of downtown is supported in the desired direction. Your responses to this survey will help provide valuable insight on the current activities and perceptions of downtown that will contribute to updated recommendations and implementation actions in the new plan.

1. How often do you frequent downtown Hutchinson?

☐ Daily
☐ Multiple times a week
☐ Once a week
☐ Few times a month
☐ Once a month
☐ Few times a year
☐ I never visit downtown

2. What services or amenities do you use in the most downtown? (Select frequency)

	Daily	Regularly	Sometimes	Infrequently	Never
Dining	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shopping	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parks and Recreation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5. What do you think are downtown Hutchinson's significant assets/strengths? (Select all that apply)

☐ Small town feel
☐ Recreational opportunities
☐ Variety of businesses and services

Figure 4.1 Online Survey

ONLINE SURVEY

To kick-off the project a community survey was prepared and shared to obtain feedback on the current pulse of the perception of downtown and understand the direction for the future. The community survey (see Figure 4.1) had over 500 respondents, revealing a mix of positive and negative sentiments toward downtown. Overall, 41% of the respondents felt good about downtown expressing examples of satisfaction such as the investment in murals, sculptures, and parks. There is continued appreciation for its charm, aesthetics, and community events. There were four strengths noted as continued assets: Library Square, the State Theater, Public Art, and the Small-Town Feel. Among a large pool of open comments, there was a range of perspectives on areas for improvement. The comments were categorized into three themes: desire for more variety, physical infrastructure improvements, and maintaining community assets. A further breakdown of key areas discussed, along with highlighted comments, is depicted on the next page.



ONLINE SURVEY TAKEAWAYS

The online survey was open from February 22nd through April 24th with a total of 583 respondents.

OVERVIEW

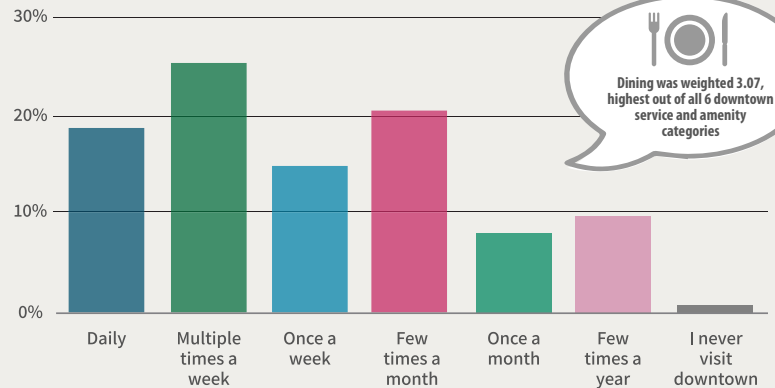
The April 2024 Online community survey reveals a mix of positive and negative sentiments towards downtown Hutchinson. Overall, there is an appreciation for downtown, its charm, aesthetics, and community events. There is a range of perspectives on areas for improvement.

DOWNTOWN RATING



FREQUENCY

25% of participants responded that they visit downtown multiple times a week. Dining was the highest reason for people visiting downtown, while other services and amenities such as shopping, parks and recreation, events and gathering, arts and entertainment, personal and professional services are used sometimes.



DOWNTOWN STRENGTHS



LIBRARY SQUARE



STATE THEATER



PUBLIC ART



SMALL-TOWN FEEL

THEMES FOR DOWNTOWN IMPROVEMENTS

Over 1,700+ comments in the survey were distilled into three general themes to explore for the downtown plan update.

"More retail stores. As a small service business owner, we've noticed there's a lot of services, and less shopping. Especially now that the Village Shop has closed."

"I believe downtown offers a great variety of businesses with differing services."

"Downtown looks nice, but few shopping opportunities."

"More affordable dining options. Preserve the State Theater. Grocery/convenience store. Prefer mom and pop shops over large businesses."

"Urban residential would be a good addition to downtown and would boost downtown businesses."

"I would love a cold-weather gathering place that could replicate the ethos of library square gatherings. Restaurants and Art's Place are great, but not always affordable for families."



88% of participants stated their desire for downtown to have **more variety**:

- Entertainment activities (family-friendly, kid & teen spaces)
- Expanded commercial choices (retail, theater, hotel)
- Enhanced food services (grocery, café, restaurants)
- Diverse housing options (affordable and apartments)
- Cultural enrichment (events, cold weather spot)

"More electric vehicle chargers. There is one Level 3 charger by Girl Scout Park, but it is a slow one (150kW really should be the minimum). There should be many Level 2 chargers. I know the Clay Coyote wants to install chargers but the city won't let them because they would lose a couple parking spots in the lot. Ridiculous."

"General building upkeep and modernization."

"We're doing a great job—it's so challenging—let's just keep working together to get even better. Having a cohesive theme for our downtown would strengthen our presence and draw even more people here and then making grant dollars available to individual shop owners so they can embellish their 'corner' of the street scene and tie it into their storefront really helps."

- Over 300 comments highlighted **physical improvements** for downtown:
- Wayfinding
- Parking and traffic
- Benches
- Bike lanes
- Landscaping and curb appeal
- Lighting
- Improved accessibility



"Lighting—more seating in open spaces—plant life—I think the river areas are under-used. Signage for existing businesses when driving by—I think people don't know what is there."

Over 50% of participants had concerns about **maintaining community assets**:

- Historic building preservation
- Impact on taxes
- Increase local business support
- Maintain community art
- Facade investments
- Safety and cleanliness

"I miss having a grocery store on the north end of town but understand why it couldn't work. Great to see the flowers and holiday decorations. Some of the older buildings could use some repair. I would like to see historic facades stay. It adds to the charm. Sorry to see the Village shop go."

"The downtown area is clean, well kept, snow removal is done quickly, plants beautiful in the summer. I feel like it could use more quaint character. Just a few ideas off the top of my head: Lights draping over the streets, artistically painted electrical/utility boxes, coordinating openings for all businesses."

"Downtown is historic but with a modern feel. I love seeing the old buildings brought back to life and the new ones that have been built."

"Continue to make improvements to aging buildings."





Figure 4.2 Meeting with Steering Committee



Figure 4.3 2024 Water Carnival/Music at the Park



Figure 4.4 Open House at Art's Place

STEERING COMMITTEE

The efforts of this plan update were driven by the Hutchinson Economic Development Authority (HEDA) and the city. A steering committee was designated, consisting of six key stakeholders from the local business community and several city staff members from various departments to inform the content of this plan update. Over the course of four meetings, the committee engaged in brainstorming, discussions, and guided the direction of the plan update.

WATER CARNIVAL/MUSIC AT THE PARK

Community events was a highlighted amenity for many Hutchinson residents, therefore the timeliness of the project allowed integration for a community engagement opportunity at one of the most prominent community events: the Hutchinson Water Carnival. The community engagement entailed showcasing results from the online survey and gathering additional feedback on focus areas, areas for improvement, or examples such as other communities that should be considered for inspiration in the curation of the plan. Much of the feedback received confirmed the sentiments presented with a few new city examples to explore. These have been incorporated into the plan.

OPEN HOUSE

The information uncovered from the initial phases of the project received positive community feedback, therefore it was time to introduce the core part of the plan update: the implementation action categories and detailed initiatives. This provided another opportunity for the Hutchinson community to help shape the future of downtown. This highly anticipated event was hosted at the cherished Art's Place, an event space and artist workshop.

Over 40 community members attended the in-person open house event, offering input and ideas. The in-person component featured content boards with the information and activities for engagement through dot exercises and post-it notes for comments. The public comment period was extended for two weeks in a digital format to allow more time for feedback for those unable to attend the in-person event or needing more time to review.

Overall, the feedback provided from this community engagement event refined the implementation action categories and detailed initiatives by organizing the ideas into options to discuss at the following steering committee meeting either for "further discussion" or considered as "new ideas". These ideas were incorporated into the plan update based on applicability, relevancy, and feasibility.

GRAND SUMMARY OF PUBLIC INPUT THEMES

From all the community engagement events the recurring themes that have emerged from the public engagement and planning process include:

- Community events
- Affordable housing options
- Support for local businesses
- Increase variety of uses
- Invest in physical improvements
- Maintain community assets

These themes align well with anticipated trends that were well documented in Chapter 3 of the 2013 Plan. There are two new trends to continue to monitor and incorporate into the implementation actions:

PROGRAMMING

Community-based events have been repeatedly highlighted through community engagement input. Research on precedent communities shows that consistent community-based programming is essential to maintaining downtown vitality. Desired programming characteristics specified from the community includes family-friendly events that involve minimum barriers to participate and safe and positive social gathering atmospheres. These events can be on a micro or macro level, such as a food truck pop-up or large-scale events such as the Arts and Crafts Fair. An element to overcome is effectively communicating where the community can find up-to-date event information.

SOCIAL MEDIA

Less than 20 years ago, the digital age seemed like a distant concept. However, it is now more prevalent than ever and has become a standard practice to interact over the internet, with consistent access to information, people, and ideas. It is important for Hutchinson to stay attuned to online discussions and maintain a strong digital presence. It is not essential to react to everything but to be aware and ensure that accurate communication and presentation of the community is represented as desired online. This should also be considered a tool for implementing and curating a successful digital presence and marketing campaign.

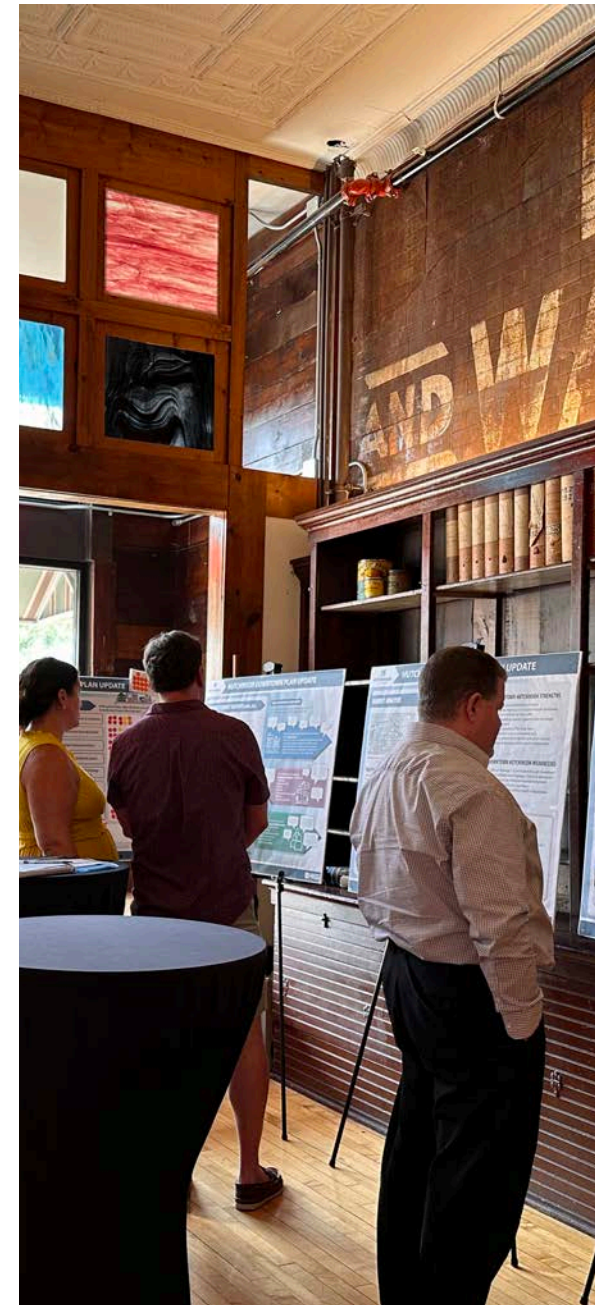


Figure 4.5 Open House at Art's Place

SETTING THE STAGE

APPROACH

The 2013 Plan established eight main action categories rooted in the community's values for downtown. These values formed the backbone of the plan and were integrated at various levels within each implementation step. The 2024 Downtown Plan update enhances the implementation categories and actions to build upon the previous vision, which was also guided by the Comprehensive Plan and community engagement. Each category outlines key actions and considerations for achieving the objectives.



COMMUNITY WIDE VISION

As defined in the Comprehensive Plan, the vision for the City of Hutchinson reflects ideas expressed by its citizens during public visioning sessions. The vision statement serves as a broad, descriptive guide that the community uses to shape downtown development, narrowing into specific goals and policies.

CITY OF HUTCHINSON VISION

A community that will continue to be an involved, progressive, and innovative community that promotes regional prominence while preserving a hometown character and delivering quality, cost-effective services.



DOWNTOWN VISION

The updated vision and actions are reflective of the 2013 Plan, because many initiatives are still relevant today. The 2024 Downtown Plan update encompasses six main categories with a range of targeted actions to implement for the desired future of downtown.

Since many of these initiatives are interrelated, they are intended to reach an ultimate impact: an improved quality of life for the community of Hutchinson. For example, encouraging downtown housing is not only a housing strategy but also increases the number of people frequenting downtown and utilizing amenities, thereby boosting the economic vitality of downtown commerce.



Each category is designed to seamlessly integrate with the others, creating a comprehensive vision and action plan for sustaining the current and future vitality of downtown.

OVERCOMING CHALLENGES

Lessons learned from the 2013 Plan were identified as key barrier considerations to overcome through implementation. These include:

- **Administrative** - Achieving greater collaboration between the city and regional intergovernmental agencies (e.g. DNR).
- **Market driven** - Navigating societal and local economic conditions to maintain stability or growth, with an approach that requires patience and perseverance.
- **Resource** - As noted in the 2013 plan, the vision and actions in this plan update will require substantial resources of time and capital, along with unwavering determination.

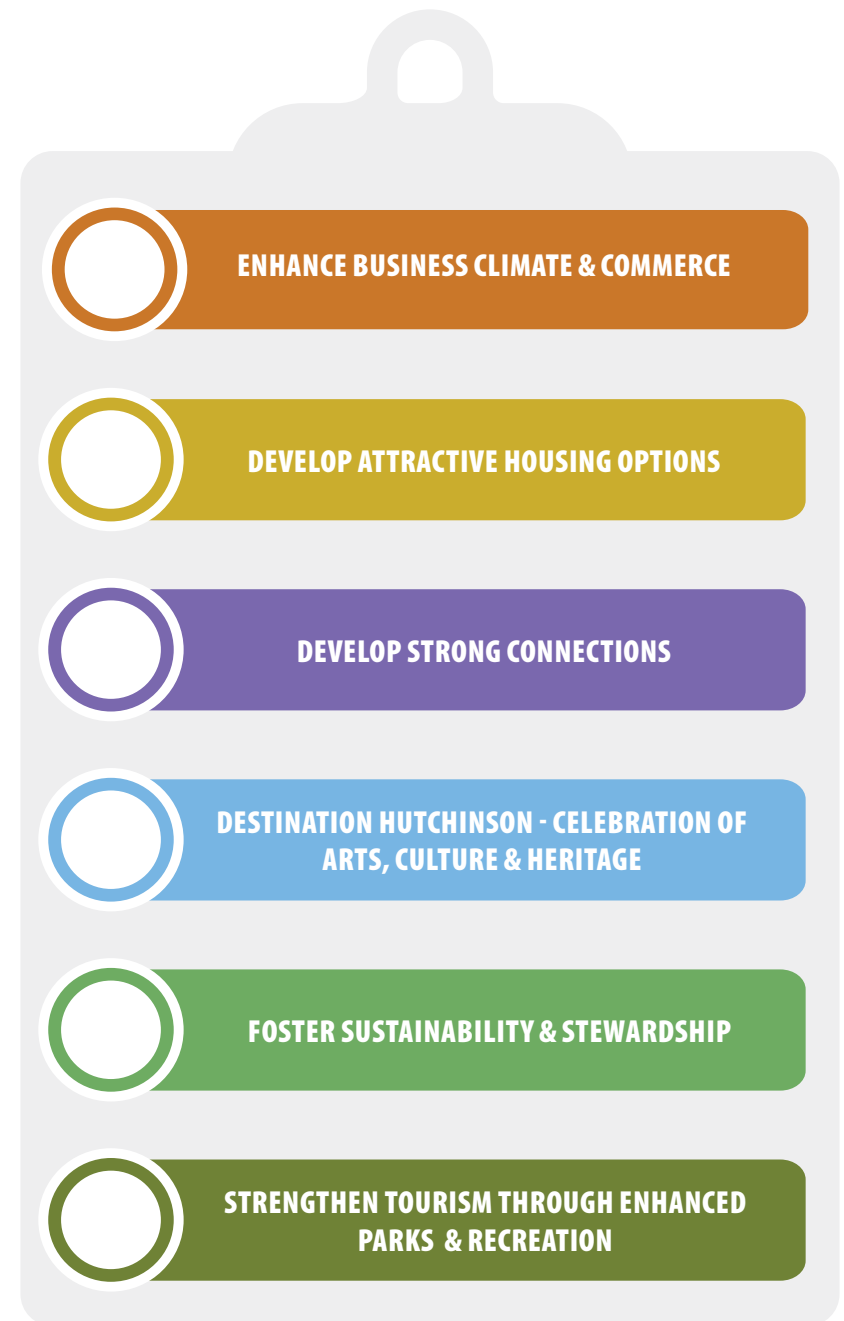


Figure 5.1 Implementation Categories for Action Plan



Figure 5.2 Historic Main Street District



Figure 5.3 East Side Mixed Residential District



Figure 5.4 East Side Residential Transition

DOWNTOWN DISTRICTS

A downtown districts map visually represents the geographic areas where different elements of the implementation categories are located. With 10 distinct sub-districts, it forms a foundation that reflects the unique character of each area. While there may be some overlap between implementation categories across sub-districts, this structure ensures a cohesive, feasible, and comprehensive approach to downtown development and improvements. All these elements are intended to align in creating a vibrant, inclusive, and well-coordinated downtown.

1 HISTORIC MAIN STREET DISTRICT

- a. Traditional Main Street Character
- b. Continuous Storefronts
- c. Historic character
- d. On Street Parking, Public Parking in rear
- e. Residential and Office uses on second floor

2 FRANKLIN STREET MIXED USE DISTRICT

- a. One block transition zone
- b. Mix of housing, office, services

3 HASSAN TO ADAMS MIXED USE DISTRICT

- a. Two block transition zone
- b. Mix of housing, office, services
- c. Adaptive reuse of residential for office/service uses

4 DOWNTOWN NORTH

- a. Larger footprint uses
- b. Mix of commercial, employment and government uses

5 CROW RIVER NORTH

- a. Riverfront orientation
- b. Highway 7 access
- c. Mix of commercial, employment, service uses
- d. Community focus along the riverfront

6 NW HIGHWAY 7 & 15

- a. High visibility, challenging access
- b. Mix of residential and commercial uses
- c. Address topographic challenges

7 HIGHWAY 7 / BLUFF STREET GATEWAY

- a. Narrow development parcels
- b. Strong Highway 7 visibility
- c. Gateway to downtown along Bluff/Adams Street
- d. Mix of commercial/service/employment uses

8 EAST SIDE MIXED RESIDENTIAL DISTRICT

- a. Mix of large and small industry
- b. Community uses including Depot Marketplace and Dog Park
- c. 2nd Avenue Edge condition
- d. Adaptive reuse, small scale, light industrial uses
- e. Floodplain concerns

9 EAST SIDE RESIDENTIAL TRANSITION

- a. Mix of residential product types (single family, townhomes, etc.)
- b. Re-establish the block pattern
- c. Honor the rail line easement/ownership

10 TARTAN PARK GATEWAY

- a. Expand park program
- b. 5th and 2nd Avenue Park edges and connections
- c. Huron Street park edge

11 DOWNTOWN RESIDENTIAL NEIGHBORHOODS

- a. Continue to invest in downtown housing
- b. Accessory Dwelling Units
- c. Strengthen bike and pedestrian connections to downtown

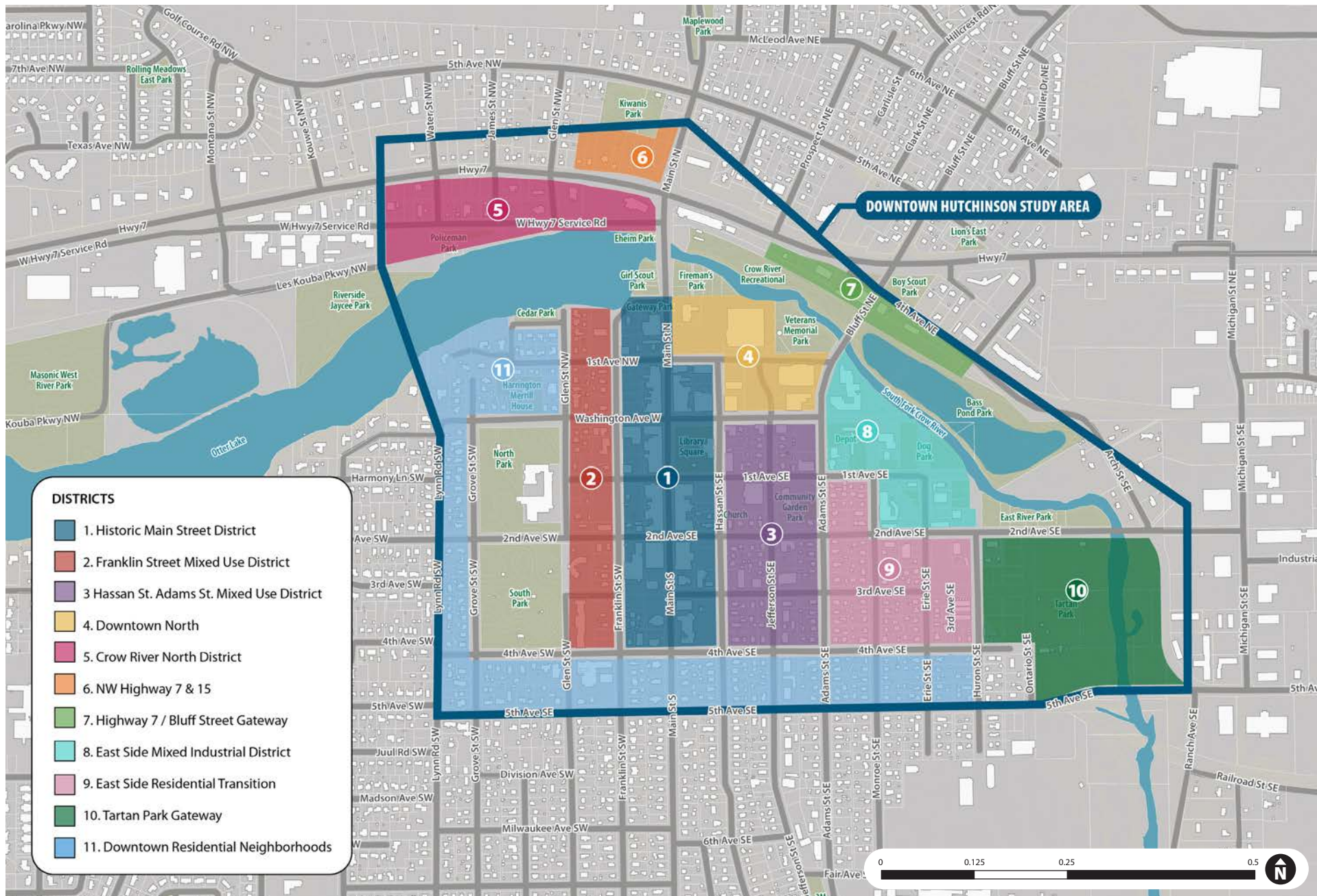


Figure 5.5 Downtown Districts Map

IMPLEMENTATION

ACTIONS

Implementing the community and downtown vision will rely heavily on actions and investments over time. This chapter details the specific strategies, projects, and initiatives that will guide the desired direction for Hutchinson's downtown within each of the action categories. This approach ensures the plan is both functional, identifying individual project components, and cohesive as a whole. The implementation efforts aim to balance feasible investments in new improvements with the maintenance of the city's existing assets, ensuring continued success for downtown Hutchinson for years to come. Pairing these actions with potential funding mechanisms can drive future investment in downtown. These efforts are also summarized in the "Implementation Action Matrix" in Chapter 7.



6

ENHANCE BUSINESS CLIMATE & COMMERCE

Creating a thriving business environment is essential for the economic vitality of Hutchinson. This category focuses on strategies that support local businesses, attract new enterprises, and foster a dynamic commercial landscape.

DEVELOP ATTRACTIVE HOUSING OPTIONS

A diverse range of housing options is crucial for a thriving community. This category focuses on developing attractive, affordable, and varied housing solutions to meet the needs of all residents. Enhancing housing options will create a welcoming and inclusive environment that supports the growth and stability of Hutchinson.

DEVELOP STRONG CONNECTIONS

Strong connections within downtown and the rest of the community are essential for social and economic prosperity. This category focuses on improving the accessibility of all modes of transportation and maintaining infrastructure. Building strong connections will create a more integrated and accessible Hutchinson.

DESTINATION HUTCHINSON - CELEBRATION OF ARTS, CULTURE & HERITAGE

Hutchinson's rich arts, culture, and heritage are key to its unique identity. This category celebrates these elements by promoting events, festivals, and cultural activities that could further highlight the city's artistic and historical significance. Positioning downtown Hutchinson as a cultural destination will attract visitors and enrich the lives of residents.



FOSTER SUSTAINABILITY & STEWARDSHIP

Sustainability and environmental stewardship are vital for the long-term health of the community. This category emphasizes initiatives that promote sustainable practices, conserve resources, and protect the natural environment. Fostering sustainability will ensure a resilient and eco-friendly future for Hutchinson.



STRENGTHEN TOURISM THROUGH ENHANCED PARKS & RECREATION

Parks and recreational facilities are key attractions for both residents and visitors. This category seeks to strengthen tourism by enhancing these spaces, offering diverse recreational opportunities, and positioning Hutchinson as a destination for outdoor activities. Investing in parks and recreation will not only boost tourism but also improve the quality of life for all.





ENHANCE BUSINESS CLIMATE & COMMERCE

The primary focus of the Downtown Plan update aims to invigorate and maintain the heart of the city by fostering a vibrant business climate and commerce. The goal is to transition from a predominance of service-oriented uses to a balanced mix of specialty retail and entertainment options, creating an activated downtown. This initiative focuses on strategies that cultivate an environment where businesses can thrive, and residents and visitors can enjoy enriching experiences, driving economic growth for the community. Through the incremental investments outlined in this section, thriving downtown commerce will set the tone for both the present and future of Hutchinson and the community as a whole.



1 REDEVELOP OR REINVEST IN THE UNDERUTILIZED LAND

Redeveloping underutilized sites in downtown, along the Crow River, and along Highway 7 remains a key strategy from the 2013 Plan. While many of the following projects are slated for the long-term, identifying specific properties for reinvestment will help guide future downtown development.

Some of these sites are located along highly visible corridors in and around downtown. Assisting in planning for the highest and best uses that stimulate the economy will ensure an enticing draw that enhances the business climate and commerce.

To catalyze these areas, the city may need to discuss site controls such as acquisition, partnerships, and necessary capital to make projects feasible. Below are the key sites identified for reinvestment to support this strategy, along with corresponding graphics and precedents.

- **Cenex Site North of the River** (see Figure 6.1)

The approximately 3-acre parcel, currently owned by the city, is being coordinated with the Hutchinson Economic Development Authority (HEDA) for promotion. This shovel-ready, unique waterfront property is conveniently located near downtown. However, its proximity to adjacent industrial uses, triangular shape, and Department of Natural Resources (DNR) Shoreland restrictions pose significant barriers to development. While the intention is for the land to be primarily used for civic or park purposes, there may be an opportunity to establish a waterfront restaurant or commercial space.

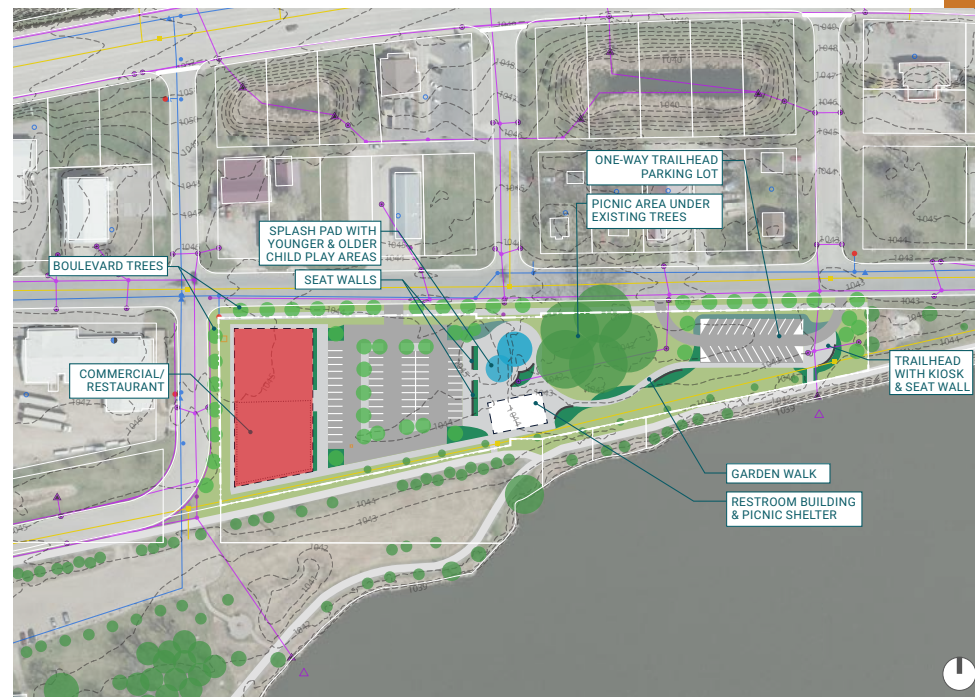


Figure 6.1 Cenex Site North of River Concept Plan

- **MITGI Site for Infill Commercial Building** (see Figure 6.2)

MITGI has been a significant asset to downtown as a major employer and is strategically located at the corner of Highway 15 and Main Street, one of the main corridors into downtown. The city intends to continue supporting MITGI's expansion needs and maintaining the business relationship in town. Partnerships on projects will be essential for continued investment in downtown. For example, collaborating on right-of-way improvements, community amenities, and stormwater management near or around their property will be mutually beneficial.

- **NW Corner of Highway 15 and Highway 7** (see Figure 6.5)

Nestled along a key corridor near the entrance of downtown at the corner of Main Street and Highway 7, this privately owned property sits vacant and would benefit from redevelopment. Potential uses could include residential, destination commercial or service establishment, such as a senior living facility, clinic, medical office, or other supporting services. However, the property faces barriers for development because it would be difficult to permit access off of Highway 15, as there are some topography concerns and significant capital would be required for best and highest use of land.



Figure 6.2 MITGI Site for Infill Commercial Building



Figure 6.3 Small Scale Commercial Bldg. Precedent



Figure 6.4 NW corner of Highway 15 and Highway 7 Existing Conditions



Figure 6.5 NW corner of Highway 15 and Highway 7 Concept Plan

• **Commercial Edge Along Highway 7 at Bluff Street**
(see Figure 6.7)

The sites are currently utilized as heavy industrial and commercial properties, featuring some aging buildings, with a lack of screening, landscaping, and curb appeal. There may be opportunities for small-scale, site-specific infill redevelopment to incorporate more complimentary industrial and commercial uses, rather than being isolated from one another. Potential site improvements include facade enhancements, creating storefront edges with storage in the back, and cleaning up access points. As part of the entry sequence into downtown, adding a small berm along the south edge of Bluff Street would enhance the streetscape. Investment in these elements would significantly improve the area's appearance, leading to a more inviting corridor into downtown.



Figure 6.6 Commercial edge along Highway 7 at Bluff Street Existing Conditions

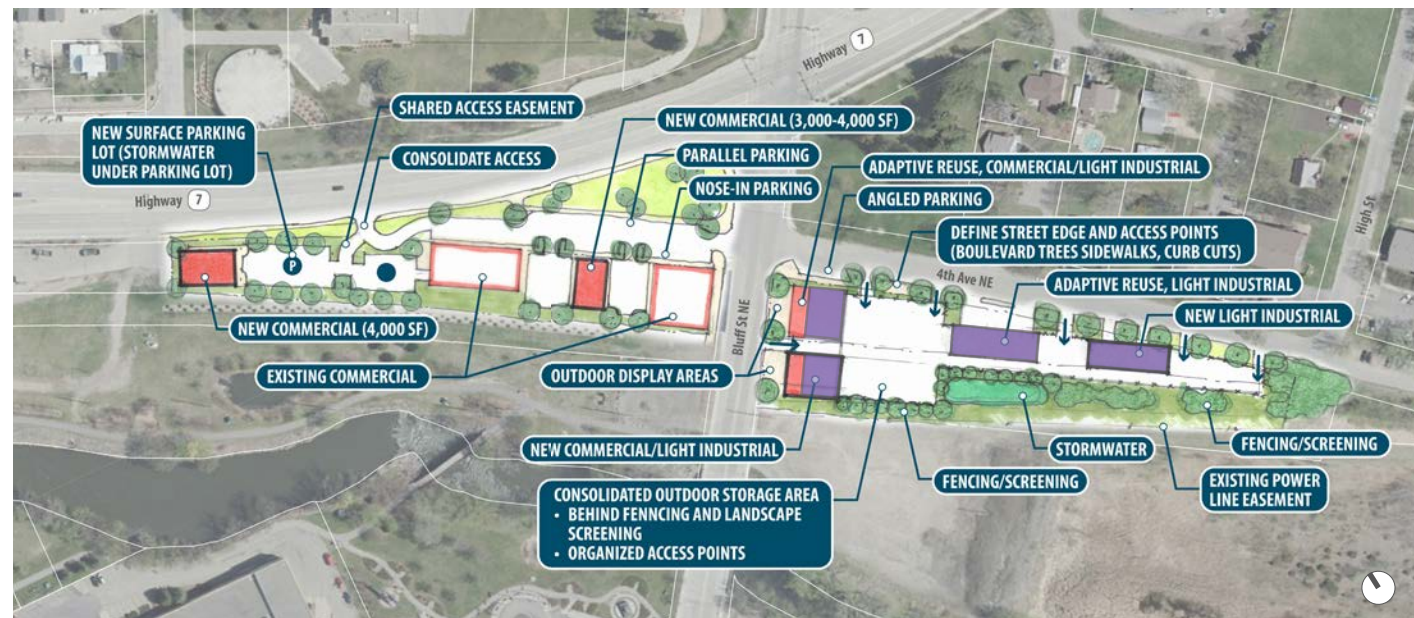


Figure 6.7 Commercial edge along Highway 7 at Bluff Street Concept Plan

- **Unique Commercial Opportunity near Depot Marketplace along Adams Street** (see Figure 6.8)

This project is recommended to be implemented as a larger redevelopment block to improve the streetscape edges, enhancing the experience of traveling through neighborhoods on the fringe of downtown. Currently, a mixture of residential uses and public park space adjoins heavy industrial areas with limited screening. Additionally, the area lacks sufficient pedestrian crossings and sidewalk connections, posing a safety concern due to heavy truck traffic. With investment already underway in the Depot for the Farmer's Market, there is an opportunity for commercial, adaptive reuse, or redevelopment in select areas. This would create cohesion for the neighborhood, improve safety, and make the area more inviting for people to visit and spend time downtown.

② **ESTABLISH A CONTINUOUS RETAIL/COMMERCIAL FRONTAGE ALONG MAIN STREET** (see Figure 6.9)

Another strategy equally important to redevelopment and reinvestment is addressing the long-term viability of storefront retail and commercial frontage on Main Street. Property owners are facing difficult decisions about whether to save or demolish buildings due to old infrastructure that does not meet building codes. The risk of demolition is higher for historic buildings, which are difficult to maintain because upgrading utilities and removing safety hazards can be costly. When a building is demolished, it leaves gaps in the streetscape that can take time to rebuild due to the narrow lots, resulting in less retail and commercial frontage.

Supporting property owners in these decisions by pursuing grants to rehabilitate historic buildings can reduce the need for demolition. Ultimately, the transformation will depend on individual property owners and vacancy rates. Downtown retail will thrive when a collection of similar businesses complements each other, creating a unique and memorable experience.

③ **MAINTAIN AND ENHANCE QUANTITY OF DESTINATION RETAILERS IN THE DOWNTOWN**

The development tension for the downtown in competition to the south end of the city highlights the need to balance traditional downtown retailers with the presence of larger anchor retailers, which could complement the surrounding area. Enhancing pedestrian connections to promote access to these businesses is also important.

The Liquor Hutch (see Figure 6.10) has been vital to this strategy, and there is potential for redeveloping the old video store (see Figure 6.11) to create a block for destination retail. Supportive programs, such as rent subsidies for businesses in their initial years, could help with stability and resilience.

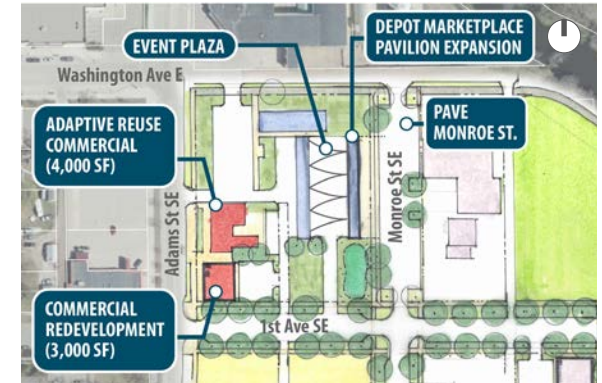


Figure 6.8 Commercial Opportunity Concept Plan



Figure 6.9 Infill Opportunity by River House



Figure 6.10 Liquor Hutch

4 CONTINUE TO PROMOTE AND SUPPORT MIXED USE PROJECTS

The vitality of downtown leverages vibrant street life with the round-the-clock presence of downtown residents. Continuing to promote and support mixed-use projects either vertical or horizontal with ground level retail/commercial use with residential or service uses above in the upper levels (see Figure 6.14) could help activate and create a lively atmosphere to ensure that there is people moving out and about throughout the day.

5 CONTINUE TO EXPLORE WAYS TO EXPAND LODGING OPTIONS

Currently, the downtown core lacks a sufficient number of high-quality hotel rooms. Developing unique accommodation experiences, such as a bed and breakfast or supporting more than the current few Airbnbs/VRBOs, can attract visitors to downtown. Another promising development is the Jorgenson Hotel renovation, which would be a significant asset for downtown given its location and proximity to the Crow River (see Figure 6.12).

6 CONSIDER THE RE-ESTABLISHMENT OF A DOWNTOWN BUSINESS GROUP

Having a core group of passionate individuals to oversee maintenance, improvements, and support for business owners, residents, and visitors can provide cohesion and unity, ensuring downtown is maintained at a high standard. This group should have a clear and compelling mission, led by grassroots efforts involving downtown business owners or other interested parties. The city could collaborate with this group as needed, connecting them with resources or assisting with problem-solving, but regular monthly meetings would require a motivated team to drive the effort. A framework of consistent meetings, such as entrepreneur roundtables, is recommended for ongoing coordination and success. Enhanced communication between business owners will be crucial, particularly in preserving existing businesses like the Quilt Shop (see Figure 6.13), preparing for the transition of cornerstone businesses (e.g., retirements), and coordinating more events to attract larger audiences, which are key elements for downtown's maintenance and growth.

7 DEVELOP A COMBINED BRANDING/MARKETING AND COMMUNICATION EFFORT

The lack of a collective identity for downtown Hutchinson is a barrier to attracting new visitors and solidifying community pride. To address this, a rebranding effort should focus on showcasing downtown's assets and businesses, telling a compelling story for existing residents, adjacent rural communities, and western Twin Cities suburbs. This will enable a coordinated marketing plan for retailers and restaurants, complemented by major events and activities that engage the community. An organized social media campaign for downtown events and businesses is also essential, and could be accomplished by:

1. Exploring the addition of a city-funded communications manager position or partnership with the Chamber of Commerce or Downtown Business Association to organize and promote downtown events/happenings;



Figure 6.11 Old Video Store in Downtown



Figure 6.12 Jorgenson Hotel Renovation Site



Figure 6.13 Quilt Shop on Main St.

2. Consistently updating the online community calendar, making it user-friendly and possibly the ability to filter for specific types of community events;
3. Investigating how to get Google Maps to accurately route people through downtown;
4. Partnering with Explore Minnesota to promote events in downtown and within Hutchinson - <https://www.exploreminnesota.com/>

⑧ INTEGRATE BUSINESS RECRUITMENT AND INCUBATORS

Curating a succession plan for young or new entrepreneurs to fulfill their business dreams will help sustain Hutchinson in the long term. This initiative would be best facilitated by a grassroots effort, though with support from existing community assets such as the city leasing out an empty building, Art's Place periodically holding pop-ups, or the Chamber leading events could advance this initiative further. Programming could include mentorship, startup incubators, and financial incentives such as grants or low-interest loans. Creating networking opportunities, offering resources, and educational workshops can equip aspiring entrepreneurs with the skills and connections they need to succeed. By fostering a supportive environment for innovation and entrepreneurship, Hutchinson can ensure a vibrant and resilient economic future.

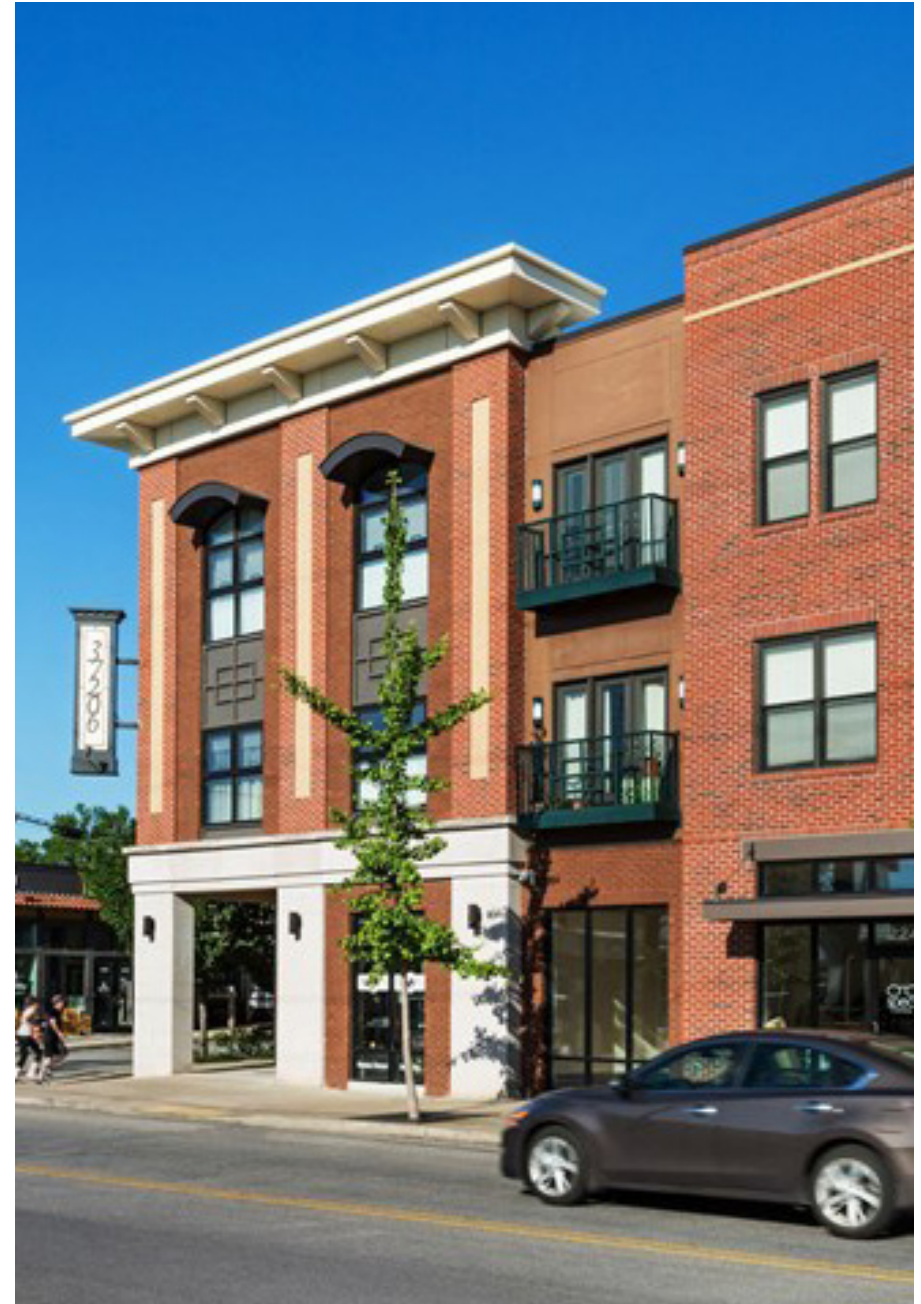


Figure 6.14 Mixed-use Precedent



DEVELOP ATTRACTIVE HOUSING OPTIONS

Ensuring a sufficient quality and supply of housing that meets various needs at different stages of life is crucial to downtown Hutchinson's success. Increasing affordability, quantity, and types of housing is an important goal to meet the Comprehensive Plan's identified growth targets and sustaining downtown. This will contribute to the overall vitality of the community, supporting other implementation initiatives.



① DEVELOP A VARIETY OF HOUSING OPTIONS

To support downtown's economic viability, attracting residents is essential. The city should promote the development of high-end housing types, such as condos, which could be integrated into the upper levels of commercial spaces or targeted towards retirees. Additionally, vacant and underutilized land should be considered for high-density residential housing (see Figure 6.15). Opportunities include developing housing overlooking the Crow River near Franklin Street, Bluff Street, and NE 4th Avenue. (see Figures 6.18 & 6.23).

Additionally, partnerships with agencies, non-profits, or securing grant funding can support a long-term housing improvement program on the east side of downtown (see Figure 6.28). Improving the rail corridor and allowing tiny house developments (see Figure 6.19) for those preferring a minimalist lifestyle or aging in place are also viable options.



Figure 6.15 High-Density Housing Precedent

② ENHANCE UPPER LEVELS OF COMMERCIAL BUILDING INTO LIVING SPACES

This strategy ties back to the mixed-use concept for enhancing commerce. Many underutilized or outdated residential spaces exist above commercial properties. There should be encouragement or funding for building owners on Main Street to revitalize upper-story apartments or condos (see Figure 6.16) and bring these upstairs apartments up to current code. Creating incentives for downtown building owners to promote housing above commercial uses will significantly support the downtown economy to establish a waterfront restaurant or commercial space.



Figure 6.16 Upper-Story Apartment Units on Main St.

③ MAINTAIN AND STRENGTHEN THE EXISTING HOUSING IN THE NEIGHBORHOODS SURROUNDING DOWNTOWN

The surrounding residential areas near downtown are stable neighborhoods with strong character, but the aging housing stock and current economic climate make it difficult for homeowners to maintain their homes and first-time buyers to purchase a quality home. There should be mechanisms to encourage building equity and programs to improve single-family homes.

Housing variety is also vital. Adding diverse options like accessory dwelling units, carriage house units (see Figure 6.20), and live/work units (see Figure 6.21) can support more people living closer to downtown without significant cost or lifestyle changes.

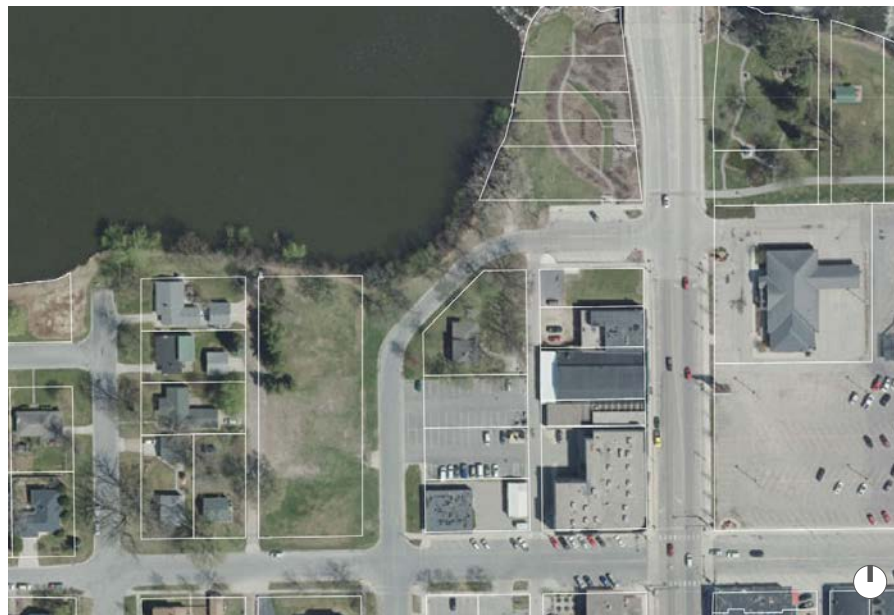


Figure 6.17 South Crow River Existing Conditions

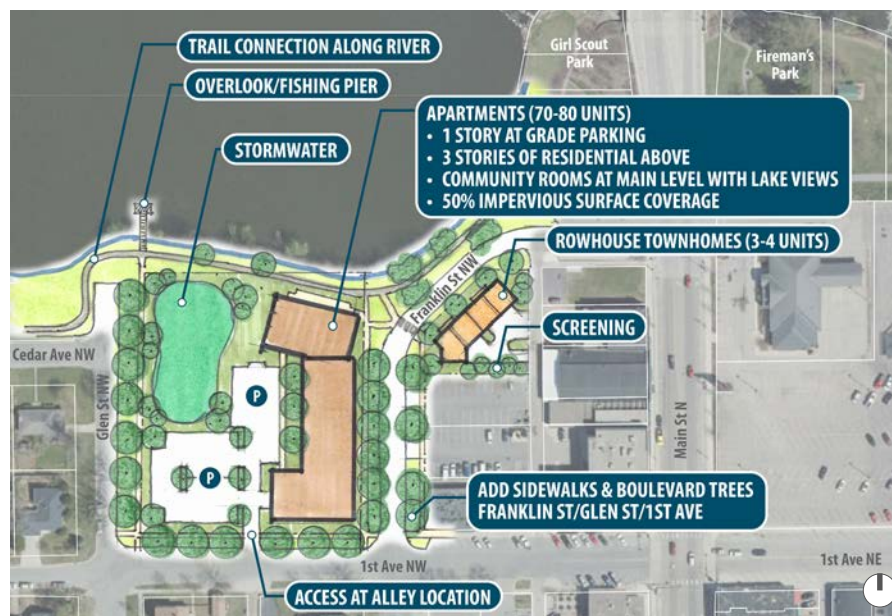


Figure 6.18 South Crow River Concept Plan



Figure 6.19 Tiny House Precedent



Figure 6.20 Carriage House Units Precedent

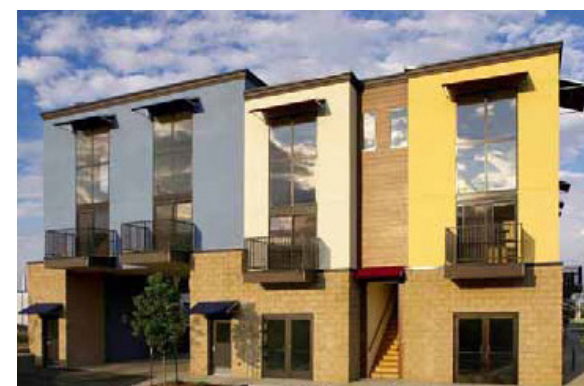


Figure 6.21 Live/work Units Precedent

While Airbnb/VRBO can be beneficial, they can also hinder long-term housing stability. Therefore, limiting short-term rentals in neighborhoods surrounding downtown is recommended to ensure a strong permanent housing stock and a stable community.

4 EXPLORE INCORPORATION OF INTERGENERATIONAL/ LIFE-CYCLE HOUSING

Many of the trends in Hutchinson reflect national patterns, including a significant older population that wants to age in place and remain active in the community. The city should prioritize this demographic for the future. Options like manufactured homes and single-level accessible patio homes and other housing types within and around downtown will provide affordable, quality choices for intergenerational and life-cycle housing.



Figure 6.22 Bluff Street and NE 4th Avenue Existing Conditions

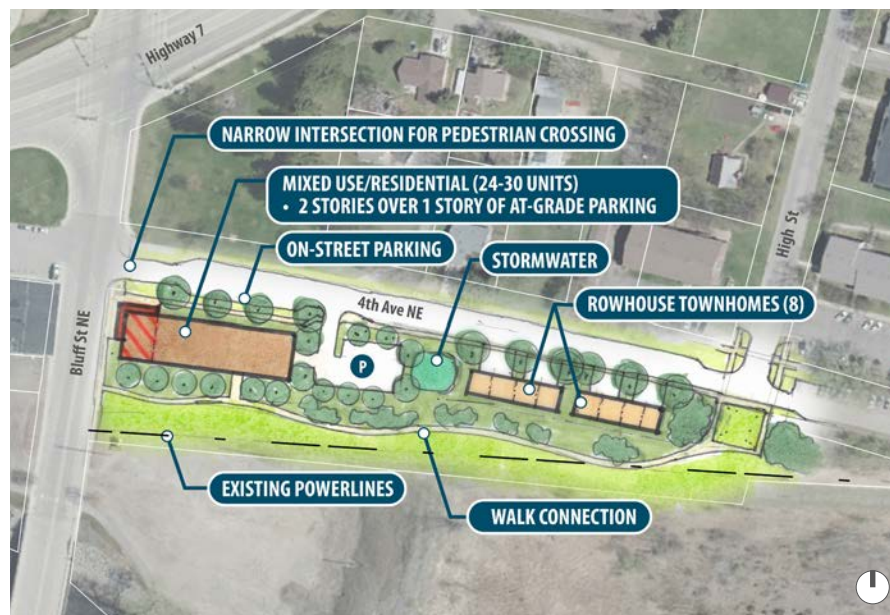


Figure 6.23 Bluff Street and NE 4th Avenue Concept Plan



Figure 6.24 Rowhouse Townhome Precedent



Figure 6.25 Mixed-Use Housing Precedent



Figure 6.26 Medium-Density Housing Precedent

5 DEVELOP INCENTIVES FOR PROPERTY OWNERS AND DEVELOPERS

Many private property owners hold vacant and underutilized land in the city, which is stalling downtown vitality. To address this, the city needs to develop incentives for property owners and developers to utilize their land. These incentives could include tax breaks, grants, or low-interest loans to encourage development. Additionally, the city could offer streamlined permitting processes and technical assistance to make redevelopment more attractive. By activating these underutilized spaces, the community can benefit from increased economic activity, improved aesthetics, and a more vibrant downtown area.

6 PROVIDE MORE AFFORDABLE HOUSING OPTIONS

Hutchinson is one of the more affordable communities outside of the seven-county metro but the housing market for rentals and ownership can still be expensive for many. There are funding-related barriers that impact subsidy programs that Hutchinson could leverage. Ideally, a project that encourages the development of 3+ bedroom live/work housing would be beneficial for the community. Although, in the short term the existing subsidized housing options should ensure accountability in quality property management to continue to support livability in and around downtown, regardless of economic status.

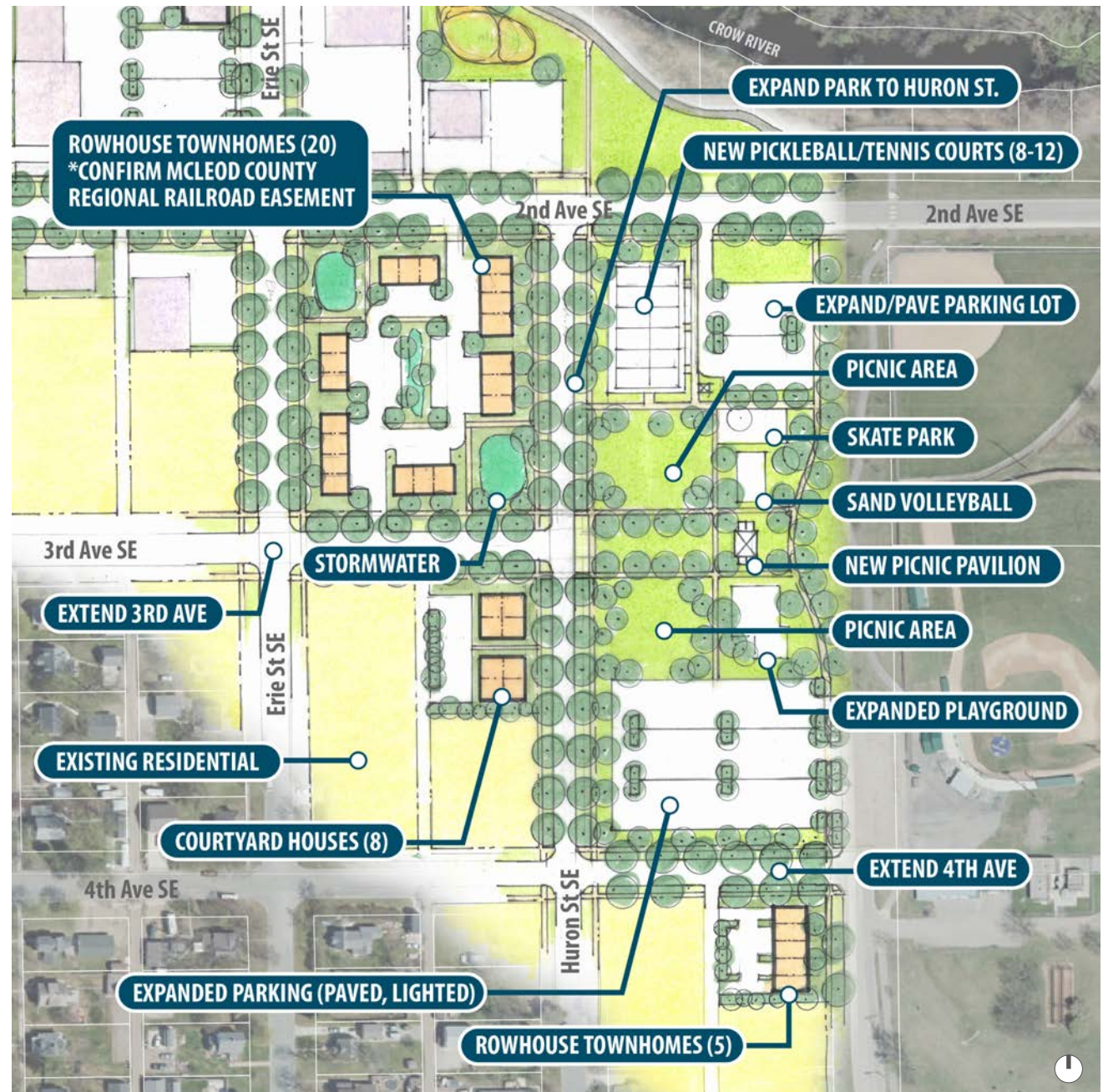
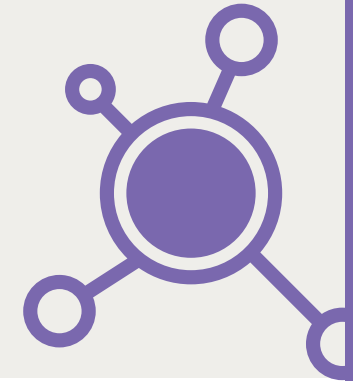


Figure 6.28 East Side of Downtown Concept Plan



DEVELOP STRONG CONNECTIONS

Hutchinson shall continue to highlight its cultural and recreational assets, creating interconnected systems that serve the community. To maintain desirability, a multi-modal transportation network that prioritizes environmentally sustainable and health-conscious modes is essential.



1 BUILD MULTI-MODAL INFRASTRUCTURE

Every year, the city continues to be a leader in expanding and connecting numerous trails throughout the community. Currently the community holds a silver designation as a bicycle friendly city (see Figure 6.29). The integration of dedicated bike lanes or sharrows (see Figure 6.34) can connect more people to downtown and the Crow River. The development of the Luce Line and Dakota Rail Trails are also great assets, promoting an environmentally friendly, emission-free, low-cost, and healthy mode of travel or recreation that has been valuable for downtown. Maintenance and upgrades to current biking infrastructure will be key to continue to promote a strong and safe pedestrian and bicycle-friendly environment.

2 DEVELOP A RIVERFRONT TRAIL ALONG THE SOUTH SIDE OF THE CROW RIVER NEAR FRANKLIN STREET

There currently is a trail along the northern portion of the Crow River but it lacks connectivity to the South that could allow people to feel safe and access downtown easier. There is potential for a trail to extend from Girl Scout Park to or around the Franklin

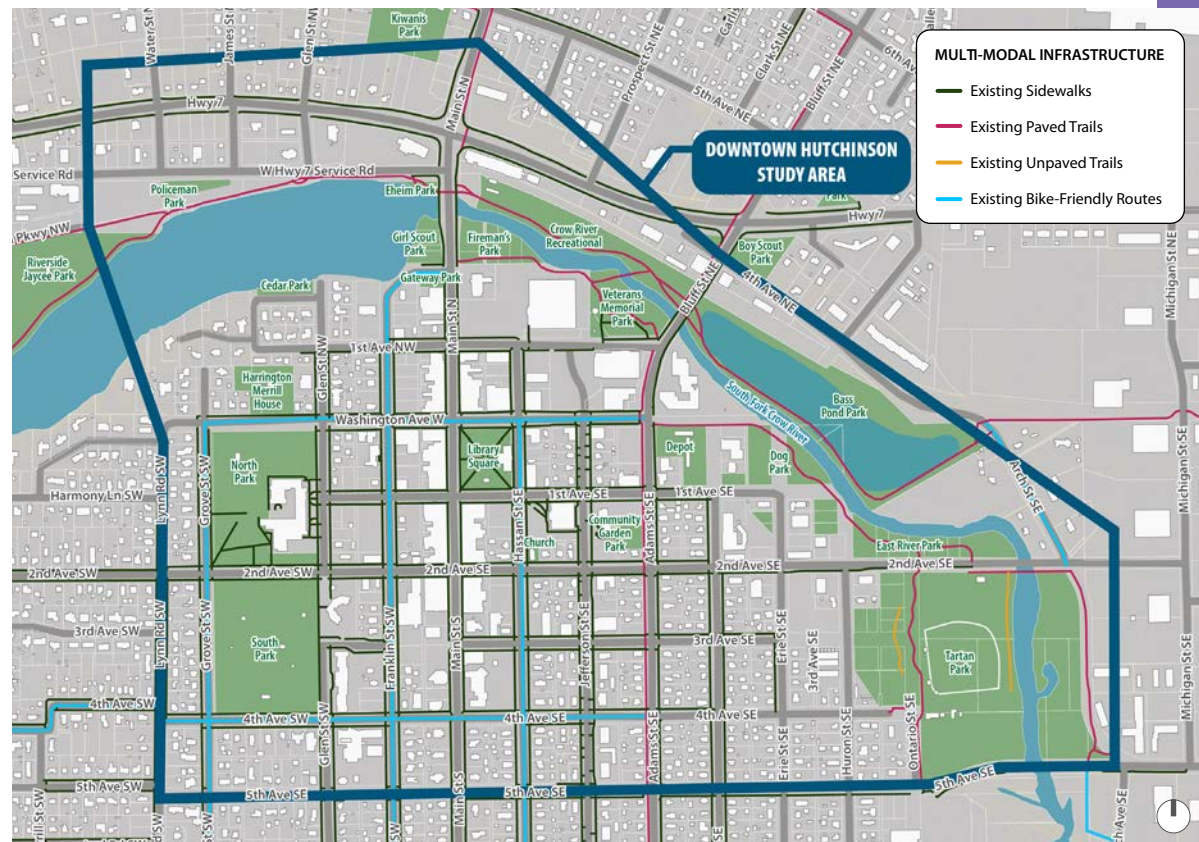


Figure 6.29 Existing Multi-modal Infrastructure Network

Street development site connecting to downtown (see Figures 6.30 & 6.31). Though best connection routes should be further studied through a non-motorized trail plan. Enhancing the Crow River and bridge as connections and amenities to downtown can elevate economic vitality and provide connectivity for recreation and leisure.

3 CONTINUE TO IMPLEMENT WAYFINDING AND SIGNAGE

Wayfinding and signage are low-cost, high-benefit actions for the city to implement throughout downtown. Providing more directional signage, dynamic signage, or being more flexible with signage standards, such as signage height, can enhance the city's character and help visitors and residents navigate more easily (see Figure 6.33). This is especially important for those coming from Highway 7 and Highway 15.

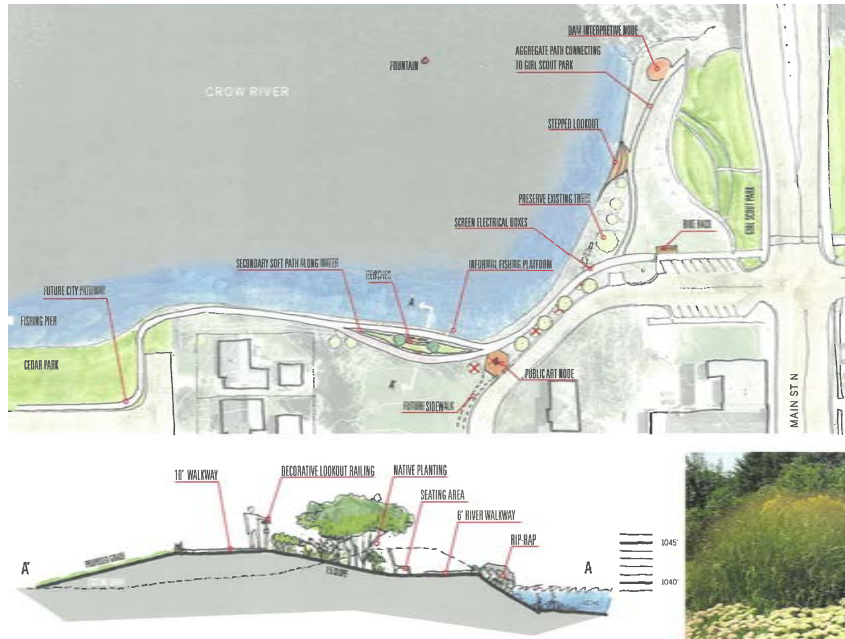


Figure 6.30 Concept Plan - Alternative 1



Figure 6.31 Concept Plan - Alternative 2



Figure 6.32 Enhance Downtown Parking

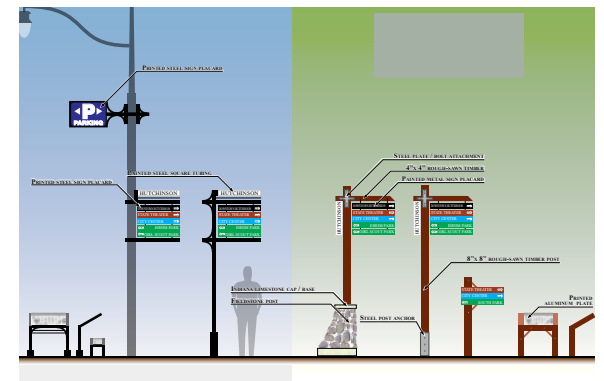


Figure 6.33 Continue to Implement Wayfinding Signage



Figure 6.34 Add Dedicated Bike Lanes & Sharrows



Figure 6.35 2nd Avenue SE Existing Conditions



Figure 6.36 2nd Avenue SE Concept Plan

- 4 ENHANCE THE 2ND AVENUE CORRIDOR**
Building on the 2013 plan, improvements to the 2nd Avenue Corridor should include planting boulevard trees and adding screening to enhance the aesthetic appeal (see Figure 6.36). Additionally, providing clear distinctions between the public realm and private property will help create a more organized and visually appealing streetscape.

- 5 ENHANCE DOWNTOWN PARKING**
Parking downtown can be cumbersome at times and there are ways to improve maneuverability and safety through the following mechanisms:
- Incorporate additional signage to municipal parking lots
 - Install more pedestrian connections from municipal parking lots to downtown
 - Provide landscaping and lighting enhancements to municipal parking lots
 - Explore additional sites for downtown public parking

- 6 FOCUS ON SIDE STREETS AND GATEWAYS**
Greater attention should be given to the side streets connecting to Main Street to ensure they are inviting and accessible. Constructing district gateways with more wayfinding and signage (see Figure 6.38) will create a sense of arrival and identity for the downtown area.

- 7 PROMOTE ACTIVE LIVING**
Encouraging active living through various recreational initiatives and infrastructure improvements will contribute to a healthier, more vibrant community.



Figure 6.37 Wayfinding Signage Plan

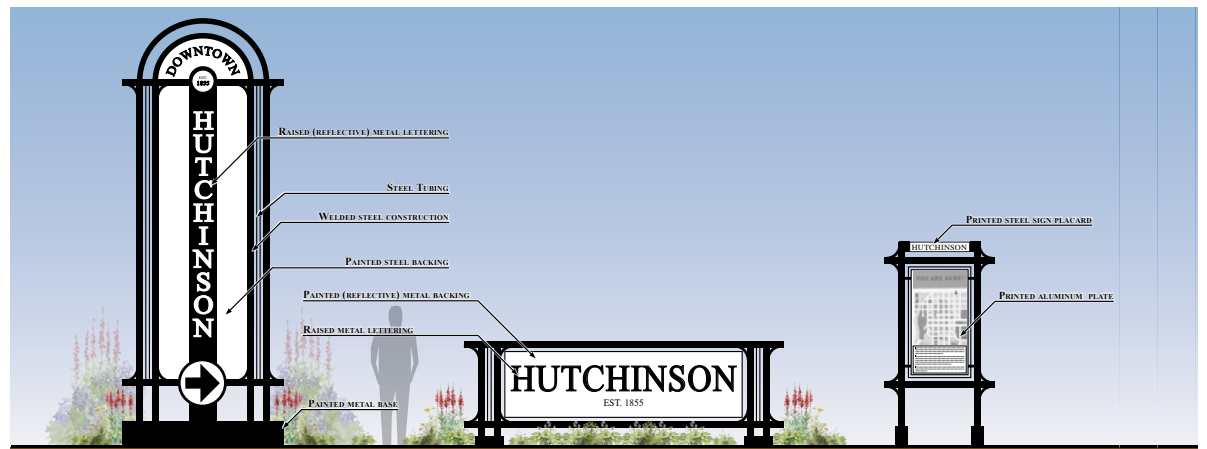


Figure 6.38 Gateway Signage Family



DESTINATION HUTCHINSON CELEBRATION OF ARTS, CULTURE & HERITAGE

Hutchinson has a unique history and possesses a vibrant artistic community and culture. Hutchinson's objectives to increase downtown visits and expand the mix of people who frequent downtown requires more investment and collaboration at a threshold that can be maintained. Placemaking, branding, and leveraging the existing strong artistic community and culture can forge a unique and marketable environment to new residents, business owners and tourists that can become a foundation for economic development in the future.



① IDENTIFY AND ALIGNMENT OF DOWNTOWN SPACES WITH SPECIFIC EVENTS AND PROGRAMMING

Library Square (see Figure 6.40) is a beloved community gathering space for music and event programming. However, there is opportunity to do more and elevate other types of artistry and fine crafts. The establishment of Art's Place (see Figure 6.39) is a great success, but with more coordination with other community entities, it can offer more public and private events that bring people to downtown enhancing the cultural and economic vibrancy.



Figure 6.39 Art's Place



Figure 6.40 Library Square

② EXPAND OPPORTUNITIES AND LOCATIONS FOR OUTDOOR DINING

Downtown businesses with space for back patios or side streets could increase outdoor dining options with aesthetic café seating, decorations and lighting (see Figures 6.41 & 6.42). These modest additions will create a more inviting atmosphere for residents and visitors to want to spend more time in downtown.



Figure 6.41 Outdoor Dining Behind Restaurants



Figure 6.42 Cafe Seating on Street Frontages

3 EXPLORE PUBLIC POP-UP GATHERING SPACES

At Veterans Park and Main Street along the North side of First Avenue NE there are connections and small areas of open space that could be activated to enhance walkability and increase the appeal of the urban fabric of downtown. Comfort amenities like trees, safety crossings, benches, and art installations could attract more people or even support small-scale pop-up events for food trucks (see Figures 6.43, 6.47 & 6.48). This will provide dynamic and flexible areas for more foot traffic and group gatherings.



Figure 6.43 Food Trucks & Public Art



Figure 6.44 Character-filled Streetscape Precedent

4 CREATE CHARACTER-FILLED STREETSAPES

Main Street currently features wide sidewalks but lacks vibrancy. To enhance its visual appeal, incorporating more site furniture, plantings, decorations, and design elements into the sidewalks - or other artistic touches into the streetscape - can add character and charm (see Figure 6.44). These improvements will create an inviting atmosphere, encouraging people to linger and enjoy the downtown area for longer.



Figure 6.45 State Theater Downtown Hutchinson



Figure 6.46 Preserve & Enhance Historic Architecture

5 ESTABLISH DESIGN STANDARDS AND GUIDELINES TO PRESERVE AND ENHANCE HISTORIC ARCHITECTURE

Hutchinson's downtown features naturally occurring sub-districts, each offering a variety of experiences and distinct building characteristics. However, over time, property owners may update or change building facades, or redevelopment may occur in ways that do not always blend well, leading to an inconsistent downtown character. As reinvestment takes place, it is essential to emphasize the value of preserving historic building elements. Investigating funding sources can help property owners maintain and preserve the historic architecture, ensuring a cohesive downtown look and identity.



Figure 6.47 Small Scale Pop-up Event Space



Figure 6.48 Small Scale Pop-up Event Space

6 IDENTIFY AND DEVELOP A MULTI-FUNCTIONAL PERFORMING ARTS FACILITY/AMPHITHEATER, OUTDOOR ENTERTAINMENT VENUE

Despite the abundance of artistic opportunities and community groups, there is a clear gap: a performing arts facility that can also serve as an outdoor entertainment venue. To address this, partnerships with the City, Hutchinson Arts Center, and other non-profits are essential. Together, they can create a versatile venue for outdoor entertainment and performances.

7 EXPLORE STRATEGIES FOR PRESERVATION OF STATE THEATER

The State Theater (see Figure 6.52) is a landmark facility and historic relic of downtown that the community wishes to preserve. Supporting owner transitions and their revitalization efforts will be key to retaining the building. The city can assist by offering ideas to ensure the best and highest use, such as improving the residential units above while maintaining the theater or adapting it as a performing arts space. Additionally, building a partnership to explore funding options for preservation, including loans or grants that support adaptive reuse and maintenance, would be beneficial.

8 EXPERIMENT WITH THE CREATION OF A FESTIVAL STREET

Hutchinson hosts many events in and around Library Square, a vital community asset in the heart of downtown. Hutchinson could consider formally designating a street, such as 1st Avenue south of Library Square (see Figures 6.49-6.51), as the festival street in downtown. Since this street is already periodically blocked off for various events throughout the year, it would be beneficial for the city to maintain and enhance it further. The festival street (see Figure 6.51) could be flexible, with temporary bollards allowing it to be drivable during non-event times, or it could become a permanent pedestrian-friendly area. Adding streetscape elements like cobblestones or paint, lighting, and landscaping could create a more welcoming and distinct passageway. Enhancing the design, safety, and walkability through the creation of a festival street could significantly boost access and activity, creating a more easily identifiable downtown and a more inviting atmosphere for residents and visitors alike.

9 STUDY THE POTENTIAL OF A SOCIAL DISTRICT

Similarly to a festival street, Hutchinson could explore creating a social district inspired by the City of Anoka. This district would feature a uniquely designed, pedestrian-scaled streetscape expanding to a block or a few blocks, involving participating businesses to add activity to downtown. The social district could permit open containers on specific days or times, facilitating pub crawls and other social events, allowing people to intermingle and move more freely between areas and shops. This initiative would enhance downtown activity and nightlife, encouraging people to stay longer, spend more money, and enjoy the vibrant atmosphere.



Figure 6.49 1st Avenue SE - Potential Festival Street



Figure 6.50 Festival Street Precedent



Figure 6.51 Festival Street Precedent

10 PROMOTE THIRD SPACES IN DOWNTOWN

Supporting third spaces for distinct generational activities and events can enhance camaraderie and enjoyment for everyone, including seniors, teens, youth, and adults. Promoting third spaces such as boys and girls clubs, adult enrichment facilities, and senior program spaces, tailored to specific generational peer groups, can foster a vibrant social culture. This can help people feel invested in and part of the community, providing them with meaningful activities with peers in similar phases of life outside of school, work, and home. There have been discussions about potentially relocating the Senior Center to downtown, which could further this initiative.

11 PROVIDE A COMMUNITY CENTER

Similarly, to promoting third spaces, there are more generations living together than ever before. While distinct third spaces are wonderful, providing space for intergenerational activities can also be beneficial to foster empathy, better understanding, and strong community bonds.

There are various options being considered to address this need. For example, developing a civic building or community center, at the Cenex site potentially along the Crow River, could serve as a successful community hub. The city parks system plan also includes an expanded recreation center that may serve as a community center.

12 CROSS-PROMOTE COMMUNITY EVENTS

With various entities having similar goals but different approaches, a more coordinated marketing campaign and resource sharing are essential to promote events and reduce repetitive efforts. This strategy can ensure broad awareness, participation, and collaboration. Coordination with private entities, the city, and the county would be beneficial for all.

13 EXPLORE PARTNERSHIPS WITH MCLEOD COUNTY AND CITY FOR USE OF FAIRGROUNDS SPACE

The McLeod County Fairgrounds is well utilized during the year but it could even have more events to bring visitors to Hutchinson. To maximize this potential, better coordination, promotion of events and getting a few more larger events could encourage more people to the area.

https://www.mcleodcountymn.gov/departments/veteran_services/upcoming_events.php

14 MARKET HUTCHINSON AS DESTINATION

Increasing the awareness of downtown Hutchinson through digital presence, marketing, branding, and leveraging influencers can spotlight all the amenities, unique experiences, and recreational opportunities Hutchinson has to offer. The Crow River's natural and built environment, the Historic Hutchinson brand, historic event venues like Art's Place and Little White Church, and educational opportunities at Harrington House will draw more people to downtown, highlighting its rich heritage and boosting economic vitality.



Figure 6.52 State Theater



Figure 6.53 Hutchinson Arts and Crafts Festival



Figure 6.54 Harrington-Merrill House



FOSTER SUSTAINABILITY & STEWARDSHIP

Every investment in downtown Hutchinson should be viewed through the lens of economic, environmental, and social sustainability. The strategies highlighted in this section involves close evaluations of City operations and leveraging investments towards community resiliency. This not only ensures that city operational costs are sustainable but also ensures that all aspects of economic, environmental, and social stewardship are upheld for current and future generations.



① REVIEW, CLARIFY, AND UPDATE REGULATORY PROCEDURES AND ORDINANCES

Continuing to facilitate a flexible and clear regulatory process ensures transparency and understanding in city functions, making it easier for development projects to align with the community's goals, including those outlined in this plan. It is important to maintain clear communication of expectations while striking a balance between regulation and business-friendliness. To streamline this process, the following actions should be evaluated over time to clarify and update city procedures and regulations as needed:

1. Continue to promote sketch plan review meetings with city staff for potential projects;
2. Offer informational brochures, handouts, workshop/education sessions with City staff;
3. Continue to foster discussions for collective problem solving between property owners, developers and city staff to achieve goals of this downtown plan;
4. Continue to streamline permitting and licensing for development possibilities;
5. Investigate ways to navigate shoreline regulations with the MN DNR for redevelopment along the Crow River. This could encompass identifying alternatives or flexibility, for development proposals such as PUDs or stormwater mitigation.

② ESTABLISH PERFORMANCE TARGETS

Establishing metrics for success can help determine whether tangible changes have been made or adjustments need to be made in an approach. There is plenty of ways data can be obtained, it is determining the indicators which is the critical tool in evaluating success. Then communicating the measures through reports referencing resources and data for property and business owners to leverage will be invaluable to the ever-evolving economic landscape. The city could start setting time frames to audit such as on an annual or biannual basis, to measure and report data targets which could include:

- | | |
|--|-----------------------------|
| 1. Building permits | 5. Number of vacancies |
| 2. Number of households & businesses in Downtown | 6. Employment numbers |
| 3. Property values on an annual basis | 7. Attendance at key venues |
| 4. Rent or lease rates | |



Figure 6.55 Promote EDA Financial Resources

③ PROMOTE SUSTAINABLE DEVELOPMENT BENCHMARKS

Downtown Hutchinson has an opportunity to positively impact the environment as well as capture sustainability as a market differentiator, which will appeal to a growing set of businesses and customers. Striking a healthy balance between development regulations and sustainable design guidelines should be explored including:

1. Promote sustainable design practices for buildings and sites
2. Educate and facilitate discussions of maintaining urban development
3. Encourage preservation of the water quality of the Crow River watershed through stormwater treatment mechanisms such as:
 - Bioswales and rain gardens (see Figures 6.56 & 6.58)
 - Cisterns
 - Green roofs (see Figures 6.60 & 6.61)
 - Surface chambers
 - Porous pavements
 - Permeable pavers (See Figures 6.57 & 6.59)
4. Promote awareness of energy efficiencies and incentivizes or leverage potential funding sources



Figure 6.56 Rain Garden Precedent



Figure 6.57 Permeable Pavement Precedent



Figure 6.58 Bioswale Precedent



Figure 6.59 Permeable Pavement Precedent

④ USE REDEVELOPMENT AND REHABILITATION FINANCE TOOLS

To support reinvestment and redevelopment, securing funding will be crucial to catalyze many projects within this plan or remove barriers on challenging sites. There are a variety of financial resources and tools available that have been identified for leveraging specific initiatives or topics. As noted in the table, some currently exist within the community ecosystem such as the HEDA programs and Southwest Initiative Foundation but other programs should be further explored for supporting downtown projects.



Figure 6.60 Green Roof Park Shelter



Figure 6.61 Green Roof Precedent

FUNDING SOURCE	TYPE	PROGRAM(S)	DETAILS/MORE INFORMATION
Brownfields	State	<ul style="list-style-type: none"> Funding to study potential for brownfields 	Apply now - Funding for brownfield investigation Minnesota Pollution Control Agency
DEED Grants	State	<ul style="list-style-type: none"> Minnesota Main Street Program 	https://mn.gov/deed/business/financing-business/deed-programs/emergency-programs/economic-revitalization/ Main Street America: Federal Funding Sources for Main Streets Main Street America
FEMA Safe Room Funding	Federal	<ul style="list-style-type: none"> Safe Room/Park Shelter (various types of funding pools) 	Safe Room Funding FEMA.gov - Explore for a potential park shelter at the Cenex Site or baseball field
Fundraising Events	Local	<ul style="list-style-type: none"> All topics 	Various efforts
Historic Preservation	Federal & State	<ul style="list-style-type: none"> Saving Places Certified Local Government (CLG) Grants 	Find Funding: National Trust Grant Programs National Trust for Historic Preservation Minnesota Certified Local Government Grants / Minnesota State Historic Preservation Office
Hutchinson EDA	Local	<ul style="list-style-type: none"> Downtown Sign and Awning Program Downtown Facade Improvement Program 	Home - Hutch Eda
Legacy Funds	State	<ul style="list-style-type: none"> Arts and cultural heritage Clean water Outdoor heritage Parks and trails Environmental and natural resources 	Tracking Minnesota's Legacy and Trust Funds Minnesota's Legacy - Hutchinson has received fundings for 34 projects from Minnesota's Legacy fund.
McLeod County	County	<ul style="list-style-type: none"> No formal program but potential for future partnerships 	https://www.mcleodcountymn.gov/departments/administration/economic-development/index.php
MN Housing	State	<ul style="list-style-type: none"> First – Generation Homebuyer Loan & First-Generation Homebuyers Community Down Payment Assistance Fund Greater Minnesota Work Force Housing Program Family Homeless Prevention and Assistance Program (FHPAP) Rental Housing Grant Opportunities Community Ownership Impact Fund 	
Southwest Initiative Foundation	Local	<ul style="list-style-type: none"> Economic Development Grants and Loans Childcare 	Home - Southwest Initiative Foundation



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STRENGTHEN TOURISM THROUGH ENHANCED PARKS & RECREATION

Hutchinson has the foundation to be a significant hub for sports and outdoor recreation such as road cycling, youth sport tournaments, canoeing, kayaking, Nordic skiing, and even motorcycling and snowmobiling. These activities are offered on the basis of the community's natural environment, and there are opportunities that can be harnessed to help drive visitors and resident activity to the downtown area and community as a whole, increasing the impact on the local economy.



① ESTABLISH HUTCHINSON AS THE PREMIER TRAILHEAD WEST OF THE TWIN CITIES FOR CYCLING ENTHUSIASTS

This strategy was identified in the 2013 Plan, though with the recent construction of the Luce Line Trail it is now a crucial asset to Hutchinson's outdoor recreation opportunities. The promotion of Hutchinson's bike trails as the west connection to the Twin Cities could be a key marketing tool. In addition, aligning with the goals in the parks system plan, there is potential to invest in the development of a trailhead facility near the Depot, Gateway Park, or Policeman Park (see Figure 6.62). This initiative will be essential in enhancing the Hutchinson's appeal as the premier cycling hub.

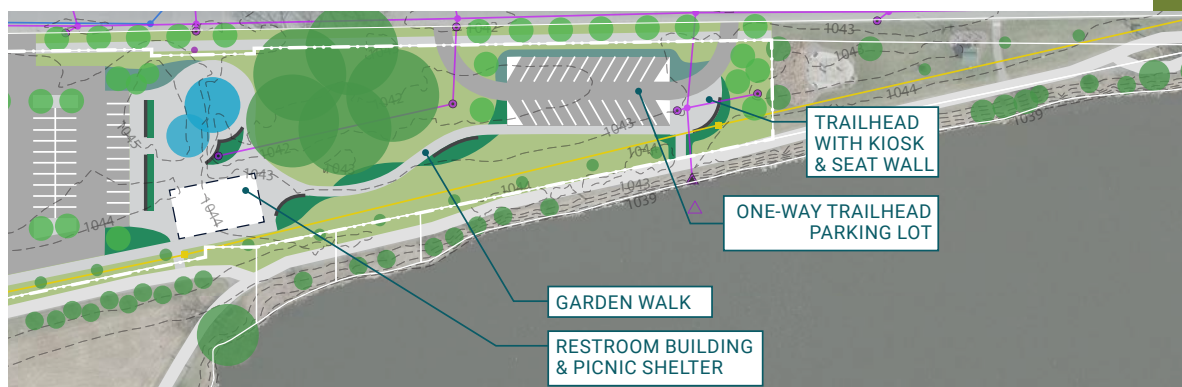


Figure 6.62 Trailhead Concept Plan

② ESTABLISH A STRONG WATERFRONT RECREATION COMPONENT TO EXPAND TOURISM

Since the Crow River is designated as a state water trail by the MN DNR, the following actions could help expand tourism and waterfront recreation in Hutchinson:

1. Explore the idea of a community center space as part of the larger redevelopment concept at the Cenex Site, to serve as a focal point for public waterfront activities (see Figure 6.68).



Figure 6.63 Robust Trail System



Figure 6.64 Strong Waterfront Recreation

2. Develop an ADA friendly boardwalk from Girl Scout Park to make the waterfront more accessible and inclusive.
3. Relocate the canoe/kayak launch closer to downtown to increase recreation opportunities and attract more visitors to the area (see Figure 6.64).
4. Revisit the Lakes and Rivers Study as needed when evaluating impacts to the Crow River and water quality.

③ ESTABLISH A STRONG WINTER RECREATION COMPONENT TO EXPAND TOURISM

Offering opportunities for winter activities can make Hutchinson a more desirable destination year-round. Community engagement generated ideas for utilizing Library Square or the Depot Market to embrace winter, such as winter markets, a portable ice rink, and ice sculpture events. These activities could draw people into downtown during the colder months, boosting local tourism and the economy (see Figure 6.66).

④ ENHANCE PARTNERSHIPS TO BENEFIT PARKS IN THE DOWNTOWN AREA

Limited staff capacity and funding strains the city's resources to maintain community facilities and features such as the beloved parks and green space. Strengthening partnerships with nonprofits, community volunteers, and organizations to assist with programming and maintenance of these areas can ensure that parks and open spaces remain vibrant and well-maintained. Collaboration with the School District has proven successful and should continue to involve students in caring for public spaces and taking pride in the community they live in. This strategy will enhance the quality and variety of volunteer work, benefiting both residents and visitors in downtown.



Figure 6.65 Strong Waterfront Recreation



Figure 6.66 Winter Recreation

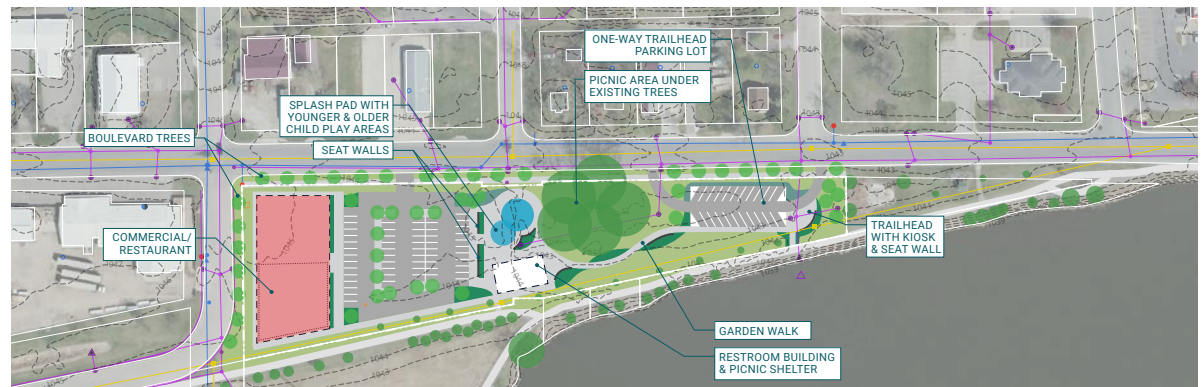


Figure 6.67 Splash Concept Plan - Alternative 1

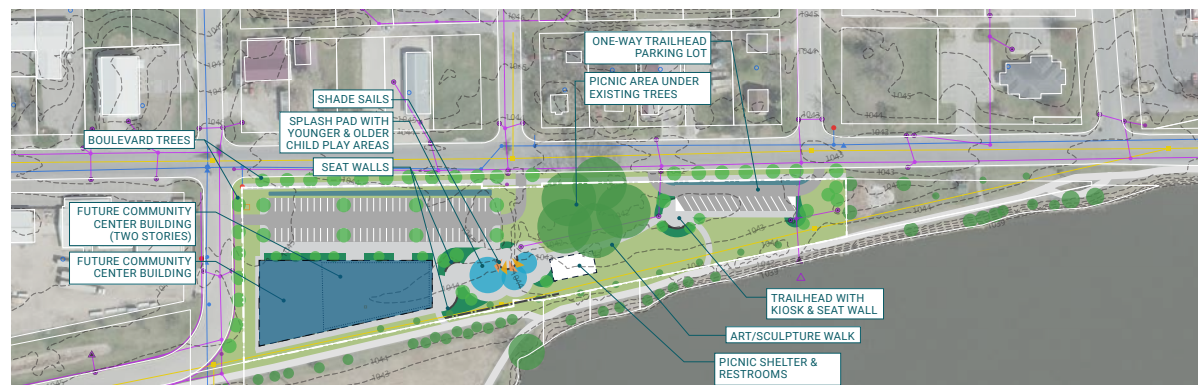


Figure 6.68 Splash Concept Plan - Alternative 2

5 ADD ADDITIONAL PARK ELEMENTS THAT WILL BENEFIT THE DOWNTOWN

Continue exploring the potential for a multi-functional public space for events (see Figure 6.69) or where restaurants could host food pop-ups at the Cenex Site (see Figure 6.67). This could include recreational amenities such as pickleball courts or a playground. This initiative can provide a fun and engaging attraction for families, improving quality of life and attracting development. It could be approached through a public/private partnership, highlighted as an element to entice people to downtown.

Expansion and improvements to Tartan Park (see Figure 6.70), such as an improved grandstand at Veteran's Memorial Field, paved parking with an entry event plaza, a relocated and expanded BMX skills course, restrooms near the downtown gateway, a welcome sign, pickleball courts, and a playground upgrade, would significantly enhance the park's appeal and usability.



Figure 6.69 Outdoor Events on Parking Lots



Figure 6.70 East Side of Downtown Concept Plan

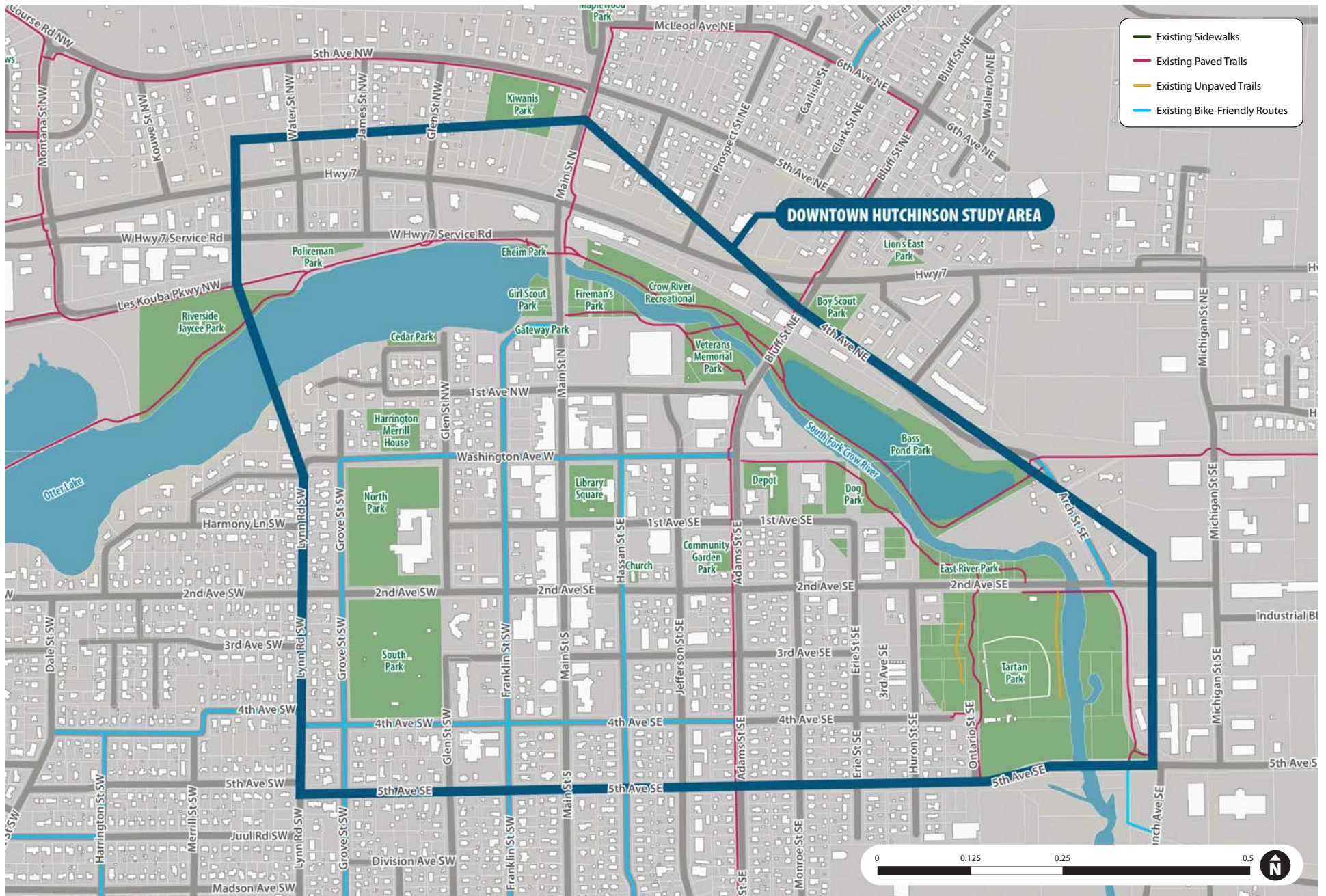


Figure 6.71 Existing Park Space & Trail System

IMPLEMENTATION SUMMARY

MATRIX

The implementation summary chapter contains a matrix that lists the critical actions within each of the six core values of the downtown’s vision. This matrix incorporates actions from the 2013 Plan that are still relevant, as well as a new set of actions that resulted from the 2024 Downtown Plan update. The matrix outlines the responsible parties, approximate costs (low, medium, high dollar ranges), anticipated timing, and potential funding options for each specific action.



ACTION		RESPONSIBILITY	COST	TIMING	FUNDING OPTIONS
STILL RELEVANT	ENHANCE BUSINESS CLIMATE AND COMMERCE				
	Redevelop underutilized land in the downtown and Crow River districts	M&C, EDA, HRA, PC	\$\$\$	I-L	PF, DEED, FR, CF,PV
	Establish a continuous retail/commercial frontage along Main Street	M&C, EDA, CC	\$\$	I-M	PF, PV
	Maintain and enhance quantity of destination retailers in the downtown	M&C, EDA, CC	\$	S-L	PV
	Continue to promote and support mixed use projects	M&C, EDA, HRA, CC, PC	\$\$	S-L	PF, PV
	Continue to explore ways to expand lodging options	M&C, EDA, CC	\$\$	S-L	PF, FR, PV

RESPONSIBILITY	COST	TIME FRAME	FUNDING OPTIONS
M&C - Mayor and City Council HRA - Housing and Redevelopment Authority PC - Planning Commission EDA - Economic Development Authority PRCE - Parks/Recreation/Community Education PAC - Public Arts Commission CC - Chamber of Commerce HIS - Historic Hutchinson CA - Center for the arts	\$ - LOW \$\$ - MID \$\$\$ - HIGH	I - IMMEDIATE (1-2 YEARS) S - SHORT-TERM (2-5YEARS) M - MID-TERM (5-10 YEARS) L - LONG-TERM (10+ YEARS)	PF - PUBLIC FINANCE DEED - DEED GRANTS LEG - LEGACY GRANTS FR - FUND RAISING CF - CITY FUNDS PV - PRIVATE

ACTION		RESPONSIBILITY	COST	TIMING	FUNDING OPTIONS
NEW	Integrate business recruitment and incubators	EDA, CC	\$\$	M-L	CF, PV, FR
	Consider the re-establishment of a Downtown Business Group	M&C, PC, CC, EDA	\$	I	CF, PV, FR
	Develop a combined branding/marketing and communication effort	M&C, PC, PRCE, EDA, HRA, PAC, CC, HIS, CA	\$\$	I-M	FR, CF, PV
DEVELOP ATTRACTIVE HOUSING OPTIONS					
STILL RELEVANT	Enhance upper levels of commercial building into living spaces	HRA, EDA, PAC	\$	I-S	FR, PV
	Develop a variety of housing options	M&C, HRA, EDA	\$\$	I-S	PF, PV, FR, CF
NEW	Maintain and strengthen the existing housing in the neighborhoods surrounding downtown	M&C, PC, HRA	\$	I-L	PF, FR, PV, CF, DEED
	Explore incorporation of intergenerational/life-cycle housing	M&C, PC, HRA	\$	I-L	PF, FR, PV, CF, DEED
	Develop incentives for property owners and developers	M&C, PC, HRA EDA	\$\$	I-L	PF, FR, PV, CF, DEED
	Provide more affordable and low-income housing options	M&C, HRA	\$\$	I-L	PF, FR, PV, CF, DEED
DEVELOP STRONG CONNECTIONS					
STILL RELEVANT	Build multi-modal infrastructure	M&C, PC, PRCE	\$\$	M	LEG, CF, PV
	Develop a riverfront trail along the south side of the Crow River near Franklin Street	EDA, PRCE	\$	S	LEG, FR, CF, PV
	Continue to implement wayfinding and signage	M&C, PC, PAC, CC, EDA, CA	\$	I	FR, CF, PV
NEW	Enhance the 2nd Avenue Corridor	M&C, PC, PRCE	\$\$	M	PF, LEG, CF
	Enhance downtown parking	M&C, CC	\$\$	S-L	CF, PV, FR
	Focus on Side Streets and Gateways	M&C, CC	\$	I-M	CF, PV, FR
	Promote active living	M&C, PC, PRCE	\$	S-L	CF, FR

RESPONSIBILITY	COST	TIME FRAME	FUNDING OPTIONS
M&C - Mayor and City Council HRA - Housing and Redevelopment Authority PC - Planning Commission EDA - Economic Development Authority PRCE - Parks/Recreation/Community Education PAC - Public Arts Commission CC - Chamber of Commerce HIS - Historic Hutchinson CA - Center for the arts	\$ - LOW \$\$ - MID \$\$\$ - HIGH	I - IMMEDIATE (1-2 YEARS) S - SHORT-TERM (2-5 YEARS) M - MID-TERM (5-10 YEARS) L - LONG-TERM (10+ YEARS)	PF - PUBLIC FINANCE DEED - DEED GRANTS LEG - LEGACY GRANTS FR - FUND RAISING CF - CITY FUNDS PV - PRIVATE

	ACTION	RESPONSIBILITY	COST	TIMING	FUNDING OPTIONS
	DESTINATION HUTCHINSON - CELEBRATION OF ARTS, CULTURE & HERITAGE				
STILL RELEVANT	Identify and develop a multi-functional performing arts facility/amphitheater/outdoor entertainment venue	M&C, EDA, PAC, CC, HRA, CA	\$\$\$	I-S	PF, LEG, FR, CF, PV, CA
	Expand opportunities and locations for outdoor dining	PC, M&C, EDA, CC, HRA	\$	I-S	FR, CF, PV
	Explore public pop-up gathering spaces	M&C, EDA, HRA	\$\$	S-M	CF, PV, FR
	Create character-filled streetscapes	M&C, PC, PAC, CA	\$\$	S	PF, FR, CF, PV
	Establish design standards and guidelines to preserve and enhance historic architecture	M&C, PC, HRA, EDA	\$	S	PF, FR, CF, PV
	Identify and align of downtown spaces with specific events and programming	PRCE, PAC, CC, CA	\$\$	I	CF, FR, PV
	Cross-promote community events	CC, EDA, PRCE, M&C, PC	\$	I-S	FR, CF, PV
NEW	Explore strategies for preservation of State Theater	M&C, EDA, PAC, CC, HRA, CA	\$-\$\$\$	I	PF, LEG, FR, PV
	Study the creation of a Social District or Festival Street	M&C, CC	\$	I	CF, PV
	Promote third spaces in downtown	M&C, PC, CC	\$	S-L	FR, PV
	Provide a community center for families	M&C, EDA, PRCE	\$\$\$	S-L	PF, LEG, FR, CF
	Explore partnerships with McLeod County and City for use of Fairgrounds space	M&C, EDA, PRCE, CC	\$	S-M	CF, PV
	Market Hutchinson as a Destination	M&C, PC, PRCE, EDA, HRA, PAC, CC, HIS, CA	\$-\$\$\$	I-S	FR, CF, PV
	FOSTER SUSTAINABILITY & STEWARDSHIP				
STILL RELEVANT	Review, clarify, and update regulatory procedures and ordinances	M&C, PC, EDA, HRA	\$	I	CF
	Establish performance targets	M&C, PC, PRCE, HRA, CC, EDA	\$	I-S	CF
	Promote sustainable development benchmarks	M&C, PC, EDA, HRA	\$	S-M	CF
	Use redevelopment and rehabilitation finance tools	M&C, EDA, HRA	\$\$\$	S-M	PF, CF

RESPONSIBILITY	COST	TIME FRAME	FUNDING OPTIONS
M&C - Mayor and City Council HRA - Housing and Redevelopment Authority PC - Planning Commission EDA - Economic Development Authority PRCE - Parks/Recreation/Community Education PAC - Public Arts Commission CC - Chamber of Commerce HIS - Historic Hutchinson CA - Center for the arts	\$ - LOW \$\$ - MID \$\$\$ - HIGH	I - IMMEDIATE (1-2 YEARS) S - SHORT-TERM (2-5 YEARS) M - MID-TERM (5-10 YEARS) L - LONG-TERM (10+ YEARS)	PF - PUBLIC FINANCE DEED - DEED GRANTS LEG - LEGACY GRANTS FR - FUND RAISING CF - CITY FUNDS PV - PRIVATE

ACTION		RESPONSIBILITY	COST	TIMING	FUNDING OPTIONS
STILL RELEVANT	STRENGTHEN TOURISM THROUGH ENHANCED PARKS & RECREATION				
	Establish Hutchinson as the premier trailhead west of the Twin Cities for cycling enthusiasts	M&C, PC, PRCE, CC, EDA	\$\$\$	I	PF, DEED, LEG, FR, CF, PV
	Establish a strong waterfront recreation component to expand tourism	M&C, PC, PRCE, CC	\$\$	I-M	PF, LEG, FR, CF
	Establish a strong winter recreation component to expand tourism	M&C, PC, PRCE, CC	\$\$	S-M	FR, CF
	Add additional park elements that will benefit the downtown	PC, PRCE, HRA	\$\$	M-L	PF, DEED, LEG, FR, CF, PV
	Enhance partnerships to benefit parks in the downtown area	M&C, PC, PRCE, EDA, HRA, PAC, CC	\$\$	M	CF, PV, FR

RESPONSIBILITY	COST	TIME FRAME	FUNDING OPTIONS
M&C - Mayor and City Council HRA - Housing and Redevelopment Authority PC - Planning Commission EDA - Economic Development Authority PRCE - Parks/Recreation/Community Education PAC - Public Arts Commission CC - Chamber of Commerce HIS - Historic Hutchinson CA - Center for the arts	\$ - LOW \$\$ - MID \$\$\$ - HIGH	I - IMMEDIATE (1-2 YEARS) S - SHORT-TERM (2-5 YEARS) M - MID-TERM (5-10 YEARS) L - LONG-TERM (10+ YEARS)	PF - PUBLIC FINANCE DEED - DEED GRANTS LEG - LEGACY GRANTS FR - FUND RAISING CF - CITY FUNDS PV - PRIVATE

HUTCHINSON DOWNTOWN

PLAN UPDATE

City of Hutchinson, Minnesota

DECEMBER 2024



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