

# IMAGINE HUTCHINSON

A DOWNTOWN VISION & ACTION PLAN

4.3.2013 - FINAL REPORT



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W-ZHA, INC.

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# CHAPTER 1

## INTRODUCTION

## INTRODUCTION

The City of Hutchinson and the Hutchinson Economic Development Authority (EDA) commissioned the creation of a “Downtown Vision & Action Plan” to establish a strategic vision for the future of Downtown Hutchinson and the Crow River District to the north. The intent of this effort is twofold. First, to establish a unified community vision for the future of this area by gathering input from community residents through numerous public outreach and engagement steps. The second goal is to create a clear, concise and unified implementation strategy to achieve the desired vision.

Context is important. While the planning area is primarily focused on the Downtown and the Crow River corridor, understanding the synergies and leveraging the assets of the entire community (beyond just the downtown) will play a role in how Hutchinson positions itself in the future.

The primary objectives for the Downtown Vision & Action Plan are to:

- Build and enhance Hutchinson's sense of community;
- Expand and improve the range of livability factors in the community;
- Strengthen and diversify the local economy, and;
- Enhance Hutchinson as a destination.

Key elements of the planning effort include:

- Exploration of appropriate land uses;
- Identification of redevelopment opportunities (particularly along the Crow River);
- Identification of potential catalyst projects;
- Enhanced trail connectivity along the riverfront (Luce Line Trail) to the Downtown;
- Integration of public art with planned public improvements throughout these areas;
- Identification of potential policy and regulatory changes as well as incentives needed to set the stage for plan implementation;
- Identification of short, medium and long-term action steps, their associated budgets and responsible parties, and;
- Identification of success criteria, the measurement techniques to be employed in determining progress over time.



Figure 1.1: Regional Context Map

To lead this effort, the City and the EDA hired Hoisington Koepler Group, inc., a planning, urban design and landscape architecture firm from Minneapolis, and W-ZHA, a market research firm from Boston, MA. Both firms worked on the 2003 Downtown Revitalization Master Plan and are familiar with the community, and intent of the Downtown Vision & Action Plan will be to provide the next chapter to the successful 2003 planning effort.

The market research element examined the viability of downtown retail, hospitality and nightlife, and other related uses that could strengthen the downtown for both Hutchinson residents and tourism. The study also examined commercial and office opportunities and provided suggestions on potential housing alternatives in the downtown and along the Crow River.

The Downtown Vision & Action Plan is implementation focused, providing a unified vision for the community, yet grounded in reality for achievable results for the City of Hutchinson over the next 10 to 20 years.

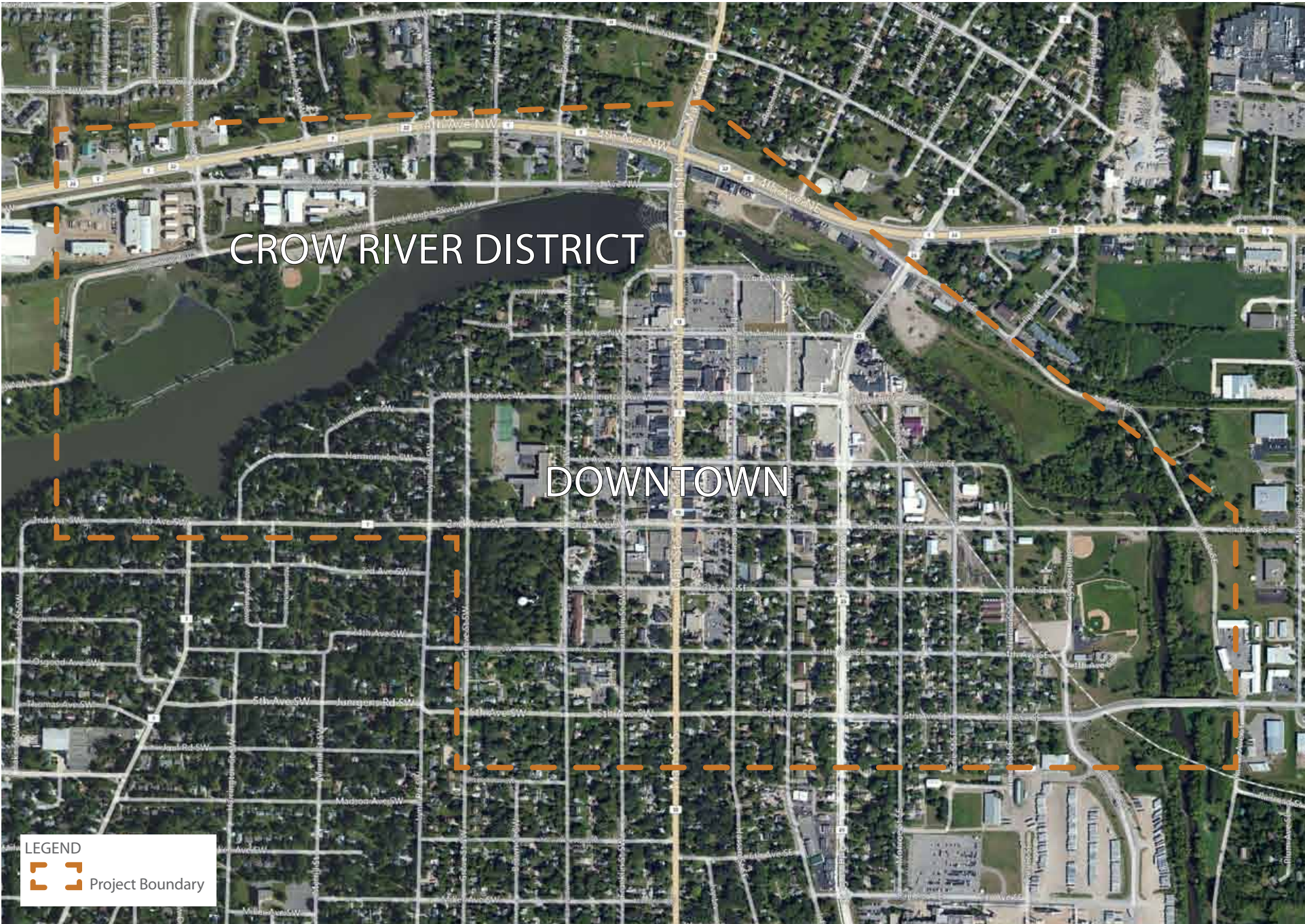


Figure 1.2: Project Study Area







# CHAPTER 2

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## DOWNTOWN HUTCHINSON TODAY

## DOWNTOWN HUTCHINSON

The city's proximity to the Twin Cities metro area has fueled much of this growth between 1980 and 2000. Growth has been facilitated by the presence of Highway 7, which runs between Hutchinson and the western Twin Cities suburbs. Hutchinson's proximity to the Twin Cities makes it an attractive location for people desiring to live in a mid-sized, semi-rural community close to a larger metropolitan area.

Population growth of the city increased by 41.5% from 1980 to 2000, growing twice as fast as the state of Minnesota as a whole. The growth rate is also faster than McLeod County as a whole, which grew by 17% in the same time frame. Since 2000, the population of Hutchinson has grown from 13,080 to 13,741, with an average annual change of .5%. Projections prepared by the Minnesota State Demographer show annual growth for McLeod County and Hutchinson around .4%.

As of the 2010 Census, the City of Hutchinson had 14,178 people and 5,950 households. The City of Hutchinson is forecasted to add an additional 772 people and 490 households between 2010-2020. The aging and older populations account for a significant percentage of the total population in Hutchinson. Baby boomers account for 24.4% of the population. Over the next 5 years, the age group comprised of 65-73 years olds will have the highest growth by percentage and numbers (245 people, or 24.4%). The estimated median household income for 2012 is \$56,356.

According to a recent Housing Study, conducted in 2012 by Maxfield Research, inc., the highest needs in the coming years are market rate rentals, affordable rentals and for-sale multi-family housing. In addition, there is a demand for multiple senior housing product types, including active adult subsidized, affordable, market rate rentals, congregate and active adult ownership properties. The housing study projects a demand for approximately 200 general occupancy housing units and an additional 270 senior housing units.

The downtown today, particularly along Main Street, has seen an increase in more service based uses while specialty retailers have slowly dwindled. Recent departures of a sporting goods, pet store and frame store are three examples of businesses who have either closed the doors or moved to the south end of town for more favorable rent rates. There are a handful of underutilized properties in the downtown that could see new investment, particularly along the Crow River. The Economic Development Authority owned Cenex site is a prime development location on the north side of the Crow River, and the medical building site on Franklin Avenue is a second site situated along the river with a strong redevelopment potential.

The Luce Line State Trail and the Dakota Rail Regional Trail are two major recreational resources for the community. Currently the Luce Line Trail is unpaved from Winsted to Hutchinson and ridership tapers off dramatically west of Winsted. The paving of this trail would bring significant ridership through the community.



The Hutchinson Arts and Crafts Festival 2012



The Taste of Hutchinson 2012



## MARKET ANALYSIS SUMMARY

In order to gain a better understanding of the economic conditions and the potential for development in downtown Hutchinson, a market study was conducted. The purpose of this analysis was to identify the key opportunities and challenges that should shape the City's plan for development in the downtown area, as well as the dynamics that will continue to influence development in the City. The intended result of these analyses is to inform the planning process and help produce a strategy for the future that balances the realities of the existing market with the opportunities for beneficial transformation.

### RETAIL AND OFFICE

The proximity to the Twin Cities allows Hutchinson to draw substantial numbers of visitors to the area. These visitors will most likely rely on the metro area stores for most retail spending but Hutchinson can benefit economically from these tourists looking for unique retail goods and services and recreational experiences in the area.

#### KEY FINDINGS:

**1. For retailers, the Hutchinson market is finite and contained; while it derives support from a regional trade area, its prospects for growth are limited.**

- In general, Hutchinson retailers can draw substantial sales from a 4-county area including McLeod, Meeker, Renville and Sibley Counties. Beyond these boundaries, retail centers in Willmar, St. Cloud, Mankato and the Twin Cities area are likely to offer greater convenience and in some cases greater selections.
- Within the region, anticipated growth is limited. In the next five years, annual projected population and household growth rates are below 1 percent in Hutchinson and McLeod, with virtually no increase expected in the 4-county trade area. This expectation extends to longer-term time frames as well.

HUTCHINSON RETAIL PULL FACTORS						
	MN	McLeod Co.	Hutchinson	Pull Factor		
				Co/State	City/County	City/State
Population	5,334,772	37,787	13,741			
<b>RETAIL SALES</b>						
<b>Furnishings</b>	1750539834	\$7,049,810	\$2,734,209			
Sales/capita	\$328	\$187	\$199	0.57	1.07	0.61
<b>Electronics</b>	\$3,546,246,705	\$19,236,649	\$18,443,809			
Sales/capita	\$665	\$509	\$1,342	0.77	2.64	2.02
<b>Building Materials</b>	\$6,133,425,038	\$52,216,237	\$43,723,365			
Sales/capita	\$1,150	\$1,382	\$3,182	1.20	2.30	2.77
<b>Food &amp; Beverage</b>	\$11,226,118,872	\$90,192,669	\$58,222,269			
Sales/capita	\$2,104	\$2,387	\$4,237	1.13	1.78	2.01
<b>Health, Personal Care</b>	\$4,427,329,539	\$11,535,963	\$9,112,673			
Sales/capita	\$830	\$305	\$663	0.37	2.17	0.80
<b>Apparel</b>	\$3,176,153,175	\$3,435,736	\$3,135,827			
Sales/capita	\$595	\$91	\$228	0.15	2.51	0.38
<b>Leisure Goods</b>	\$2,512,185,588	\$5,954,286	\$2,318,807			
Sales/capita	\$471	\$158	\$169	0.33	1.07	0.36
<b>General Merchandise</b>	\$10,987,626,667	\$101,901,321	\$97,082,768			
Sales/capita	\$2,060	\$2,697	\$7,065	1.31	2.62	3.43
<b>Miscellaneous</b>	\$3,821,726,811	\$8,661,248	\$4,110,654			
Sales/capita	\$716	\$229	\$299	0.32	1.31	0.42
<b>Restaurants</b>	\$7,348,680,684	\$29,110,092	\$21,194,548			
Sales/capita	\$1,378	\$770	\$1,542	0.56	2.00	1.12

Table 2.1: Hutchinson Retail Pull Factors

**2. While the overall retail market is not substantially underserved, some niches – most notably eating & drinking – may offer opportunities:**

- Pull Factor: Overall, Hutchinson's retail market is not underserved. An analysis of "pull factors" supports this. Pull factors measure the extent to which an area's retail stores achieve net inflows (or outflows) of consumers' retail spending. Pull factors are a comparison of local versus regional per-capita sales in the area. Where local per-capita sales exceed those in the broader areas, the local market achieves a net inflow of spending. Conversely, where local per-capita sales fall below those in the broader area, the local market sustains a net spending outflow.
- The Hutchinson Retail Pull Factors Table 2.1 shows pull factors for Hutchinson within McLeod County as well as the State of Minnesota. In reviewing these figures, the food & beverage (groceries) is a pull factor; Hutchinson derives a regular and substantial component of its retail sales from beyond the city limits. In contrast, household spending at apparel and "leisure goods" (books, hobbies, sporting goods, etc.) stores is typically low and infrequent. In these categories, Hutchinson is not able to generate sufficient sales volumes to support substantial local businesses; consumers rely on stores in Twin Cities.

### 3. Potential for Growth lies in markets closer to Minneapolis:

- Twin Cities Draw: Some Hutchinson retailers indicate that, in addition to the outlying areas to the west, Hutchinson retailers and events draw substantial numbers of visitors from the Twin Cities. While such visitors will most likely continue to rely on metro area stores for most retail spending, businesses providing unique goods and services (e.g., unique restaurants, businesses selling artisan products, etc.) can draw spending from Twin Cities-based consumers.
- Market Size: Projected population growth in Carver County, with an annual rate of 2.8%, will exceed the number of people in the 4-county trade area. Due to its proximity to Hutchinson, this population will be an important potential market for Hutchinson's retail and commercial businesses.

### 4. The local office market will not offer opportunities for substantial new construction in downtown Hutchinson.

- Most of Hutchinson's office tenants serve primarily local household – as opposed to corporate – clientele, and occupy less than 5,000 square feet. While the demand for office space can grow as the community grows, anticipated growth will occur at modest rates, and the existing supply of commercial – including retail as well as office space – should be able to accommodate new office space demand even over a 5 to 10 year time frame.

## HOUSING

While the market study by Maxfield Research determined that residential growth will not likely generate a need for significant new housing, it did identify a lack in condominiums or medium density housing in the downtown that might be attractive to young families or active senior citizens.

### KEY FINDINGS:

#### 1. Residential growth will not likely generate substantial volume to attract significant downtown development.

- Within the attached housing market, most is renter-occupied. In these properties, American Community Survey data show that rents exceed \$1,000 per month (2009) in fewer than 5 percent of all renter-occupied properties. At these rates, rental revenue is not sufficient enough to produce a profitable return most developers. Given these economic considerations, new construction of market-rate rental apartments will face hurdles in the near and mid-term future.
- Within the overall growth outlooks, McLeod County is expected to achieve modest growth in the young (25-34) and older (45-54 and 55-64) age groups. Despite this, in recent years there has been little or no condominium development activity in Hutchinson. There are currently few existing downtown condominiums available and may be a demand for this type of housing. Due to general single-family home preferences and general fear of condo resale, Hutchinson will probably see incremental small-scale property development rather than that larger-scale development.



Enhancing neighborhoods surrounding downtown are key to its success



Retail pull factors indicate food and beverage categories have growth opportunities

LODGING AND FOOD SERVICE GROSS SALES: HUTCHINSON		
	LODGING	RESTAURANT
2004	\$3,278,324	\$30,126,157
2005	\$3,906,166	\$30,131,083
2006	\$3,810,919	\$29,823,520
2007	\$3,632,153	\$28,492,080
2008	\$3,325,849	\$29,049,881
2009	\$2,640,703	\$28,243,495
2010	\$2,621,958	\$29,110,092

Table 2.2: Lodging Gross Sales (Source: Explore Minnesota)

LODGING SALES AND OCCUPANCY/ ADR SCENARIOS			
Gross Revenues			\$3,000,000
Revenues/day	365	days	\$8,219
Revenues/avail. rm.	238	rooms	\$35
OCCUPANCY/ AVG. DAILY RATE POSSIBILITY			
Occupancy @	70%	means ADR of:	\$49
Occupancy @	55%	means ADR of:	\$63
Occupancy @	40%	means ADR of:	\$86

Table 2.3: Lodging Sales and Occupancy

- Senior Housing: Even though the elderly population is growing, there is a very limited supply of market-rate senior housing facilities in the region, especially in the independent living sector. While the volume of age and income-eligible households will not support substantial numbers of new senior housing developments, Hutchinson facilities should derive additional demand from non-local seniors seeking proximity to offspring and/or other family members in Hutchinson and its surrounding areas. In general, over a ten- to twenty-year time frame the Hutchinson market may support small-to mid-size senior housing projects (e.g., 40-60 units offering various independent-to-assisted living levels of care). Such developments may be feasible in downtown as well as outlying locations.
- Budget: while residential development will play a role in the prosperity of downtown Hutchinson, the larger role for residential development lies in the community's ability to provide upscale, updated homes and neighborhoods – in a variety of settings throughout the City, these homes and neighborhoods are key to retaining and attracting affluent households. Such affluence will provide increased resources and support for businesses and organizations downtown and thus enhance their abilities to derive support from communities outside Hutchinson.
- New industrial development and job creation would likely have a positive impact on this outlook.

## LODGING

### KEY FINDINGS

The overall findings of the marketing study indicates there are a limited number of lodging facilities that offer amenities such as food, event space or close proximity to the downtown area. In addition, many of the existing facilities are older and in need of renovation, and have a high number of vacancies on weekdays. With a potential increase in overnight visitors and the desire for new event spaces, there could be demand for either small-scale boutique hotels in the downtown area, especially ones with event spaces.

### 1. The Hutchinson lodging market will not likely support substantial additions to its existing market.

- General: there are six lodging options in Hutchinson, containing 238 rooms. These properties serve limited-service niches; food and beverage service is available only at the Victorian Inn. Guests comprise a wide-ranging mix including construction workers, visitors to Hutchinson's local corporations as well as smaller businesses in surrounding region. Weekend overnight stays are primarily event-driven: events include weddings, reunions, sports tournaments, and festivals.
- Lodging sales indicators: Data provided by the Minnesota Department of Revenue indicate that while the market fluctuates considerably, since 2004 gross sales have declined at lodging facilities (as well as at restaurants, for which sales are also shown).



The Crow River Winery Event Center has generated increased lodging demand in the area.

- While occupancy and rate data are not available for Hutchinson hotels, gross sales figures can be used to generate various occupancy/rate scenarios, seen in Table 2.3. These scenarios indicate that an increase in destination and event based travel would be required to support substantial new or upgraded lodging facilities.
- Recent Improvement: According to interviews with lodging managers, current year business has improved over recent years. Events (weddings in particular) hosted at the Crow River Winery Event Center accounts for a substantial portion of increased business. The Center, which began operations this past July, reports heavy bookings through 2013, and anticipates 24,000 visitors – with as many as half coming from non-local locations – on an annual basis. This new source of visitors could increase lodging room-nights as much as 15-20 percent.

## ECONOMIC MARKET SUMMARY

The following summarizes the general market outlooks for downtown Hutchinson:

- Given its rural location, orientation, and its modest growth outlooks, over at least the next ten years, **increased visitor spending** will be the **key to revitalization efforts** downtown Hutchinson.
- **In targeting visitors**, the largest, most affluent, and fastest-growing sources comprise the communities of **Carver County and parts of Hennepin County** along the western shores of Lake Minnetonka.
- Key components to downtown revitalization will focus on **small, incremental developments of unique leisure goods and services – (and experiences)**. These should include restaurants, arts and artisan products and events, recreation, history, entertainment, and unique retail stores.



Strengthening connections to downtown from the Luce Line Trail is critical

- While few if any approaches to market analyses would identify substantial opportunities for new downtown development, such analyses do not preclude the **opportunities for smaller-scale, incremental projects**. Such projects may benefit from low costs in some cases, unique features (**buildings with historic features, waterfront locations, etc.**), **creative concepts, business partnerships**, and other such advantages.
- There are opportunities for small, incremental growth in residential unit development. **Senior housing niche** should offer more even **more substantial opportunities**.
- Proximity to the Twin Cities allows Hutchinson to draw substantial numbers of visitors to the area. Such visitors will most likely rely on the metro area store for most retail spending but Hutchinson can economically benefit from these **tourists looking for unique retail goods and services and recreational experiences in the area**.
- Downtown Hutchinson will **not likely offer** opportunities for **substantial new office development** in the near or mid-term future.



Community Open House #1

## COMMUNITY INPUT

In order to gain a better understanding of what the Hutchinson community desires for the future of their downtown, HKGi and City's Staff developed an outline, shown in Figure 2.1: Public Participation Matrix, for gathering community input from a variety of sources over roughly a 6 month period. A spectrum of public input opportunities ranging from minimal to longer time requirements were developed. This strategy offered ways for most people to participate, whether they had two minutes or 2 hours to engage. The avenues of participation included a project website (with 3 photos, 9 relevant documents, 2 event updates and an opportunities to give feedback), community surveys, and intercept surveys taken at The Taste of Hutchinson. In order to draw significant community input, two open houses were held. The events were publicized as an ad in the newspaper, a flyer in the utility bill and on the website. Through all of these avenues, a wide variety of ideas and input for the future of Hutchinson were collected. All of the information was synthesized to further develop the emerging themes that serve as the foundation for the implementation actions in Chapter 5.

	INFORMATION SOURCE	FOCUS GROUP	ANTICIPATED PARTICIPATION TIME	FREQUENCY	RESPONSIBILITY
HOST PAGE	WEBSITE 	COMMUNITY WIDE	0 - 1 HOUR	ONGOING/ UPDATES AFTER SIGNIFICANT EVENTS	<ul style="list-style-type: none"> <li>• HKGI TO HOST AND MAINTAIN</li> <li>• CITY AND EDA TO PROVIDE LINKS FROM HOME PAGES</li> </ul>
	FACEBOOK 	COMMUNITY WIDE	1- 5 MINUTES	ONGOING/ UPDATES AFTER SIGNIFICANT EVENTS	<ul style="list-style-type: none"> <li>• HKGI TO SUPPLY INFO</li> <li>• EDA TO MAINTAIN</li> </ul>
PROJECT UPDATES & NOTIFICATIONS	TWITTER 	COMMUNITY WIDE	1 - 5 MINUTES	ONGOING/ UPDATES AFTER SIGNIFICANT EVENTS	<ul style="list-style-type: none"> <li>• HKGI TO SUPPLY INFO</li> <li>• EDA TO MAINTAIN</li> </ul>
	NEWSPAPER • (HARD COPY AND ONLINE) 	COMMUNITY WIDE	1 - 20 MINUTES	ONGOING	<ul style="list-style-type: none"> <li>• CITY TO COORDINATE</li> <li>• NEWSPAPER TO SUPPLY AN ONLINE LINK</li> </ul>
	UTILITY BILL INSERT 	COMMUNITY WIDE	1- 5 MINUTES	1 EVENT FLYER	<ul style="list-style-type: none"> <li>• HKGI TO PROVIDE CONTENT AND DEVELOP SURVEY</li> <li>• CITY TO PRINT AND DELIVER</li> </ul>
	ELECTRONIC SIGN 	COMMUNITY WIDE	NOTIFICATION ONLY	KEY EVENTS	<ul style="list-style-type: none"> <li>• CHAMBER OF COMMERCE TO ADMINISTER</li> <li>• HKGI TO COORDINATE NOTIFICATION UPDATES</li> </ul>
	INTERCEPT SURVEYS • STREET SURVEYS USED TO GATHER INFORMATION AND ENGAGE DIRECTLY WITH THE COMMUNITY 	COMMUNITY WIDE	5 - 10 MINUTES	1- 2 SESSIONS	<ul style="list-style-type: none"> <li>• HKGI &amp; CITY</li> <li>• INTEGRATED WITH COMMUNITY EVENTS ON SEPTEMBER 14/15 <small>(TASTE OF HUTCH, ARTS AND CRAFTS FESTIVAL)</small></li> </ul>
GATHER INITIAL INFORMATION	SURVEY MONKEY • COMPREHENSIVE SURVEY USED TO GATHER A WIDE RANGE OF DATA 	COMMUNITY WIDE/ RESIDENTS	10-20 MINUTES 10-15 QUESTIONS	ONGOING	<ul style="list-style-type: none"> <li>• HKGI TO HOST AND MAINTAIN</li> </ul>
	MOTEL SURVEYS • STREET SURVEYS USED TO GATHER INFORMATION ABOUT HOTEL, HOBBY, AND RETAIL SERVICES 	VISITORS	3 - 5 MINUTES 5-10 SPECIFIC QUESTIONS	ONGOING	<ul style="list-style-type: none"> <li>• HKGI TO PROVIDE SURVEY</li> <li>• CITY AND EDA TO PRINT, DELIVER AND COLLECT</li> </ul>
GATHER SPECIALIZED INFORMATION	DOWNTOWN BUSINESS SURVEYS • STREET SURVEYS USED TO GATHER INFORMATION ABOUT DOWNTOWN SERVICES, ATTRACTIONS, AND NEEDS 	DOWNTOWN PATRONS	3 - 5 MINUTES 5-10 SPECIFIC QUESTIONS	ONGOING	<ul style="list-style-type: none"> <li>• HKGI TO PROVIDE SURVEY</li> <li>• CITY AND EDA TO PRINT, DELIVER AND COLLECT</li> </ul>
	ART BOARD • A PARADEBOARD BOUND THIS ACCORDANCE INFORMATION AND SERVES AS AN ICON OF PUBLIC PROPOSALS 	VISITORS, COMMUNITY MEMBERS	2 MINUTES	LONG LASTING ON-GOING PROJECT DISPLAY	<ul style="list-style-type: none"> <li>• HKGI/CITY/ LOCAL ART GROUPS</li> <li>• INTEGRATED WITH COMMUNITY EVENTS ON SEPTEMBER 14/15 <small>(TASTE OF HUTCH, ARTS AND CRAFTS FESTIVAL)</small></li> </ul>

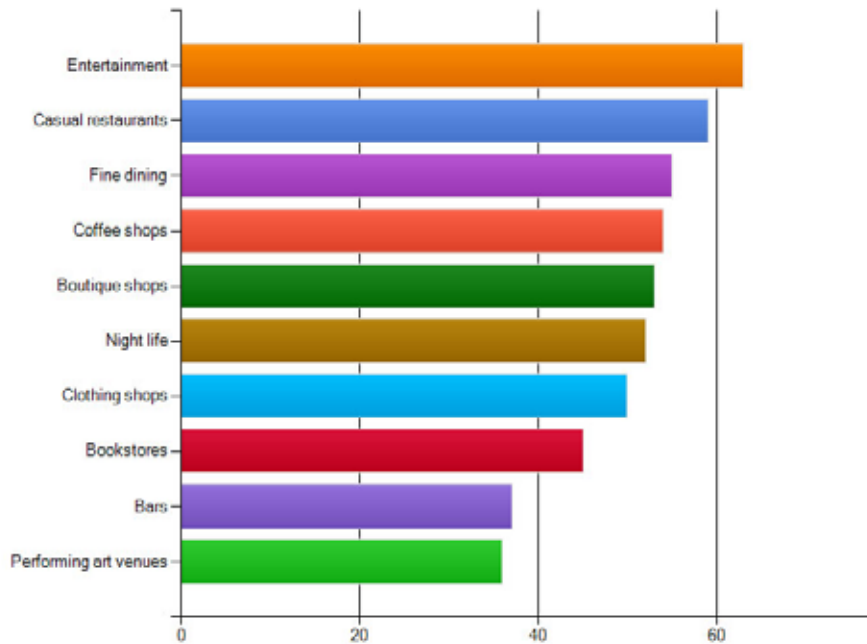
Figure 2.1: The "Public Participation Matrix" helped guide the community outreach effort.



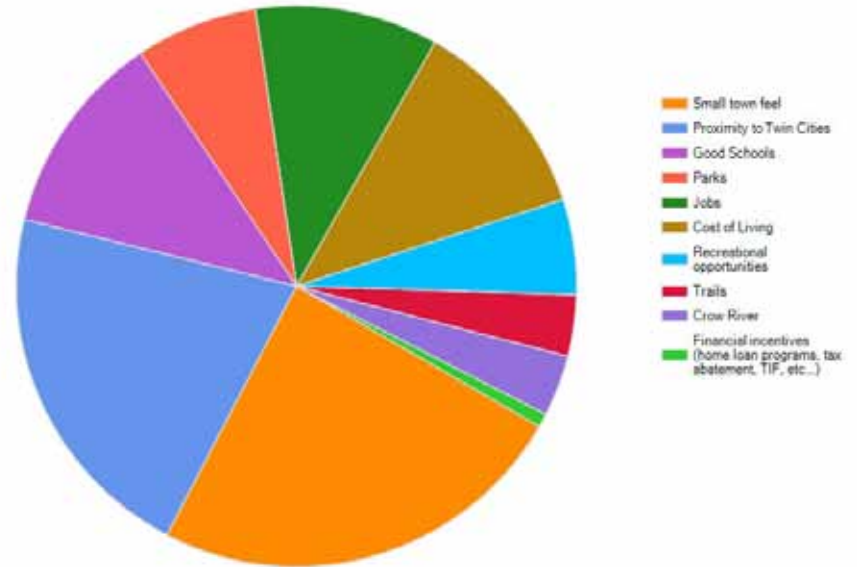
## ONLINE SURVEYS

Three different surveys (a community-wide, a downtown business specific and a lodging specific) were developed to capture a wide audience and a variety of perspectives. Over 100 online surveys were taken over the course of the project. Residents were asked a variety of questions including identifying community assets and challenges, listing desired types of retail businesses and housing options, noting desired improvements to recreational facilities, and providing “big ideas”, helping to frame the long-term vision for downtown Hutchinson.

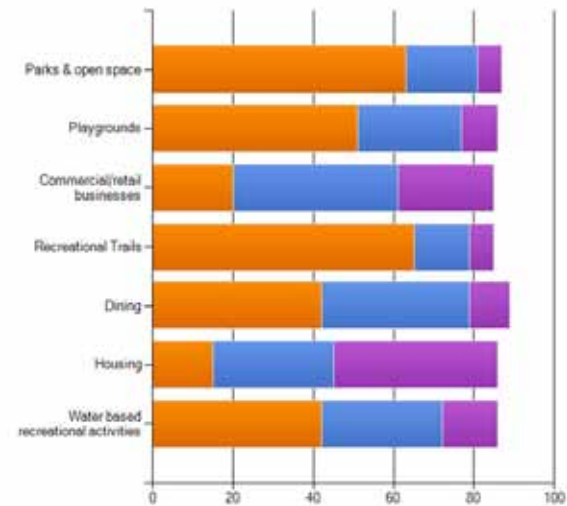
**What specific services would you like to see in downtown Hutchinson by 2025?**



**From the list below, choose the three most significant assets/strengths of Hutchinson —those things that make the community a desirable place to live, work, and play? (If you think the most significant assets/strengths are not identified, please add them below)**



**Rate the general uses you would like to see along the Crow River corridor.**



A sample of the information gathered through the community wide survey



## FOCUS GROUPS AND STEERING COMMITTEE

HKGI and City's staff work directly with a Steering Committee to help guide the project and to get feedback about the project's progress along the way. In addition, listening sessions were held with five different focus groups to discuss project goals and objectives and review issues and opportunities relevant to downtown and individual groups. The listening sessions were conducted with:

1. Economic Development Authority (EDA)
2. City Engineering Staff
3. Chamber of Commerce
4. Art community, art leaders and Historic preservation leaders
5. City Parks and Recreation Staff

Feedback from each group is synthesized below.

### 1. ECONOMIC DEVELOPMENT AUTHORITY

- Need public facilities such as a kiosk, and public restrooms just to the south of the dam. More people are fishing in the area.
- Consider turning Hassan and Franklin Streets into bike boulevard in order to have a bike-friendly route on the street, keeping riders off the downtown sidewalks.

- Missing uses downtown: Highway 7 has a lot of hotel rooms – occupancy is too low – could renovate downtown hotel into more of a niche hotel – that could be successful.
- Bring art into the downtown area to help attract people.
- Propose high density housing in areas of opportunity to offer a new type of residential housing choice.
- Creating a destination is a challenge – it is also about building the right businesses. Losing destination retail businesses.
- Increase the lake and river depths for boating.
- Cenex site – Could be a great townhome site on the trail, near the park and near downtown. Redeveloping whole area would be a stretch – too many quality buildings from Hardees to the east. Restaurant has been talked about on the Cenex site but access and visibility is an issue.

### 2. CHAMBER OF COMMERCE/ DOWNTOWN BUSINESS ASSOCIATION

- Increasing population in Hutchinson should be a priority because it is needed to add new housing and retail, improve existing housing, increase the vitality of downtown.
- A diversity of unique retail is needed along Main Street to add to the existing goods, services and retail there now. In addition, a new hotel and/or conference center would be a great addition to the downtown. Strategies for enticing key retail businesses need to be developed.



- While parking is sometimes perceived as a problem, there is plenty available downtown. There is a need to improve directional signage for parking so visitors and residents know where to find it.

### 3. CITY ENGINEERING STAFF

- Investment of bike facilities needed at key locations throughout the city.
- The county is moving forward on northeast ring road options to help alleviate truck traffic on Main Street, which will be revealed in the fall of 2013.
- There is a desire to have a trailhead at the Depot Marketplace location, connecting the Luce Line and Dakota Rail Trail to downtown.

### 4. PARK AND RECREATION STAFF

- There is a desire for a public dock (possibly off of Glen Street) and addition trails through the city, especially loop trails.
- Shortage of quality hotels.
- The best locations for art in the public art walk are being determined.
- The Depot Marketplace/ Trailhead could offer a lot of opportunities to connect regional trails to the city.

### 5. ARTS/HISTORY/HISTORIC PRESERVATION

- 10 year vision for the arts center is to have a new performing arts facility (Park Elementary School, State Theater, or potentially the Cenex Site).
- Potential concept for “ring of arts” around the western Twin Cities for events, artists, etc, tying local communities together.
- Desire to increase activities in downtown Hutchinson, enhanced by the use arts and crafts and performance art.
- City needs new jobs to attract new residents – new population to be involved with and support the arts.
- There is a need to provide rental options near the downtown for people who desire bike-ability and closeness to downtown services.
- Desire for mixed use near downtown – commercial on lower level, residential on upper level.
- Signage needed to improve wayfinding – blend in art through murals, Peanuts characters, etc. Use art icons as part of the signage.



A two-day design charrette further explored ideas generated at the first open house in further detail

## COMMUNITY OPEN HOUSE #1 AND DESIGN CHARRETTE

In September 2012, the first open house was held at the Hutchinson Center for the Arts. Participants were then asked identify and locate the following:

1. Identify a place in the downtown or Crow River area that you value.
2. Identify an issue in the downtown or Crow River area that needs to be addressed.
3. Identify a key housing project in the downtown or Crow River area that would strengthen downtown.
4. Identify a key commercial project in the downtown or Crow River area that would strengthen downtown.

In addition to these specific questions, participants were asked to write and draw their “big ideas” for the future of Hutchinson on a large piece of paper. This exercise provided many great ideas and helped to kick-off the idea generation.

With input from community surveys, intercept surveys taken at the Taste of Hutchinson and the collection of community feedback generated at the first open house, HKGi and the City staff conducted a two-day design charrette to further develop additional ideas for revitalization and refinement of the most prevalent ideas collected. These ideas were presented to the Steering Committee on the second day, and refined in advance of a second round of public feedback in the following weeks.



## LEGEND

1

1 VOTE

1

2-3 VOTES

1

4 OR MORE VOTES

1. Example.
2. Zella's - great food, good place for friends and family to gather.
3. Waterfall and dam and surrounding park spaces.
4. Library square/ library/ bandshell. The heart of the town. Wonderful outdoor community gather space. The "town square."
5. Econofoods grocery: Downtown grocery for those living on this side of town. Elderly and handicapped persons as well.
6. Trails and the river.
7. Playgrounds, great for kids to play.
8. South Park, disc golf course - could provide more entertainment.
9. The walking/ biking area around dam that leads to downtown.
10. The "new" center for the arts and all the possibilities it can provide to the City.
11. River's value. Add more on the river restaurants, docks etc.
12. State Theater (keeping it going, don't let the digital transition kill it!)
13. River, dam, trail, parks – gathering, recreation, and natural beauty.
14. Bistro tables, outdoor dining and picnic tables
15. Sonora's, I want to be able to drink a beer outside while I eat here.
16. The parking lot south of Hutchinson Center for the Arts should be an eating, drinking arts space.
17. Historic properties with great character.
18. River Horse.
19. Langs, good meat and jerky.
20. Walking the Luce Line Trail - refreshing, fitness, scenic.

## HUTCHINSON DOWNTOWN ASSETS

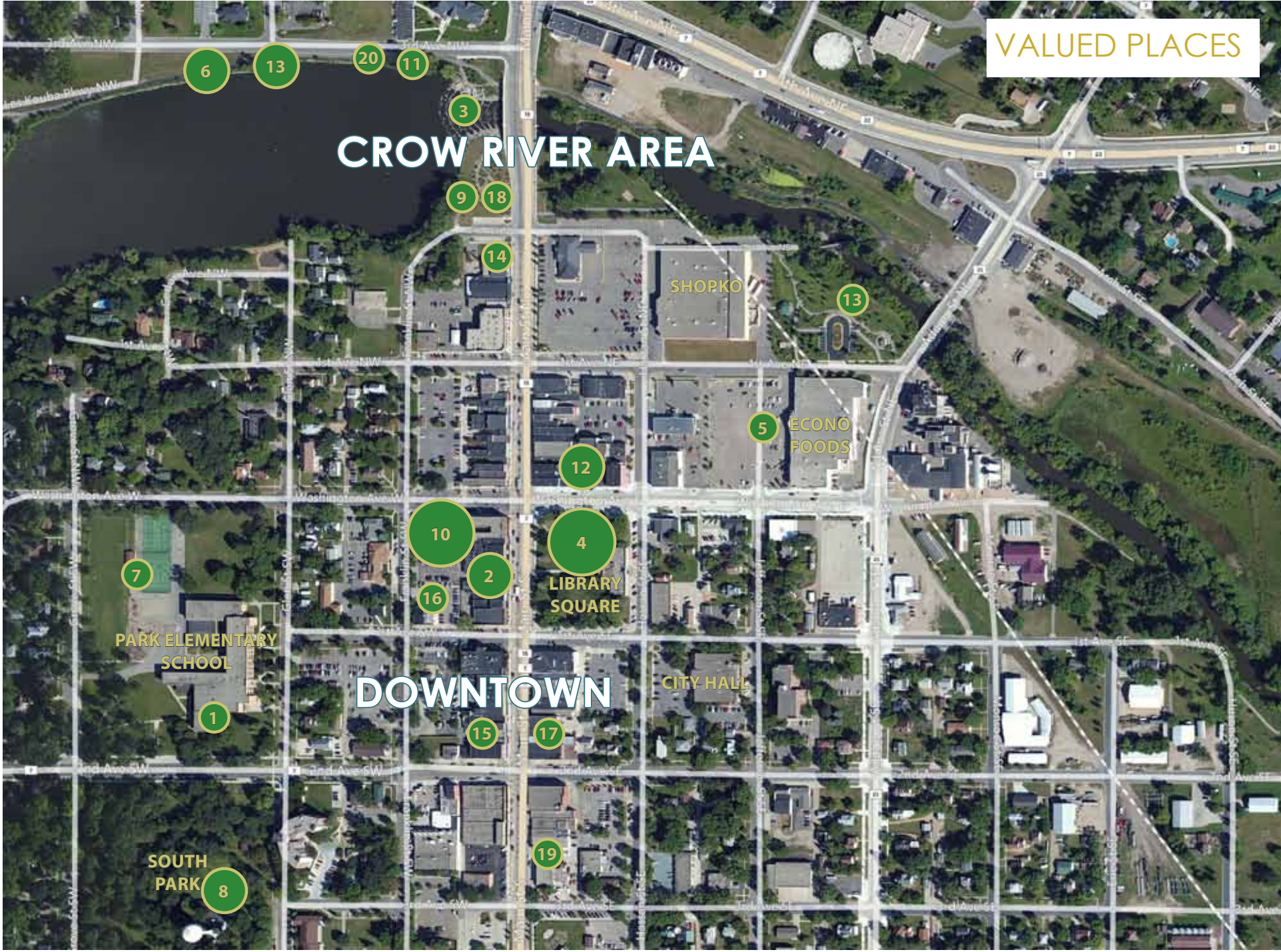
At the first Open House, participants were asked to identify the places in downtown Hutchinson and near the Crow River that they value by locating that place with a sticker on the map and writing a comment on a sheet below. In order to determine common themes after the event, similar ideas as the same located were condensed into one dot, size dependent on the number of people who had the same idea. The larger dots represent the ideas and were written by a number of people. The results of this exercise are synthesized above and to the right.

The success of downtown has greatly influenced what has made the community of Hutchinson what it is today. Its historic character, proximity to the Twin Cities metropolitan area, small town character, adjacencies to natural areas and regional trails all define the unique amenities the city has to offer. Additionally a vibrant arts culture, active performing arts community, historic State Theater and the Hutchinson Center for the Arts add to the social and cultural programs and events available in Hutchinson. Downtown also contains many retail and services, including ShopKo, Econofoods, the Liquor Hutch, Genesis Salon and Enso Spa, Jorgenson Hotel, Main Street Cotton Shop, Heirlooms Tea Room, the Village Shop, the Post Office, local restaurant options and a weekly Farmers Market.

The Crow River provides recreation opportunities such as walking, biking and fishing within a stone's throw from downtown and there is tremendous potential for increased recreational programming. In addition, paving the Luce Line State Trail and the Dakota Rail Regional Trail in McLeod County would provide visitors with easy access to the town center and help make Hutchinson an afternoon and overnight destination. Paving the Luce Line Trail would link Hutchinson to the improved trail east of Winsted to Plymouth. The Dakota Rail Trail in McLeod County is currently gravel and only used for snowmobiling. Future paving would connect Hutchinson to the paved section from Mayer to Wayzata. Linkages and loops between the trails would make a unique regional trail system with two direct connections between Hennepin and Carver Counties and Hutchinson.

Library Square provides a central place for gathering downtown. In addition to the daily visits to the library and open space areas, annual events, such as the Water Carnival, Taste of Hutchinson, Arts & Craft Festival, Dairy Days and Music in the Park draw large crowds to Downtown's central gathering area.

# CROW RIVER AREA



EXERCISE #1 - IDENTIFY A PLACE IN THE DOWNTOWN OR CROW RIVER AREA THAT YOU VALUE.

## LEGEND

1  
1 VOTE

1  
2-3 VOTES

1  
4 OR MORE VOTES

1. Example.
2. North of Highway 7 at intersection with Highway 15. Empty lots need something attractive.
3. No late night place without alcohol.
4. Public art: draw people in, something to do, river study, bird watching, Hutch info board.
5. No public dock or boat landing.
6. More paved trails for running or roller blading etc.
7. Old buildings that provide little revenue for being on such a main road. We don't need shanties.
8. Underutilized parking lots could provide plenty more than it offers. Streamline parking to provide for a new project.
9. No river restaurant.
10. Making downtown more pedestrian friendly - reduce traffic, cut through at mid block, reasonable housing, more shopping.
11. Information kiosk/ public bathroom by the dam for boaters, fisherman, picnickers, bicyclists, families.
12. Restrooms on trails.
13. Redevelop housing area.
14. Vacant businesses downtown.
15. More unique retail.
16. Public restrooms in this block to serve store and cafes.
17. Underutilized green space/ pocket park.
18. Bathrooms opened all season or longer season.
19. Lofts on the river.
20. Bathrooms along the bike trail east of main street and further to West Highway 7.
21. Something for youth to do, dancing, more than a movie theater.
22. No downtown hotels or B&B's.
23. Underutilized park – so hard to get to you don't think of it.
24. More bands/ music at bars and restaurants.
25. Truck traffic and noise downtown (develop east ring road around Hutch to reduce truck traffic).

## HUTCHINSON DOWNTOWN ISSUES

While Downtown Hutchinson has many assets to offer, there are some issues that need to be addressed in order for it to be a truly successful and healthy downtown.

Although there are some thriving businesses along Main Street, one of the primary concerns are the number of vacant storefronts, breaking down the continuous retail storefront needed to create a successful business environment and vibrant, unique downtown character. Currently Main Street is housed with more services than a collection of boutique shops, restaurants, and lodging options that would make Hutchinson a memorable place for both residents and tourists to visit.

While Hutchinson is close to the Crow River, there are virtually no opportunities for the community to dine or live right on the water. There are no public docks or piers. While there are two boat landings, the shallow nature of the river and other obstructions can make boating very difficult, especially for boats larger than 16 feet. Options to increase access to water and entice boaters need to be explored.

Although Hutchinson is fortunate to have a great trail system, some stretches are missing facilities such as wayfinding signs, bathrooms and bike racks. All of these challenges make it difficult for residents and visitors to take full advantage of the natural amenities in Hutchinson.

With Highway 15 running straight through downtown, Main Street gets a significant amount of trucks passing through, increasing the noise level and traffic and creating a pedestrian environment that is less than ideal. While outdoor dining and seating may not be ideal directly on Main Street, other options should be explored.

Library Square and Masonic West River Park host outdoor events. A new roof for the stage at West River Park has been approved and will be constructed in 2013. While this will be a great improvement, there is still a need for other flexible, outdoor spaces to host additional events in the downtown area. There is great potential for multi-function performance/ event spaces near the Center for the Arts, a growing hub of community activity.



DOWNTOWN ISSUES



EXERCISE #2 - IDENTIFY AN ISSUE IN THE DOWNTOWN OR CROW RIVER AREA THAT NEEDS TO BE ADDRESSED.

## LEGEND

1

1 VOTE

1

2-3 VOTES

1

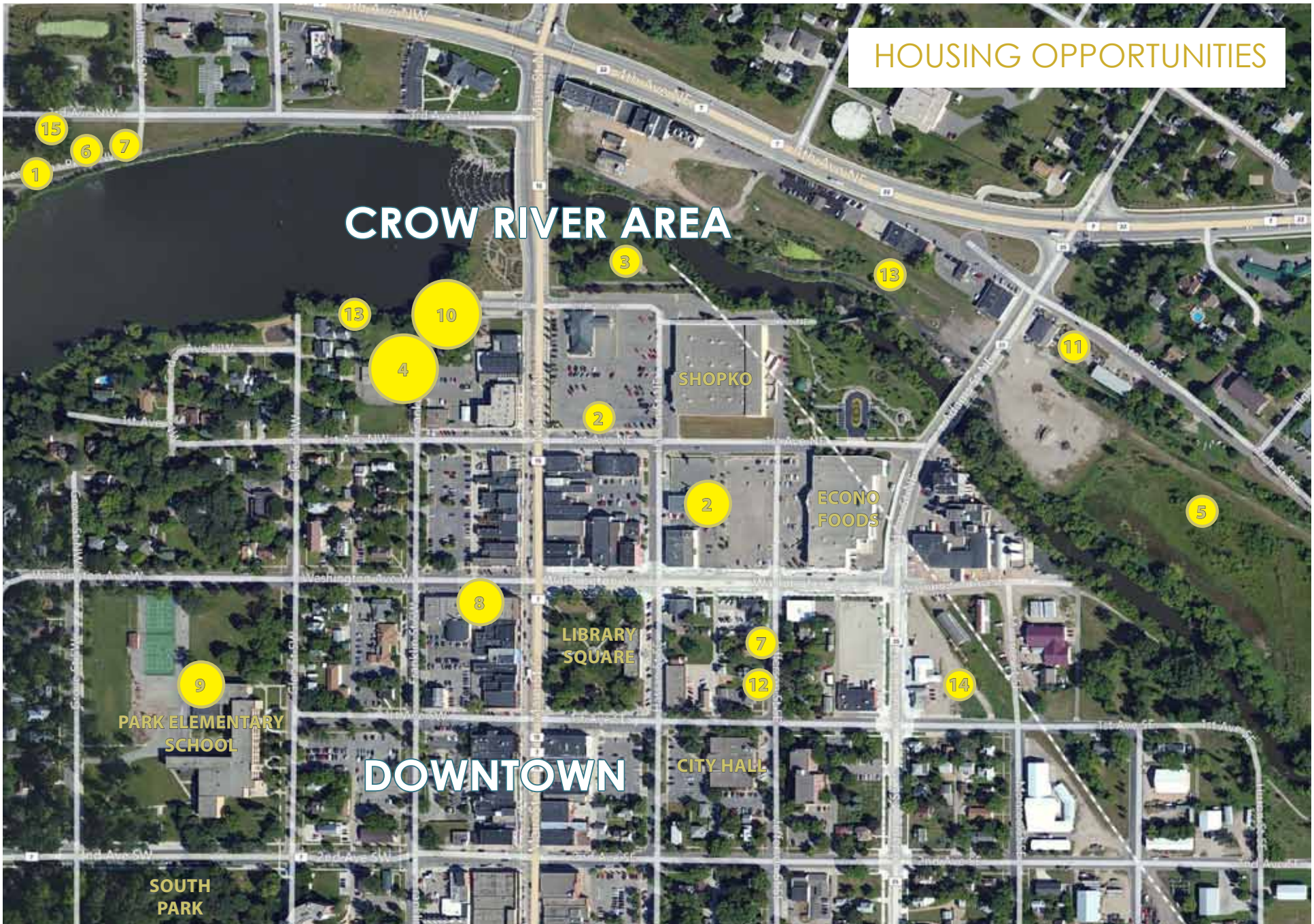
4 OR MORE VOTES

1. Example.
2. Apartments.
3. Performing Arts/ Musical/ Art venue
4. Condos.
5. Dog Park?
6. Park or housing – artists condos
7. Housing projects
8. Upper level of Jorgenson hotel
9. Convert to housing.
10. Condos on the river.
11. Walk up condos.
12. Brownstones.
13. Condos and brownstones on the river.
14. Consider adding units (different income levels) to new farmers market area. Row or brick houses.
15. Riverwalk retail on main level and condos above.

## HUTCHINSON DOWNTOWN HOUSING

As shown in the summary diagram to the right, participants were interested in housing, specifically condominiums, directly overlooking the water, either on the north or south side of the Crow River. Another idea that surfaced throughout the evening was the possibility of converting the Park Elementary School to apartments and/or artist lofts and studio spaces. Overall, the feedback indicated a lack of medium density housing, or attached housing such as townhomes or rowhouses within the downtown for people who might want to live close to the amenities downtown Hutchinson provides and not have to incur the maintenance typically involved with single-family homes.

# HOUSING OPPORTUNITIES



EXERCISE #3 - IDENTIFY A KEY HOUSING PROJECT IN THE DOWNTOWN OR CROW RIVER AREA THAT WOULD STRENGTHEN DOWNTOWN.

## LEGEND

1

1 VOTE

1

2-3 VOTES

1

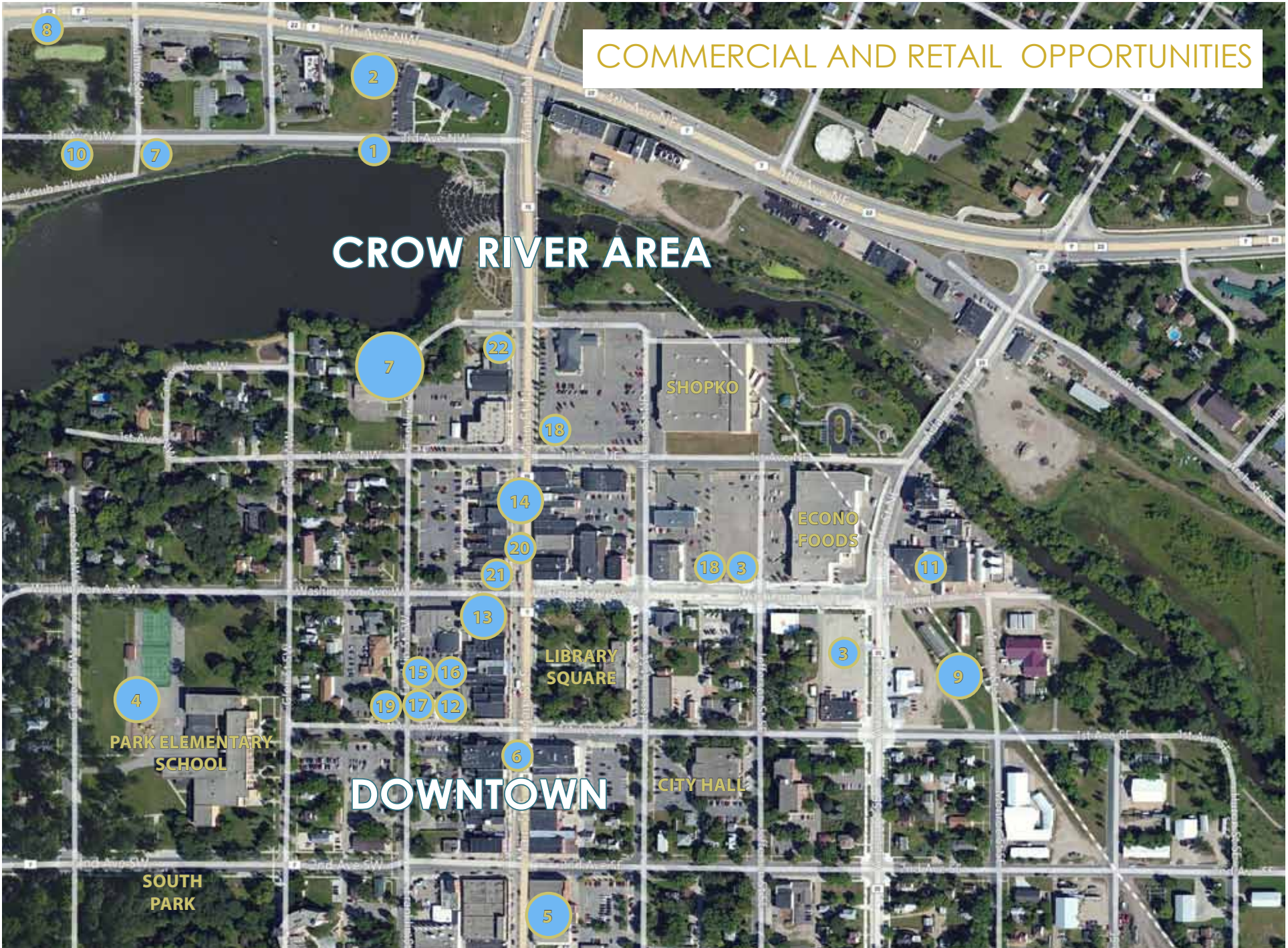
4 OR MORE VOTES

1. Example.
2. Lake/ riverside restaurant.
3. Performing arts/ musics arts venue.
4. Annual ice skating rink and warming house.
5. Department store.
6. Help small businesses get started. Not so many offices/ services.
7. Restaurant on the river.
8. Gas station, convenience store at old truck stop on Hwy 7.
9. Dakota Rail Trail bicycle stop, ice cream, food place, arch feature.
10. Prime development for city park, apartments and condos.
11. Relocate Ohly.
12. Make the Nimitz Building a performing arts building.
13. Historic type B&B or hotel.
14. Fresh bakery on Main Street, i.e. Great Harvest, Turtle Bread.
15. Micro brewery, bike nights.
16. Ditto, micro brewery.
17. Micro brewery brew pub.
18. Commercial infill.
19. Artist studios.
20. Late night hangout place (no booze) coffee shop open LATE.
21. Coffee house/ bakery with live music. Great opportunities for non-drinkers to hang out.
22. Bakery/sandwich/coffee all in one.

## HUTCHINSON DOWNTOWN COMMERCIAL AND RETAIL OPPORTUNITIES

Participants in this exercise reiterated the desire for dining opportunities overlooking the water on either the north or south side of Crow River. In addition to restaurants along the waterfront, there is also demand for more all-age places for people to gather downtown such as coffee shops and bakeries with later evening hours as an alternative to bars and restaurants downtown. Ideas also included a micro brewery or distillery as a destination restaurant concept and increased outdoor dining opportunities throughout the downtown. Residents also expressed a desire for a new performing arts center and music venues.

# COMMERCIAL AND RETAIL OPPORTUNITIES



EXERCISE #4 - IDENTIFY A KEY COMMERCIAL PROJECT IN THE DOWNTOWN OR CROW RIVER AREA THAT WOULD STRENGTHEN DOWNTOWN.



Community Open House #2

## COMMUNITY OPEN HOUSE #2

The ideas generated during the first Open House were further refined and presented at a second community meeting, in December 2012. The Center for the Arts played host to the event, where over 50 potential implementation actions were presented at an “opening” or “unveiling” of downtown actions. These actions showcased potential ideas for the future of downtown Hutchinson ranging from development projects to signage improvements.

Implementation actions were presented under the eight main categories such as “Enhancing Business Climate and Commerce Downtown,” to “Strengthening Tourism Through Enhanced Park and Recreation” that ultimately guide the Vision and Action Plan. Participants were given dots and asked to prioritize their top actions, identifying projects that are the most important to undertake in the immediate future. Based on the prioritization exercise and comments received at the second Open House, the implementation actions were further refined to become the Implementation Actions outlined in Chapter 5 of this plan.



Examples of the Implementation Actions framed for the "Unveiling of Downtown Actions" at Open House #2



Participants evaluated and selected their top priority initiatives



Participants discussed key projects



Provide vibrant outdoor gathering spaces for people of all ages



Make Hutchinson a bike friendly community



Utilize public art to celebrate Hutchinson's unique character

## PUBLIC INPUT THEMES

A number of themes throughout the public engagement and planning process emerged. They include:

- Take advantage of the natural amenity that the Crow River provides by locating restaurants, housing and additional recreational activities adjacent to the water.
- Revitalize the downtown commercial district with a focus on specialty and boutique stores, restaurants and other retail business that reflect Hutchinson's unique character.
- Add shopping and dining opportunities for both residents and visitors.
- Provide new housing opportunities in close to proximity to downtown.
- Provide more places for people of all ages to frequent downtown, such as coffee shops or bakeries with extended evening hours.
- Improve the pedestrian realm with the addition of wayfinding elements, enhanced street crossings, and public art.
- Make Hutchinson a bike friendly community. Embrace visitors coming to Hutchinson on the state and regional trails by adding bike-friendly streets, bike facilities, a trailhead and clear wayfinding signage.
- Improve the local trail system by adding new trails where necessary and other amenities such as public restrooms, bike racks and benches for both residents and tourists.
- Increase public art throughout downtown Hutchinson to create a memorable experience for visitors and showcase Hutchinson as vibrant arts community.

The community input gathered during this planning process serves as the foundation for the implementation actions and their prioritization in Chapter 5 (page 49) of this report.





Create unique, urban spaces off Main Street



Revitalize the downtown business district, making downtown a destination



Offer waterfront recreation opportunities



Provide places to drink, dine and recreate along the Crow River



Celebrate local history and heritage



Increase public art throughout the downtown to create a vibrant community





# CHAPTER 3

## HOW WE SEE THINGS CHANGING: TRENDS



## GENERAL TRENDS IN HUTCHINSON

The city, our environment, and society are changing and dynamic. And while profound changes are occurring in cities across the globe, and even in our own backyards, it is sometimes difficult to translate these pressures for change on the local level. It is essential to anticipate trends and plan for the future to avoid pitfalls and missed opportunities. The following are key trends that we see influencing Downtown Hutchinson.



## ENVIRONMENTALLY ACTIVE

Living in Minnesota, where 57,000+ jobs are related to the outdoor recreation economy, it is hard for us to overlook the important role played by our interactions with nature and the environment. As the trend for outdoor recreation increases, downtown Hutchinson should be prepared to offer recreation and interpretation opportunities that balance sensitivity to the ecological world while capitalizing on adventure sporting activities. There will also be a need for added value, such as that found with increased restaurants and entertainment options, which can create a greater depth of experience for visitors and future residents.

- Percentage of Minnesotans who: 14% hunt; 36% fish (second only to Alaska); 30% visit a Minnesota state park; 65% watch wildlife; and 74% boat (*Minnesota Department of Natural Resources*).
- Minnesota has more miles of bike trails than any other state (*Minnesota Department of Tourism*).
- A recent Minnesota Department of Transportation survey found that 93% of Minnesotans surveyed think future transportation projects should accommodate walkers and bikers as well as motorized vehicles.



## AGING ACTIVELY

The 65-and-older population is expected to grow by 147% from 2000-2050. And as baby boomers reach retirement age, they are aging more actively. The word “active” refers to continued participation in social, economic, cultural, spiritual and civic affairs, not just the ability to be physically active or to participate in the labor force. Therefore, Hutchinson will need to provide an environment that fosters participation in economic and civic affairs; cultivates spiritual, social, and cultural enrichment; and offers a broad range of outdoor and active recreation choices.

- The 65-and-older population is projected to grow by 147% between 2000-2050, bringing this age group up to 21% of the U.S. population (*USDA Forest Service Recreation Survey*).



## HOUSING SHIFT

Hutchinson will need to offer more attached housing and multi-family living options. As fifty percent of buildings that Americans will live in by 2030 do not even exist yet, Hutchinson should also have a protocol for establishing high standards for green development and energy efficient housing construction.

- **50%** of the buildings that Americans will live in by 2030 do not even exist yet (*Downtown Economics Journal*).
- A surplus of 22 million traditional homes (houses built on a sixth of an acre or more) is forecast by 2025—that's roughly 40 % of the traditional homes in existence today (*Metropolitan Institute at Virginia Tech*).



## MORE MOBILE

It is predicted that today's young people will live in twice as many homes as their grandparents. As technology and transportation systems improve, our society is becoming more mobile and more transient everyday. The demand for a flexible and multi-faceted housing stock is therefore becoming critical for cities around the world, Hutchinson included. The housing options of Hutchinson will need to be more adaptable to turn-over and therefore include a healthy supply of rentable housing.

- Today's young people will live in **twice** as many homes as their grandparents.



## HEALTH CONSCIOUS

All age groups are seeing an increase in obesity rates, along with associated health risks, such as high blood pressure and diabetes. Analysis has found a connection between urban living and health – residents living in sprawling communities tend to weigh more than their urban equivalents. Promoting walkability, active recreation, and healthy food choices will be appealing to all demographics. The demands on downtown Hutchinson include more fitness and trail opportunities, increased active living opportunities, and a seamless integration of body and mind that are part of an inherent downtown lifestyle. Downtown Hutchinson residents and visitors will also be seeking locally grown food, increased service from farmers markets, fresh produce, and direct relationships with food producers.

- In 1964, 50% of kids rode bikes to school and the obesity rate was 12%, in 2004, 3% rode to school and the obesity rate was 45% (*US Centers for Disease Control and Prevention*).
- The percentage of obese youth (ages 6-11) in the United States has tripled in the past two decades (*Institute of Medicine*).

## VALUE EXPERIENCE OVER CONSUMPTION

Studies have shown that people receive more enduring pleasure and satisfaction from investing in life experiences rather than material possessions. Downtown Hutchinson will continue to see pressured to offer more dining and entertainment opportunities and a greater depth to the retail experience. The downtown should focus on embedding more culture and character into the retail experience as well as integrating entertainment with retail services.

- People receive more enduring pleasure and satisfaction from investing in life experiences rather than material possessions (*Science Daily*).



## EXPANDING CREATIVE CLASS

The creative class, people whose economic function is to create new ideas, makes up more than thirty percent of today's workforce. As the creative class rises they may influence what companies will prosper or go bankrupt, and even which cities will thrive or wither. Creative people are more mobile, allowing them more choices about where to live; they are also highly selective about the places they choose. Ingredients like natural, scenic beauty, vibrant neighborhoods, outdoor recreation and adventure, entertainment, architectural and artistic quality, transportation alternatives, and pursuit of sustainable practices are top lifestyle demands of the creative set. Hutchinson must be prepared to offer this lifestyle.

- The Creative Class (people whose economic function is to create new ideas) makes up more than 30% of the workforce. (*Richard Florida, "The Rise of the Creative Class"*).



## CRAVING CULTURE

Cultural tourism is the fastest growing form of tourism and visitors tend to spend more and stay longer than other tourists. Downtown Hutchinson, home to a historic downtown and active arts culture is an enticing cultural destination blessed with wonderful natural and built resources; therefore, in order to capitalize on this form of tourism, the city must offer multi-dimensional experiences and more depth of experience. The Travel Industry Association of America (TIA) noted that 81% of 146.4 million U.S. adults who took a trip of 50 miles or more away from home in the past year are considered cultural tourists. On these trips, compared to all U.S. travelers, cultural travelers:

- Spend more on average: \$623 vs. \$457
- Are more likely to be retired: 20% vs. 16%
- Use hotels, motels, or bed & breakfasts: 62% vs. 55%
- Are more likely to spend more than \$1,000: 19% vs. 12%
- Travel longer: 5.2 nights vs. 3.4 nights





## LESS LEISURE TIME

With more two-earner families and people living increasingly farther away from where they work, families tend to have less daily leisure time. It is important to take into consideration potential ways to be more accommodating to this shift, including stores having longer and more flexible hours and the convenience of having necessary goods and services near where people live.

- Two-earner families, where both husband and wife were the family breadwinners, increased from 39% in 1980 to 60% in 1997 (*From Workforce 2020*).
- **101 minutes** is the average daily time spend driving.



## WORK FLEXIBILITY

Because of technology, globalization, and demographics shifts, workplace flexibility has been increasing. In 2010, an estimated 40 million Americans worked from home. Because workers will be less and less tied to a workplace in the future, they will become more mobile and have greater choices in where to live (and work out of). In order to capitalize on this mobile population, Downtown Hutchinson will need to provide, fast communication systems with wireless ability, and increased multiple transportation (bike/walk) lifestyle amenities.

- An estimated 40 million employed Americans worked from home in 2010, compared to 23.5 million in 2003 (*The International Telework Association and Council (ITAC)*).





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# CHAPTER 4

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## WHERE WE ARE GOING: THE VISION



## COMMUNITY WIDE VISION

As defined in the Comprehensive Plan, the vision for the city of Hutchinson is a compilation of ideas expressed by its citizens during public visioning sessions. The vision statement represents a broad position statement to be used as a guide for the development of more specific goals and policies. The vision for Hutchinson is:

***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.***

Hutchinson will be...

### ***A PLACE WHERE DEVELOPMENT IS COMPATIBLE WITH THE ENVIRONMENT***

Most residents see growth and change as continuing through the next decades. Residents also recognize the need to ensure that “growth for the sake of growth” does not become the theme for the community. The community must remain mindful of the need to balance growth and environmental preservation.

### ***A PLACE WITH ECONOMIC OPPORTUNITY***

Hutchinson has seen economic prosperity for the past decade and the city is a major employment center in the county. The community supports local efforts to expand and diversify the economic base of the city.

### ***A PLACE WITH A STRONG, DIVERSE AND GROWING CITY CORE***

The city center has historically been the place where the community congregated to worship, conduct business and create the sense of community that made Hutchinson a regional center. The Downtown and surrounding area must strive to be the focal point of community activities, commerce and recreation.

### ***A PLACE THAT IS AESTHETICALLY PLEASING***

Development should not only be sensitive to the natural surroundings, but also the impact it has on the built environment. The community desires to improve the quality of development through careful consideration of building materials, signage and scale, landscaping and vegetation and attractive streetscapes.

### ***A PLACE OF QUALITY NEIGHBORHOODS***

The city must remain a safe, clean and friendly community. Stronger neighborhoods and schools will preserve the quality of life for all parts of the city.

### ***A PLACE OF RECREATIONAL OPPORTUNITIES***

The city will strive to create a community with abundant trails, walking paths, parks and activities for people of all ages.

### ***A PLACE WHERE AN EFFECTIVE PUBLIC TRANSPORTATION SYSTEM IS AVAILABLE***

The city will strive for the most effective and coordinated transportation system possible. The community expects effective roads, public transit and trail systems that offer alternative modes of moving people and goods around and through the city. The city recognizes its place as a regional economic center and that the transportation network must support the economic activity of the region.

## DOWNTOWN VISION

The action plan states, targets, and embraces eight main values – to Enhance Business Climate and Commerce, Develop Attractive Housing Options, Develop Strong Connections, Create Vibrant Gathering Places, Integrate Arts Culture and Heritage to Strengthen Tourism, Celebrate the Experience of Hutchinson, Foster Sustainability and Stewardship and Strengthen Tourism through Enhanced Parks and Recreation. These values are the backbone of the Vision and Action Plan and are supported at various levels within each of the action steps.

Many of these strategies are interrelated. For example, encouraging downtown housing is not only a housing strategy, but it will also reduce our dependence on the automobile as more trips are within walking distance. This in turn puts more people on the streets and increases the economic vitality of our downtown commerce.

We have also discovered that every smart choice equals one ultimate impact: an improved quality of life. This quality of life includes our economic, social, physical, emotional, and environmental wellness. In the pursuit of this vision, we discover this is the real fight to preserve and sustain our city, in the most literal sense.

In some cases, the key difficulties are administrative; we must achieve a new level of collaboration between City agencies and among the partners in the region. In others, the challenges are market driven; we must strive to see the vision of our long-term future, and approach the vision with patience and perseverance. In some cases, the plan will require substantial resources; and in all cases it will require unwavering determination.

This Vision and Action Plan highlights the critical actions that will help revitalize the Downtown and Crow River District. These actions are summarized in Chapter 6 (page 145) through the use of an “Implementation Action Matrix.” This matrix outlines the responsible parties, approximate costs, anticipated timing, and potential funding options for each specific actions. The matrix also illustrates the inter-connectedness between each action and the eight core values of Downtown’s visions.



ENHANCE BUSINESS CLIMATE & COMMERCE



DEVELOP ATTRACTIVE HOUSING OPTIONS



DEVELOP STRONG CONNECTIONS



CREATE VIBRANT GATHERING PLACES



INTEGRATE ARTS, CULTURE AND HERITAGE TO STRENGTHEN TOURISM



CELEBRATE THE EXPERIENCE



FOSTER SUSTAINABILITY & STEWARDSHIP



STRENGTHEN TOURISM THROUGH ENHANCED PARKS & RECREATION



1. West Crow River District



2. North Highway 7 District



3. East Crow River District



4. South Waterfront District



5. Commercial District



6. Mixed-Use District



7. Long-Term Redevelopment District



8. Long-Term Housing Improvement District



9. South Downtown Housing Investment District



10. Long-Term Housing Investment District

## DOWNTOWN DISTRICTS

Districts provide a unique focus to each area in downtown Hutchinson that has its own character, set of uses, opportunities and challenges. While these areas are distinctly different, it is important to note that they share the same long term vision for the future of downtown Hutchinson. The Districts are identified as:

***1. West Crow River District:*** The area north of the Crow River and West of Highway 15. This area has opportunities for housing development, long-term commercial redevelopment, and a trailhead and expanded recreational programming and opportunities for riverfront dining.

***2. North Highway 7 District:*** The area north of the Highway 7 and 15 intersection has long-term potential for future auto-oriented commercial, residential, and office development.

***3. East River Crow District:*** The Area north of the Crow River and East of Highway 15 that has long-term potential for future auto-oriented commercial, office and housing development that embraces the riverfront.

***4. South Waterfront District:*** The south side of the Crow River has potential for waterfront housing and/or restaurant development, along with expanded recreational opportunities along the waterfront.

***5. Commercial District:*** Main Street and the commercial zone of downtown. This area has significant amounts of retail business and service uses and has potential for increased specialty shopping, restaurant and service options.

***6. Mixed-Use District:*** The area east of the Commercial District that has potential for housing intensification, small-scale retail development and civic uses.

***7. Long-Term Housing Redevelopment District:*** The area on the eastern edge of downtown that has potential for new housing development and expanded parks.

***8. Southeast Downtown Housing Improvement District:*** The residential neighborhoods southeast of downtown where the housing stock has seen limited investment and should be improved over time.

***9. South Downtown Housing Investment District:*** Residential neighborhoods south of Downtown where continued, long-term housing reinvestment should continue.

***10. West Downtown Housing Investment District:*** Residential neighborhoods west and southwest of downtown where long-term housing reinvestment should continue.

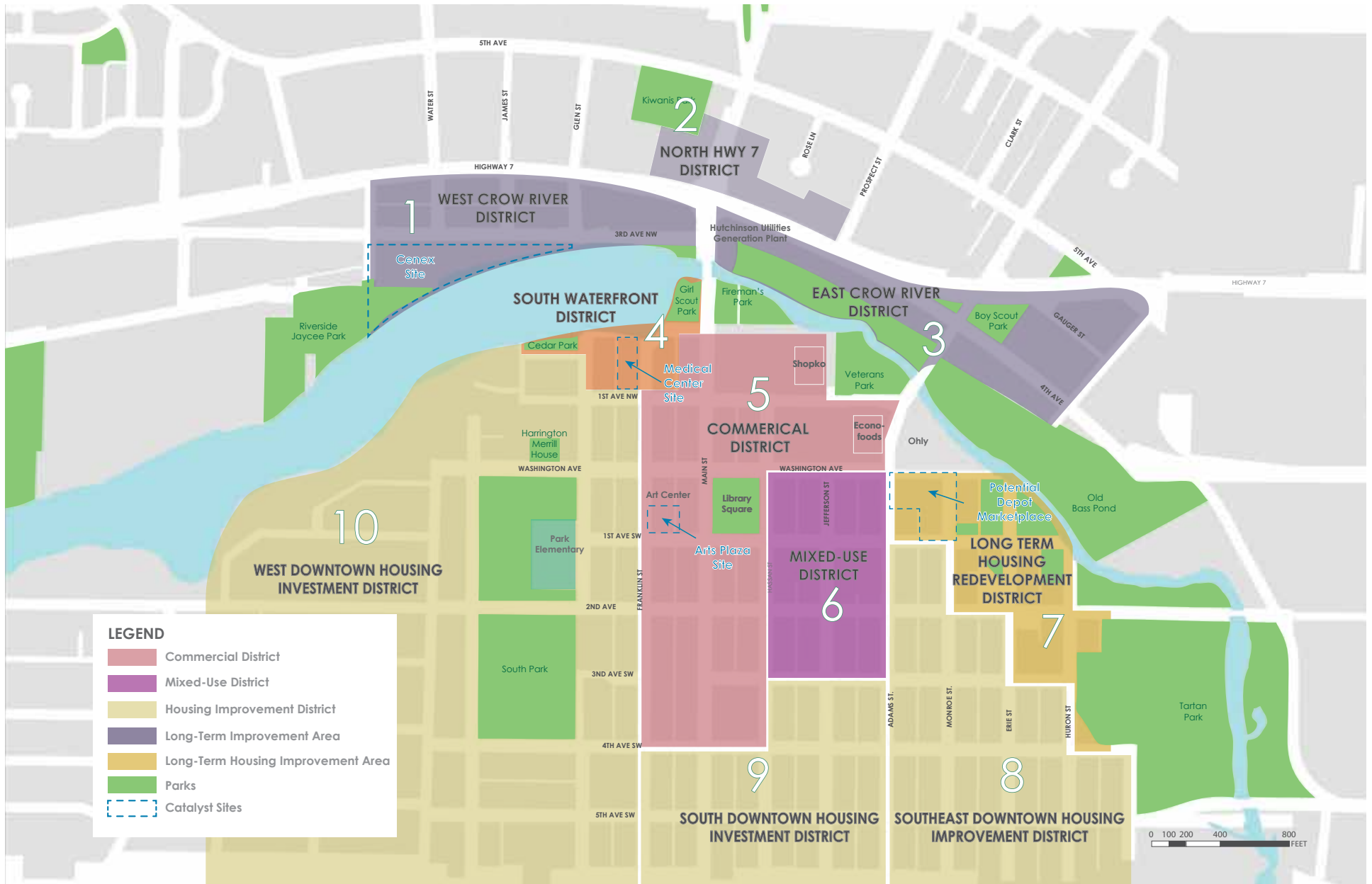


Figure 4.1: Districts Map







# CHAPTER 5

## HOW WE WILL GET THERE: THE ACTIONS



## ENHANCE BUSINESS CLIMATE AND COMMERCE



## DEVELOP ATTRACTIVE HOUSING OPTIONS



## DEVELOP STRONG CONNECTIONS



## CREATE VIBRANT GATHERING SPACES

### ACTION CATEGORIES

The Action Plan Chapter provides details for the key initiatives, projects and investments that will transform Hutchinson's Downtown and Crow River District. The Actions spelled out in this chapter outline a course for improvements that includes expanding tourism throughout the downtown with an enhanced arts and recreation focus to create a unique destination, strengthening housing options and solidifying the downtown commercial district as a vibrant downtown retailing environment.

These actions strive to balance investments between the community's edges, the commercial area at the south end of town and the downtown. And, most importantly, these initiatives and actions seek to produce a greater depth of experience in downtown Hutchinson to ensure continued success for downtown for years to come.



CELEBRATE THE EXPERIENCE



INTEGRATE ARTS, CULTURE AND HERITAGE TO  
STRENGTHEN TOURISM



FOSTER SUSTAINABILITY AND STEWARDSHIP



STRENGTHEN TOURISM THROUGH ENHANCED  
PARKS AND RECREATION





## ENHANCE BUSINESS CLIMATE & COMMERCE

In many ways, thriving commerce is the ultimate measure of success for any downtown. More and more communities are experiencing a transition toward more urban and walkable environments with a mix of shops, homes, parks and entertainment all in convenient proximity. This trend is good for downtown Hutchinson as it competes with the retailing area at the south end of town and seeks to transition from the current volume of heavy service oriented uses to more specialty retail and entertainment uses. A significant aspect to this trend will allow downtown to continue to reduce vacancies and infill building gaps in the downtown street frontage, as well as integrating vertical mixes of uses downtown. Over time, incremental investments will add up to private sector success as measured by an increase in the retail trade "pull factor" and public sector success as measured by increased tax base.



### 1. ESTABLISH A CONTINUOUS RETAIL FRONTAGE ALONG MAIN STREET

One of the primary concerns voiced from the both the public comments and focus groups was to ensure the long-term viability of storefront retail along Main Street. Today, service uses are more prevalent on Main Street and downtown lacks the collection of small boutique shops and restaurants to make Hutchinson a unique destination.

Ultimately, the transformation will be determined by individual entrepreneurs and the rent rates of downtown spaces. As economic conditions are strong, downtowns will often see an influx of retail shops and restaurants occupy the marquee locations in the downtown along Main Street. Conversely, when economic conditions are not as strong, service uses often begin to infiltrate downtown spaces because of increased retail vacancies driving down rents, making these affordable for service oriented businesses.

Downtown retail will be most successful when a collection of similar business can complement one another to create an overall unique and memorable experience. These uses will likely be smaller in scale and more specialized, perhaps centered on the arts and fine crafts. Business specializing in clothing, artwork, pottery, framing (which is now absent from downtown) are the kinds of businesses people are looking for within a downtown shopping environment. Working with existing property owners and arts supporters could help establish a collection of arts oriented businesses to help revitalize retail on Main Street.

As echoed by residents on the community surveys, people were looking for local food and small scale restaurants or a downtown bakery or coffee shop as a key business they would like to see downtown. These uses are a strong compliment to the arts and fine craft businesses and could provide an alternative to the bars and restaurants downtown if hours were extended into the evening. Creating more opportunities for sit-down dining overlooking the river were also highly encouraged. Additionally, integrating live music and outdoor dining would help celebrate a unique and engaging environment.

Street-level retail in downtowns is pivotal for creating a sense of vibrancy. The design of storefronts, the type of businesses, and the hours of operation all account for the success of the overall retail environment. Good shop front design makes a valuable contribution to the character and memorable quality of shopping areas. Ground level retail and commercial uses should include at least 60% of the storefront area in transparent windows or doors to create a welcoming pedestrian environment along the street. Structures located adjacent to public streets with parking in back should have customer access from both sides of the building, and the primary storefront window areas should be on the street side.

While downtown seeks to become a destination for tourism by establishing a regional attraction, the downtown shouldn't lose sight of the needs of the adjacent population. Providing the daily goods and services needed to support a growing downtown population should also be considered.

Chain or franchise stores will likely be attracted to the primary transportation corridors because of the heavy traffic volumes. These uses are typically auto oriented and fit best along the Highway 7 Corridor and not within the fabric of historic buildings and smaller storefronts in the historic downtown.

Others have mentioned the need for more general merchandise or department stores such as a Kohl's or Herbergers. These uses require larger footprints and higher parking demands and are stronger candidates for uses on the south end of town.



Portions of the large surface lots downtown hold potential for small scale infill development



The vacant medical building site on Franklin Street is an opportunity area



## 2. REDEVELOP UNDERUTILIZED LAND IN THE DOWNTOWN & CROW RIVER DISTRICTS

Redeveloping under-used land such as surface parking lots and vacant buildings in the downtown into retail/mixed-use development will help improve the downtown's vitality and the visual character and comfort of the downtown's pedestrian environment. The opportunities for upper level living areas will increase the presence of downtown residents who, in turn, frequent downtown businesses. Redeveloping vacant parcels and surface parking lots has positive benefits, including higher tax revenue and lower municipal costs and improved environmental and public health related matters by keeping development close to the core and not over extending services to the edge of the community.

Larger redevelopment projects require some form of site control in order for housing, commercial, and mixed-use developers to become interested in making investments. Establishing site control for key sites will be an important early step in implementing the plan. Site control does not have to mean acquisition prior to development commitments. It can include options, purchase agreements, and land owner partnerships. The following pages represent three catalyst sites for redevelopment in downtown.



The Cenex site is a prime redevelopment site on the north side of the Crow River



Figure 5.1: Cenex Site - residential and trailhead/restaurant redevelopment option



Potential two-story professional office development could occur over the long-term



Figure 5.2: Cenex Site - commercial and office redevelopment option



Outdoor dining should be integrated with the restaurant or trailhead facility

**Cenex Site:**

Currently owned by the Hutchinson Economic Development Authority, this roughly three acre site has undergone clean-up and is ready for development. The proximity to the waterfront is a tremendous asset, however the neighboring industrial land uses to the west and the triangular parcel size pose development challenges. The site is also located in the Department of Natural Resources (DNR) Shoreland District meaning only 25% of the lot area can be covered by impervious surface, unless stormwater treatment is mitigated. The Action Plan highlights two potential options for redevelopment. The first shows attached housing overlooking the Crow River on the western portion of the site with a trailhead facility for the Luce Line Trail users and a waterfront location for a planned police memorial site. A restaurant/outfitter is another potential use here.

The second alternative is commercial and office focused and is considered more long-term in nature and integrated with the redevelopment of the broader West Crow River District. Envisioned as a two-story professional office building to take advantage of river views, this building would compliment a retail hub including a restaurant, coffee shop, outfitter and trailhead for trail and water-oriented recreation users.



Housing should have a strong orientation to the Crow River and the Luce Line Trail





Figure 5.3: The Medical Building Site redevelopment alternatives



Outdoor seating off of rear entrances of Main Street businesses



Roof-top dining is also a possibility

**Medical Building Site:**

Combined with the proximity to downtown, river frontage and the currently vacant medical building, this site is a strong candidate for near-term redevelopment. Overlooking the Crow River, a project here could either be a mixed-use development or a stand alone restaurant. A project here should have a lower level restaurant at the same elevation as the current levee elevation to create an indoor/outdoor dining with tremendous views of the water, or potentially as a stand-alone restaurant with roof-top seating for more expansive views.

Above the restaurant, could be owner occupied condominiums taking advantage of riverfront views. These units would be stacked on the upper two or three stories and have outdoor patio spaces overlooking the waterfront. Parking would be located under the restaurant level for individual units and within an off-street parking lot for the restaurant. The off-street parking lot should be designed with permeable paving technologies to meet the maximum impervious surface requirements. Green roofs, cisterns and other stormwater treatment and collection alternatives could also be utilized to meet the DNR shoreland requirements.



Outdoor dining areas should be integrated with the reconstruction of the levee



An infill development opportunity exists on Washington Avenue

**Washington Avenue Infill Site:**

Currently, in the Downtown Commercial District, there are two large privately owned surface parking lots that are utilized by anchor tenants ShopKo & Econofoods / Liquor Hutch. Portions of these surface parking lots could be redeveloped in a manner that re-establishes a continuous building and storefront edge along the most critical streets downtown, Main Street and Washington Avenue.

These infill development projects would allow for small-scale commercial projects of one to two stories with footprints no larger than 5,000 square feet. Today, even at peak times, these large lots are underutilized. A broader district parking strategy for this area is recommended to balance the desires of individual businesses and the goals outlined in this plan to create vibrant and active downtown streets. Maintaining strong site lines to the signs and storefronts of existing business should be stressed.



New development projects should respect the size, scale and details of historic architecture down-

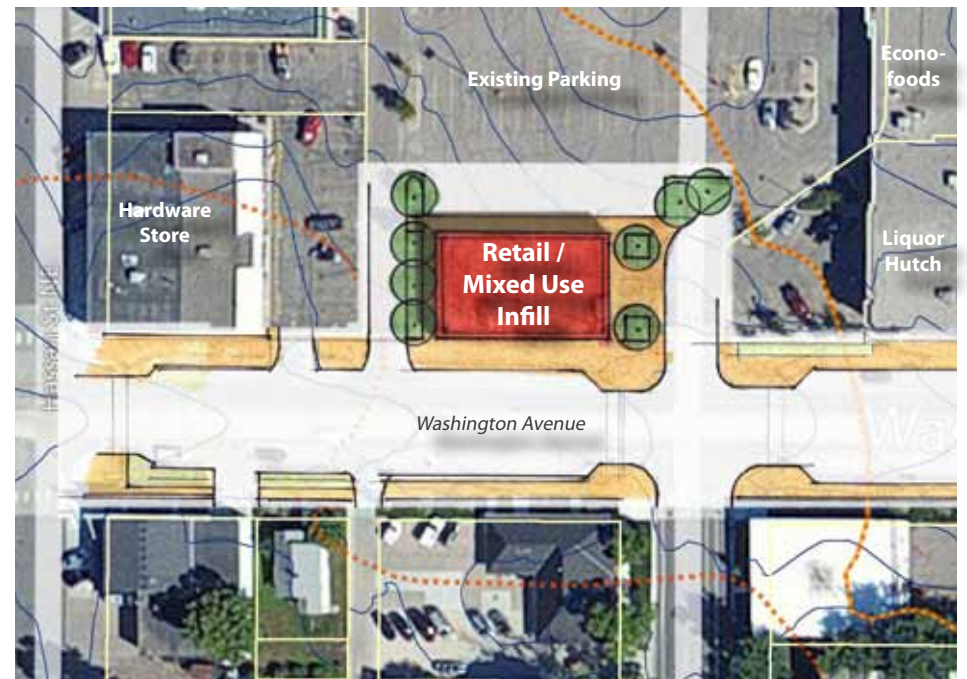


Figure 5.4: Large surface parking lots are possible opportunities for infill commercial development



ShopKo and Econofoods and the adjacent Liquor Hutch are important uses downtown



### 3. MAINTAIN & ENHANCE EXISTING DESTINATION RETAILERS IN THE DOWNTOWN

The presence of these larger retailers downtown is an asset. Having a grocery and general merchandise store in downtown are selling points for surrounding residential neighborhoods. Many have noted the value of these businesses for downtown. As population begins to grow downtown, these uses will likely see an added bump in revenue from downtown residents. Continued promotion of these businesses and working with them to create strong pedestrian connections to Main Street, Washington Avenue and surrounding residential areas are an important aspects to enhancing the pedestrian realm downtown. Econofoods may soon undertake an upgrade to the interior of the store, and community leaders should make these businesses aware of the desire for more downtown housing over time, so these stores can anticipate and cater to the growing downtown and lunchtime crowds.

Continued discussion with these land owners should be on-going to better understand their role in Downtown's future and how any future improvements can enhance the character of downtown.



The multiple activities a mix of uses provides creates activity at all times of the day



### 4. CONTINUE TO DEVELOP MIXED-USE IN THE DOWNTOWN

Maintaining a vibrant street life is critical for all downtowns, and the vitality of downtown rests in part on the round-the-clock presence of downtown residents. Further promoting vertically mixed uses within buildings in the downtown help provide multiple activities that can occur throughout the day. The on-going development of new, and the restoration and preservation of existing mixed-use buildings should be a constant in the downtown. Ground level retail uses with upper level residential or office / service uses should be a primary objective for downtown Hutchinson.



Hotel Donaldson in Fargo, ND is an excellent example of a successful, downtown boutique hotel



A boutique hotel in downtown should target 8-16 rooms



Bed and Breakfasts offer unique, small scale lodging alternatives



## 5. EXPAND LODGING OPTIONS IN THE DOWNTOWN

Currently, the City of Hutchinson has roughly 250 hotel rooms located throughout the community, three of which are motels and the rest are hotels. Yet still, much of the survey responses indicate there is a shortage of quality hotel rooms in Hutchinson. Many have also indicated the number of hotel rooms throughout the community is insufficient on weekends, as often times conflicts arise between major community events, weddings and other activities. The newly opened Crow River Winery on the eastern edge of town had cited the inability of its patrons to find quality lodging in Hutchinson on many weekends throughout the year.

However, despite this shortage of hotels on weekends, many hotels have trouble filling occupancy – or putting heads on beds – in the middle of the week. Currently the larger employers such as Hutchinson Technology and 3M do not generate the additional demand needed during the week.

Many have suggested the idea of have lodging in the downtown core with the ability to park once and have access to numerous activities. This facility would likely be smaller in size, perhaps 8-16 rooms, to fulfill more of a niche or boutique hotel



The upper levels of the old Jorgenson Hotel could be transformed into a boutique hotel role and compliment the historic architectural character of the downtown. The City should continue to monitor existing lodging demand and investigate additional, unique lodging options for the community. Key steps include:

- On-going investigation into the conversion of the upper levels of the historic Jorgenson Hotel into a boutique hotel. As stated, many surveyed have indicated the desire for more quality hotel rooms in Hutchinson. The opportunity to create a niche hotel in historic downtown could be successful. Another option could include limiting the hotel spaces to one floor and developing the other for owner occupied housing. Additional investigation into utilizing Zella's Restaurant as a concierge for the hotel services to reduce staffing overhead should be explored, as well as determining if parking in the basement of the Center for the Arts for hotel guests or residents could be developed.
- Explore the potential for additional bed and breakfast lodging immediately surrounding the downtown commercial district. Increasing the availability of bed & breakfast rentals in the downtown could help support the arts community and tourism for downtown Hutchinson.
- Anticipating the growth of tourism over the long-term, the community should market the West Crow River District as a location for a new hotel combined with meeting spaces, fitness facility and an indoor water park amenity.



### CASE STUDY: MCMENAMIN'S HOTELS

Since the first McMenamin's pub was opened in 1974, the business has grown from one small bar to collection of hotels, restaurants and event spaces in Oregon and Washington. The success of McMenamin's lies in the wide variety of uses and aesthetic character unique to each location. There are activities for a diverse range of interests and age groups focused around arts, music and entertainment events all organized and managed by McMenamin's. Some of the attractions include:

- Restaurants
- Pubs
- Event spaces
- Music venues
- Breweries
- Distilleries
- Coffee roasters
- Soaking pools
- Movie Theaters
- Art shows
- Golf courses
- Gardens
- Wineries
- Massage and Spa services
- Pool halls



Destination oriented retail and service uses are likely candidates near the intersection of Highway 7 and 15.



Consider senior housing units in the Crow River District



## 6. REDEVELOP THE CROW RIVER DISTRICTS ALONG HIGHWAY 7

In general, redevelopment along the Highway 7 Corridor and areas north of the Crow River are identified as a long-term. The Highway 7 Corridor Study conducted by Landform in 2007 highlights two specific areas, the area north of Highway 7 at the intersection of Highway 7 and Highway 15, and the area south of Highway 7 on either side of Adams Street. Additionally, as part of this action plan a third area is identified as a long-term redevelopment district. This area, identified as the West Crow River District, is located south of Highway 7 and west of Highway 15 extending to Lind Street. These districts are discussed in more detail below.

### North Highway 7 District

The North Highway 7 District includes both the east and west sides of Highway 15 north of Highway 7. These areas have limited access and due to the complexity of redevelopment and market conditions are not likely candidates for immediate or short-term redevelopment. The northwest quadrant currently has no access and additional properties to the west would need to be acquired to facilitate egress to and from Highway 7. No access is allowed off of Highway 15. The City currently owns two vacant lots in the area and these properties should be included as part of a broader redevelopment concept on the west side.

Due to the intersection reconfiguration and MN/DOT acquisition of access rights, the only access allowed into the northeastern quadrant comes off of Prospect Street on the eastern edge of the site. Steep slopes and a narrow, irregular parcel depth further encumber the site adding to the redevelopment challenges. Development here would likely utilize large retaining walls at the back of the site in order to facilitate adequate development on the parcel. Due to the limited access on this site and the strong highway visibility, these sites are candidates for destination oriented uses.

### East Crow River District

This area near the intersection of Adams Street and Highway 7 is intended to redevelop with a mix of uses including both commercial and residential. Commercial uses are focused around the Adams Street area and housing, likely rental apartments or townhomes, are envisioned overlooking the Crow River further east or west from Adams Street. Development here should acknowledge the proximity to the Luce Line Trail and create strong connections to the trail corridor. Live-work housing is also a strong candidate for development in this location.



Live/work or artists loft housing are strong candidates for housing / mixed-use in the East Crow River District.



Figure 5.5: North Highway 7 and East Crow River District - Long-Term Redevelopment Alt. #1 (Hwy. 7 Corridor Study)



Figure 5.6: North Highway 7 and East Crow River District - Long-Term Redevelopment Alt. #2 (Hwy. 7 Corridor Study)



Figure 5.7: Potential long-term redevelopment of the West Crow River District

### West Crow River District

The West Crow River District encompasses the area between Highway 7 and the Crow River from Highway 15 west to Lind Street. While the Cenex site represents a premier development location along the river, the action plan stresses the need to think collectively about the identity of the district over the long-term. Redeveloping the entire area at once would be very difficult from a market perspective as there are numerous existing businesses and buildings, however, a more thoughtful and sequenced transition could occur over time.

The Action Plan envisions the transformation of this area into a combined riverfront-oriented and Highway 7 oriented development district., as visibility to these uses from Highway 7 traffic will be critical to their success.

Maintaining the existing auto-oriented uses with the integration of a small-scale, more traditional hotel/mixed-use development project could anchor the district. Combining restaurants with outdoor dining overlooking the Crow River with the trailhead facility / outfitter for watersports and trail users, this area is poised to become a destination for outdoor / active recreation users within the community and surrounding region.



Figure 5.8: Residential and trailhead/restaurant could also be considered for redevelopment





Mixed-use development character of the West Crow River District





## DEVELOP ATTRACTIVE HOUSING OPTIONS

A true bellwether of downtown Hutchinson's success will be increasing the number and diversity of downtown living units. Establishing a goal of 25% of all Hutchinson's new housing over the next two decades to be built within and around downtown will increase the success of each of the other initiatives in this Action Plan.



Residential units on upper-levels of downtown commercial buildings are important to downtown



### 1. ENHANCE UPPER LEVELS OF COMMERCIAL BUILDINGS FOR LIVING SPACES

Hutchinson should implement innovative rehabilitation strategies to make housing an attractive and viable option for upper stories of historic buildings. Hutchinson has experienced some success with façade and signage restoration through the EDA low interest loan programs to assist in rehabbing downtown historic buildings. Establishing the viability of upper stories of these historic buildings has, on the other hand, been more challenging. Like many historic main street communities, Hutchinson has struggled to fill upper stories with quality housing, office or service retailers. Issues like convenient access, climate control, security, and building maintenance all are factors impacting the situation. Younger people are looking for rental options near the downtown for convenience and a more active living lifestyle. Currently vacancy rates are low community wide for rental properties and virtually non-existent in the immediate downtown area.

The community has a vested interest in taking steps to identify the market barriers to upper-story viability and establish the public/private programs and tools necessary to overcome them. This will likely include implementation strategies focused on items such as owner elevator and stair access, comprehensive fire suppression, parking strategies, structural building improvements, and targeted financial incentives.



The Hutchinson Housing and Redevelopment Authority, EDA and City Council should work collectively to enhance residential units on upper levels



Housing reinvestment should be focused on the neighborhoods surrounding downtown



## 2. IMPROVE EXISTING HOUSING IN THE NEIGHBORHOODS SURROUNDING DOWNTOWN

Hutchinson should make the strategic investments needed to enhance the quality of downtown residential neighborhoods. One of the key findings of the Housing Market Analysis concluded in September of 2012 by Maxfield Research, showed most of the new housing starts over the last 10 years have occurred on the edge of the community. In the same time-frame, limited reinvestment has occurred in the neighborhoods immediately surrounding the downtown, particularly on the east side of Adams Street toward Tartan Park.

The neighborhoods surrounding downtown show spotty, poor conditions due to deferred maintenance of buildings. Values of these existing residential properties will continue to be suppressed if left unchecked. It is imperative to downtown success that this housing market barrier be eliminated. Some first-step activities to enhance surrounding neighborhoods could include:

- Establishing an aggressive housing restoration/rehabilitation program to encourage/conduct reinvestment.
- Residential design guidelines should be expanded beyond historic districts that encourage reinvestments according to traditional residential character.
- Performance benchmarks should be determined.
- A joint, multi-year action plan and reporting mechanism should be developed between the HRA, EDA and City Council to address deferred maintenance problems.

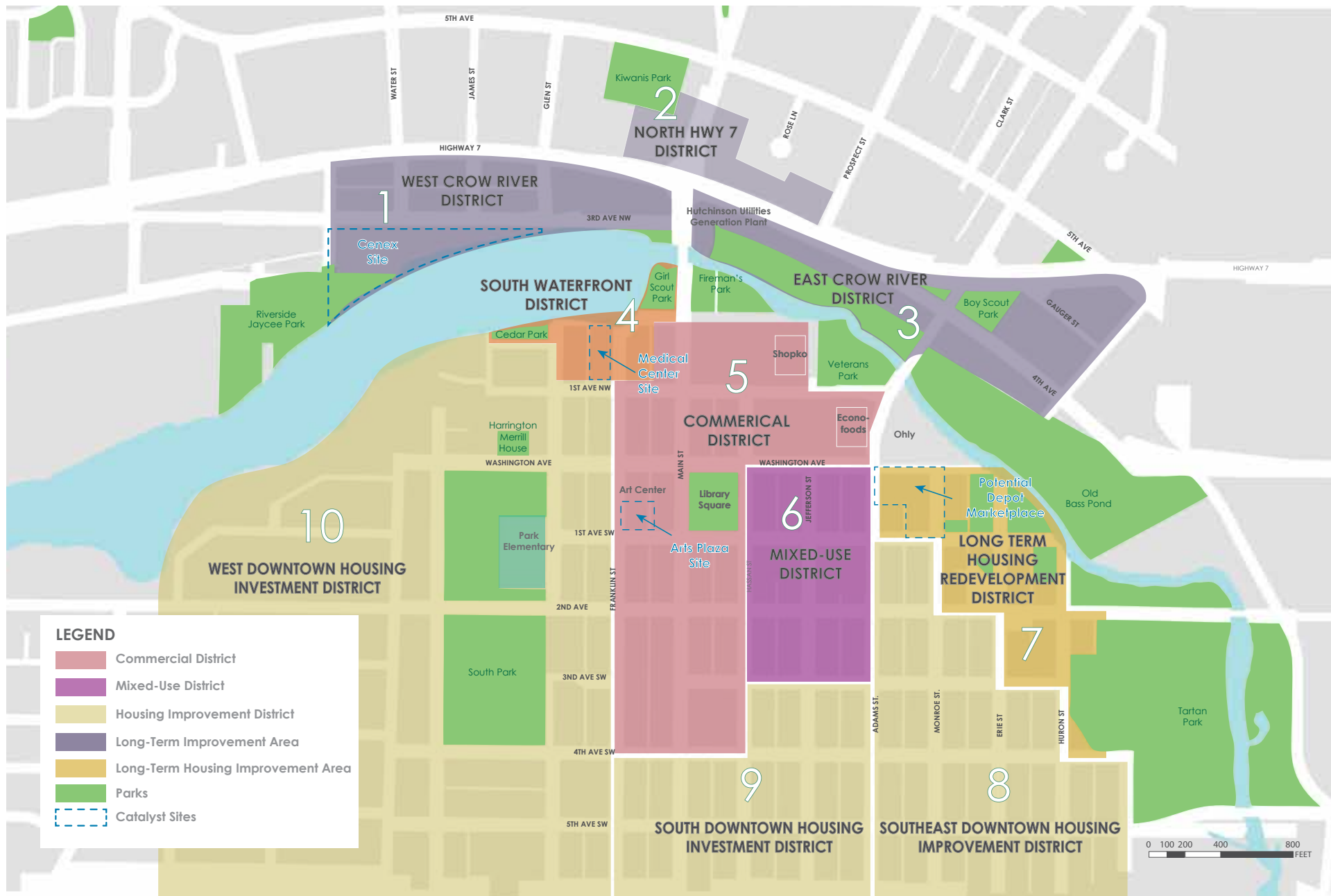


Figure 5.9: District Map



The classroom portion of Park Elementary School could be transformed into live/work or artist's housing



### 3. INVESTIGATE CONVERSION OF PARK ELEMENTARY SCHOOL INTO LIVE / WORK ARTIST'S STUDIO HOUSING

As it was identified in the 2003 Downtown Revitalization Master Plan, the redevelopment of the Park Elementary School is still considered as a key project to peruse for the downtown. Potentially redeveloped in conjunction with a community Performing Arts Center, the classroom portion of the building could be retrofitted into living areas or studio spaces for local or traveling artists, thus allowing both short-term and more permanent housing options to support the burgeoning artist community.

Existing deed restrictions on the property indicate the park use will remain in perpetuity and the building, when no longer used as a school, must be city owned and used for a public use. The Performing Arts Center would fit this mold, however options would need to be looked at for operating a housing component. On-going conversations with the school district about their future needs should continue to ensure Park Elementary School plays a significant role in downtown, whether as a school, performing arts center or artist housing.



Provide a range of housing options in and around downtown



### 4. ADD NEW HOUSING OPTIONS IN THE DOWNTOWN

Hutchinson should develop a wide range of housing types throughout the downtown districts that are in demand in the marketplace. Findings from the 2012 Housing Analysis indicate there are opportunities in the downtown for small, incremental developments. Senior housing niches should offer the most substantial opportunities. Increased housing options in the downtown should center around:

- Upper story lofts, condos, apartments in the Downtown Commercial District;
- Senior-oriented upper-story lofts, condos, and apartments in the Downtown Commercial District and adjacent to/overlooking the Crow River;
- Single-family, carriage-house units, row houses, urban townhomes and small-condominiums in the neighborhoods surrounding the downtown and in the Mixed Use District, and;
- Live-Work units / artist studios immediately surrounding the Downtown Commercial District and in the East and West Crow River Districts.





Condominiums and townhomes should target active seniors

To realize the goal of strengthening the downtown housing options, new housing products must align with current market demands. Whether condos overlooking the Crow River, or single-level townhomes targeting active seniors, or single-family homes with carriage house units targeting growing families with aging parents, market alignment is critical. Conducting periodic residential market studies, similar to the recent Maxfield Study, to better gauge residential market demands over time is recommended. This type of study should become a routine activity (either City or developer initiated) to understand how the market is evolving.



Carriage house units or auxiliary units should be explored downtown to diversify housing options



Senior housing provides the most substantial opportunity for new housing downtown



Develop two-story townhomes with a strong street presence and upper level balconies for river views



Townhomes should have parking under the unit with service off of the alley or private courtyard



### 5. DEVELOP HOUSING OVERLOOKING THE RIVER NEAR FRANKLIN STREET AND THE OLD MEDICAL BUILDING SITE

This area was identified as a catalyst site during the planning process. Envisioned as either owner-occupied townhomes or a mixed-use retail / condominium project, these units would provide alternative housing options immediately adjacent to the downtown core with a strong riverfront orientation. The proximity to downtown stores and having restaurants and entertainment options within a walkable distance, combined with the amenities of long, open water views make this site an attractive location for housing.

Townhome units should have rear accessed, individual garage stalls with upper level living areas, creating a walk-up design and allowing better views of the water amenity from the units over the levee.

Again, restrictions on lot coverage will need to be addressed through innovative site design techniques to reduce the overall amount of impervious surface, such as pervious paving, rainwater gardens, green roofs and bio-filtration swales.

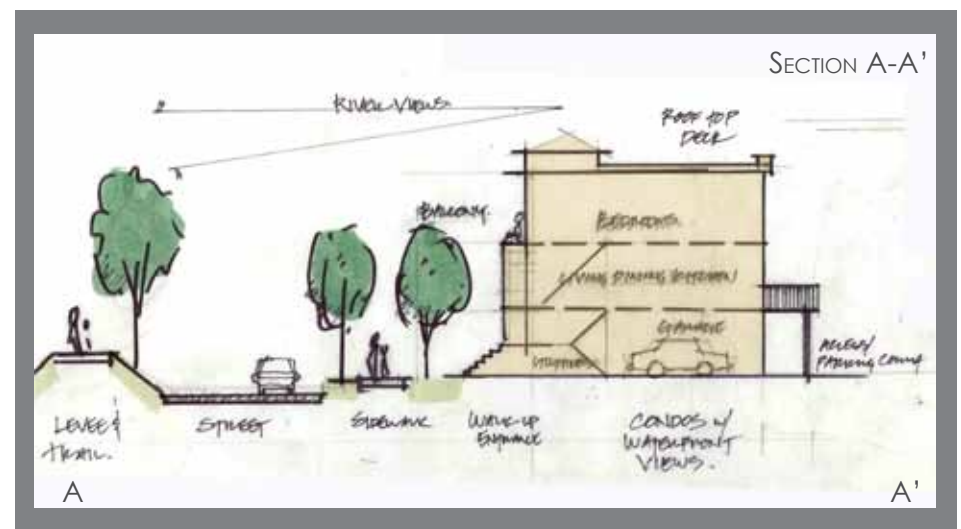


Figure 5.10: Cross-section view through housing near medical building site



Figure 5.11: Potential housing and mixed use redevelopment near Franklin Street



Housing should orient toward and embrace the Luce Line Trail and Crow River



## 6. DEVELOP HOUSING OVERLOOKING THE RIVER IN THE EAST CROW RIVER DISTRICT

With convenient access to Highway 7 and the Crow River providing the amenity to the south, this narrow site holds potential for rental housing, likely market rate rental or senior independent living. Creating a strong orientation to the river for individual units and strengthening pedestrian connections from the units to the Luce Line Trail is an important design consideration. Enhancing connections to downtown via the pedestrian bridge over the Crow River or the bridges at Main Street or Adams Street will be another important aspect for potential buyers to realize the benefit of living downtown.



Figure 5.12: Townhomes east of Adams Street - Highway 7 Corridor Study - Option 1



Figure 5.13: Senior housing west, and townhomes east of Adams Street - Highway 7 Corridor Study - Option 2



Explore options for live/work or artist's loft units in the East Crow River District



## 7. CREATE LONG-TERM HOUSING IMPROVEMENT & REDEVELOPMENT AREA ON THE EAST SIDE OF DOWNTOWN

This initiative complements the notion of neighborhood reinvestment, but also adds the potential for redevelopment of older industrial sites and the expansion of Tartan Park to create an even stronger neighborhood on the east side of downtown. This long-term plan would expand the housing options to include urban row-houses, townhomes and small lot single-family homes. These unit types should be designed with a strong focus, and likely even front toward, the enhanced park amenities at Tartan Park.

Explore opportunities for row houses near Tartan park

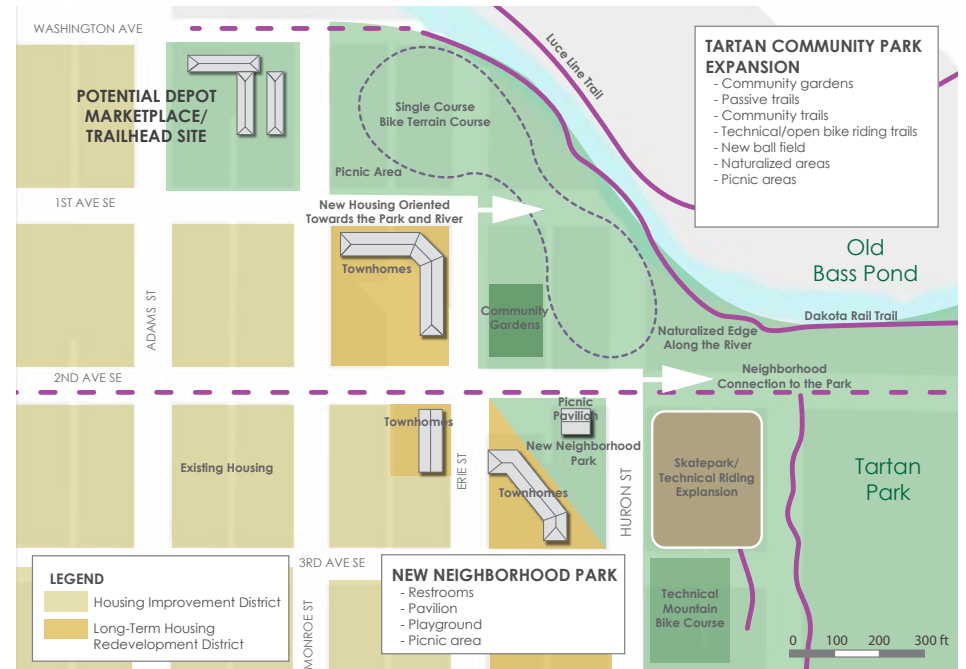


Figure 5.14: Long-term east side housing redevelopment and improvement area





## DEVELOP STRONG CONNECTIONS

Hutchinson has numerous economic, cultural and recreational assets; but they are often thought of as a collection rather than as an interconnected system that serves the community. In order to be a truly desirable community to live and visit Hutchinson must create a multi-modal network of transportation that prioritizes environmentally sustainable and health conscious modes of transportation first.

While Highway 7 and Highway 15 (Main Street) are crucial to the commercial viability of downtown Hutchinson, the Crow River is just as important, serving as the city's premier scenic and recreational asset. Water has a powerful ability to instill a strong sense of place and community. However today, the Crow River acts more as a barrier between the historical and cultural assets of the downtown Hutchinson's commercial district and the districts along the Highway 7 Corridor.

In order to better link residents and visitors with the natural setting of Hutchinson, we must embrace the Crow River corridor and bridge the barriers isolating the Downtown Commercial District with the areas north of the river.



Add an informational kiosks and wayfinding maps along the regional trails and in downtown



Figure 5.15: Gateway Park concept



Provide trails and bike friendly routes to connect cyclists to downtown Hutchinson



### 1. CONNECT TRAIL USERS TO THE DOWNTOWN

Over the past ten years, the City has expanded numerous trails throughout the community. Continuing this initiative by adding trail loop networks, strengthening trail connections to the downtown, and enhancing wayfinding and signage are vital elements to allow both residents and visitors to effectively use the trails, connect to downtown and expand the active living lifestyle opportunities in the community.

With the future completion of the both the Luce Line and Dakota Rail Trail corridors over the next decade, there will no doubt be an increase in ridership throughout the community. There will also be an increased need for public facilities such as public restrooms, shelters and informational kiosks. Currently plans are underway to develop a “Gateway Park” just to the south of the dam to draw users from the Luce Line Trail to the downtown business district. Public facilities should also be considered on the north side of the Crow River integrated with redevelopment on the Cenex site. The proposed Depot Marketplace area near Washington Avenue and Adams Street where the Dakota Rail Trail enters downtown will also serve as a key portal for visitors to downtown.





Identify designated bike parking areas



Add bike racks downtown



## 2. PROMOTE CYCLING

With the planned development of the Luce Line and Dakota Rail Trails the city should continue to pursue strategies to encourage the growth of cycling across the city. Cycling offers an enjoyable, environmentally-friendly and space-efficient way to travel. More and more communities are embracing cycling as an emission-free, low-cost travel mode that promotes a healthy lifestyle. Hutchinson's regional trails and natural setting along the Crow River make cycling a logical fit.

The city should also expand bicycle facilities in the downtown. Utilizing sharrows (a combined lane for automobiles and bicycles) or bicycle friendly routes will be a low cost way to utilize existing infrastructure. Increasing bike racks and bike lockers will promote cycling trips to downtown destinations. Along with adding these facilities, combining community-wide tourism, educational and promotional programs should accompany the cycling effort to attract cycling enthusiasts and address safety and traffic issues.

The City of Hutchinson recently applied for a Bicycle Friendly Community Designation from the Minnesota Bicycling Alliance. Achieving this designation will help to further brand Hutchinson as a destination for cycling enthusiasts.



### CASE STUDY: COMMUNITY CYCLING FRAMEWORK

Bike Design Guidelines have been created to provide a foundation for describing potential treatments within a bikeway network. A bikeway is a combination of bike routes, bike lanes, off-street trails and bike boulevards that provide continuity to a bicycle network. A viable bikeway network also includes a series of support facilities, such as bike lockers, landscaping and wayfinding signs. These amenities and others contribute to the overall enhancement of a bikeway. Below are some examples of these treatments.

An off-street trail is completely separated from the roadway. These routes have been known for their recreational purposes, but in recent years they've become increasingly popular for bicycle commuters. They offer safe, scenic and long-distance routes with little or no interaction with motor vehicles. Off-street trails also enhances the livability and walkability in our neighborhoods.

A dedicated bike lane uses pavement markings and signage to indicate the bike lane is solely for bikers. Dedicated bike lanes can be designed to work in a variety of conditions. Dedicated bike lanes are commonly used in urban environments, where there is a higher demand for bicycle treatments. They also work well in environments where there are right-of-way constraints or on-street parking.

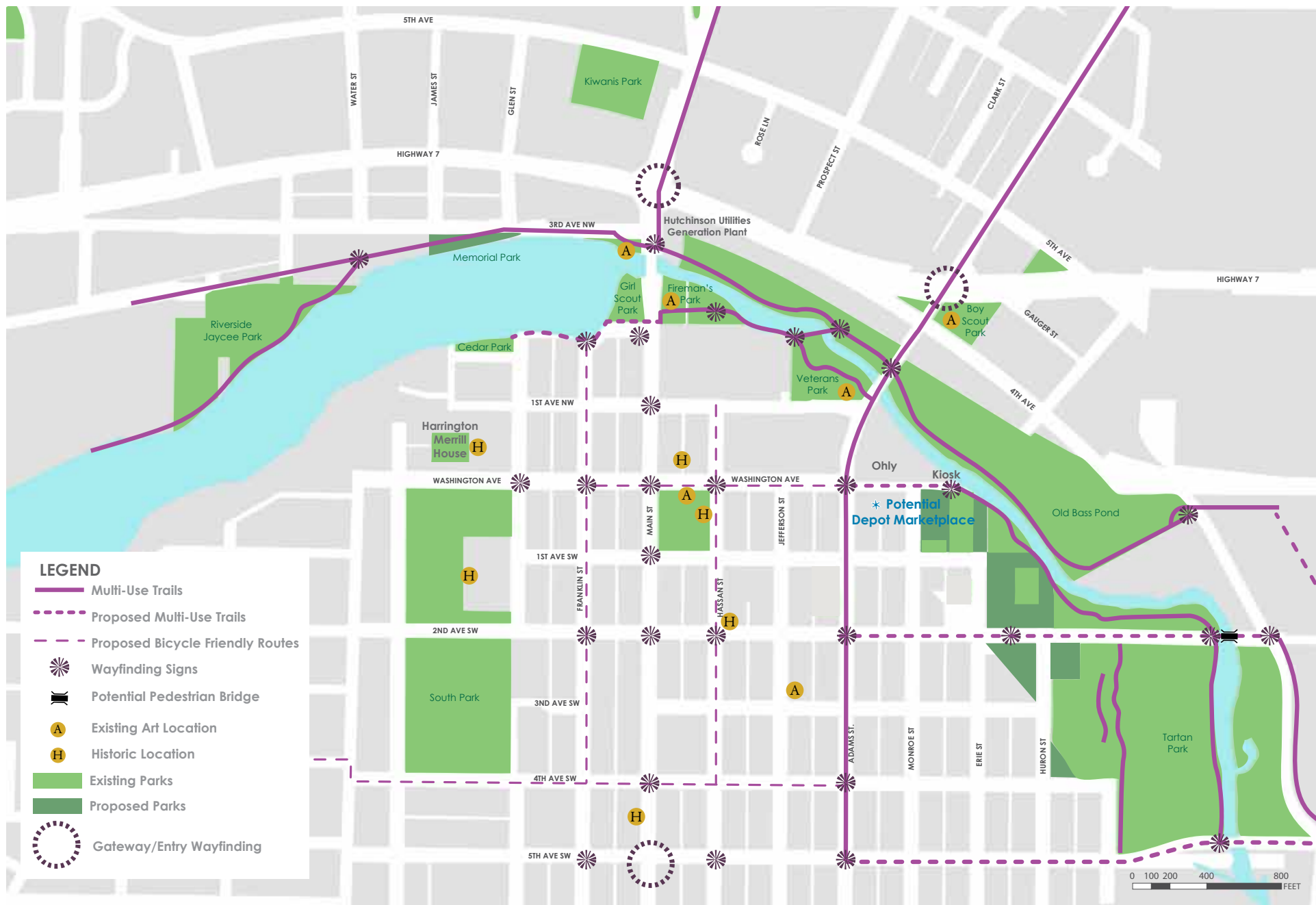


Figure 5.16: Circulation and Wayfinding Map



### 3. IMPROVE PEDESTRIAN CROSSINGS OF HIGHWAY 15

Highways 7 and 15 are crucial to the commercial viability of downtown Hutchinson, but they also act as barriers to pedestrian movement. Hutchinson should work to improve pedestrian crossings at key intersections downtown with innovative crossing solutions. Street crossing improvements such as curb bump-outs, countdown crossing signals and pavement marking should be implemented where appropriate to improve pedestrian safety and comfort. The improved crossings should also embrace increased greening of the streetscape, including more street trees as measures to reduce the urban heat island effect and provide shade for pedestrians - all leading to an enhanced pedestrian environment downtown.

The Minnesota Department of Transportation (MN/DOT) owns the right-of-way for Highway 15 and intends to reconstruct the roadway portion, or the areas between the curbs, in approximately 10 years. Steps should be taken now to begin work with MN/DOT to understand available options for pedestrian safety enhancements. Priorities include: calming traffic on Main Street, preserving on-street parking, maintaining and enhancing an appealing pedestrian streetscape, providing safe pedestrian crossings, and adding enhanced, wayfinding and signage.



Enhance pedestrian crossings with signage, pavement markings and countdown signal timings





#### 4. DEVELOP A RIVERFRONT TRAIL ON THE SOUTH SIDE OF THE RIVER

People are attracted to water, and to rivers specifically. The Crow River is an important amenity for Hutchinson, and people desire ample opportunity to recreate on or along its shores. Currently, downtown Hutchinson may be missing an opportunity to embrace the riverfront and capture additional energy and activity for downtown on its southern shore. Hutchinson should expand a riverfront trail or promenade along the existing levee from Main Street, west to Cedar Park.

Reconstruction of the existing levee in conjunction with potential redevelopment opportunities at the Medical Building site should be pursued. This integration will create a strong relationship between the trail, development and waterfront area. The design of the trail should accommodate pedestrian features and strengthen the relationship between development, the trail corridor and the water front. Key design considerations include:

- Development of a multi-use trail connection or promenade along the south shore of the river from Girl Scout Park to Cedar Park.
- Building a new fishing pier and dock at the terminus Glen Street.

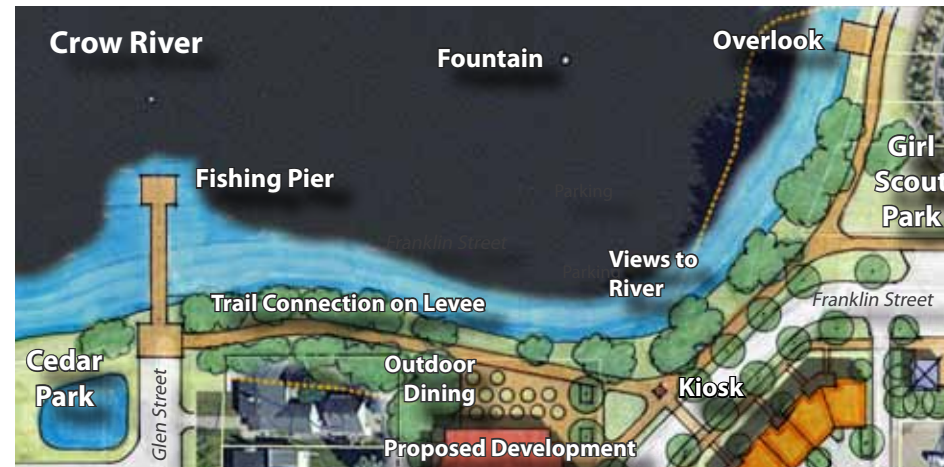


Figure 5.17: South side trail concept



The terminus of Glen Street provides an opportunity for a public dock and fishing pier

- Integrating with plans for new development at the Medical Building site, such as outdoor dining and seating.
- Connecting to the proposed Gateway Park and Main Street.
- Maintaining a balance between tree preservation and providing more open water views of the Crow River.

The successful implementation of these key features would provide an opportunity for those using the river for recreation to easily access the services and amenities that downtown Hutchinson has to offer, thus providing another avenue to bring life and vibrancy to the downtown riverfront.





Provide on-street bike friendly routes for bikers on existing streets in the downtown



Use complete street methods to enhance multi-modal transportation



The Luce Line Trail under Highway 15



## 5. BUILD MULTI-MODAL TRANSPORTATION INFRASTRUCTURE

A classic trait of any urban environment is the ease and availability of multi-modal transportation. Strong connections to the Luce Line State Trail and the Dakota Rail Regional Trail, sidewalks and bike friendly routes that connect the surrounding neighborhoods to the business district are critical to establishing a desirable downtown living environment.

A number of infrastructure projects are planned in the downtown area over the next few years and opportunities are available to embrace multi-modal transportation within the downtown:

- 5th Avenue will be reconstructed within the next five years and is planned to have an off-street bike trail on the south side.
- Jefferson Street will be reconstructed with a trail added from Oakland to Century.
- Hassan and Franklin Streets, running north south and Washington Avenue, 2nd Avenue and 5th Avenue, running east west should be designated as bicycle friendly routes.



Figure 5.18: Infrastructure Improvements Map



Figure 5.19: Downtown Parking and Wayfinding. Signage directing patrons to public parking lots behind Main Street should be located a key intersections (Public parking lots identified in red).



Continue enhanced landscape treatments in downtown parking lots



Integrate creative sign solutions for public parking lots



## 6. ENHANCE DOWNTOWN PARKING

Hutchinson should enhance the advertisement and wayfinding of downtown parking. Through the on-line surveys and focus group discussions a number of comments highlighted an inadequate parking supply downtown. However, as many if not more comments indicated this was a perceived problem and that there is ample supply in the downtown, just not right at the front door of every business.

Providing accessible, safe, and adequate parking is critical to a successful downtown district – especially when commercial and residential uses become more intermixed. On-street parking is the backbone of a downtown parking strategy and the angled parking currently located on the side streets off of Main Street provide excellent options for Main Street businesses. However, it will be important for Hutchinson to better advertise and map public, off-street parking facilities and strategically place any new parking so it meets the demands of future development. It will also be important for Hutchinson to establish policies to utilize existing parking in the most efficient way possible, and to explore areas to make parking lots behind Main Street buildings even more efficient.





Enhance alleys and the backs of Main Street buildings to improve the pedestrian environment



A pedestrian connection to Main Street could be made with the removal of the small retail building.



## 7. CREATE STRONG LINKAGES BETWEEN DOWNTOWN PARKING LOTS AND MAIN STREET

The next aspect to overcoming the perception of a parking problem downtown is creating strong connections from parking lots behind Main Street business to their storefronts. Providing uniform signage and a safe environment for patrons and residents will be paramount.

Mid-block connections from parking lots to Main Street could also be explored. Currently, the parking lot behind the State Theater is often underutilized. Developing a pedestrian connection from this lot through the small hair shop (only a 400 square foot +/- building) with a highlighted pedestrian corridor could be developed to enhance Main Street business patronage on this block. While maintaining a continuous retail frontage of buildings on Main Street is a primary objective of this plan, this presents a unique opportunity to strengthen connectivity between parking lots and storefronts.



District parking signs and wayfinding maps will help orient downtown business patrons



Enhance Hutchinson's identity through the use of creative signage



### 8. DEVELOP SIGNAGE AS A BRAND FOR DOWNTOWN

Above and beyond the signage needs for parking in the downtown, Hutchinson should incorporate enhanced signage and wayfinding throughout the Downtown and Crow River Districts. Discussions with focus groups suggested opportunities to integrate an artistic approach into the signage design and create a unique brand for the Downtown Hutchinson. Blending art through murals, sculpture and sign design could create an iconic and memorable impression for visitors to Hutchinson. Additionally, integrating improved signage for Hutchinson venues, such as the Center for the Arts should be embraced by both the City and the arts community to allow for unique signage opportunities.



Decrease the traffic congestion and noise levels along Main Street by diverting truck traffic to a “ring road” on the eastern edge of town



## 9. ENSURE THE FUTURE NORTH EAST RING ROAD DOESN'T HARM DOWNTOWN BUSINESSES

Currently, the McLeod County Transportation Department is exploring an alternative route for truck traffic around the downtown in the northeast portion of the community. Although numerous past studies indicate most trips on Highway 15 are localized, Highway 15, through the downtown sees fairly prevalent truck traffic moving north/south through the community. The County's intent to deflect this truck traffic around downtown will create less traffic conflicts between pedestrians and trucks and ease traffic congestion for local trips.

Many focus group members have expressed a desire to communicate with downtown businesses, stressing the intent and purpose of this transportation route and to ensure the ring road doesn't damage downtown business vibrancy. The ring road will not be a “bypass,” but rather an alternative route similar to County Road 115 on the west and south of Hutchinson.



RiverSong Festival - West River Park



## CREATE VIBRANT GATHERING PLACES

Vibrant downtowns have a certain “buzz” of activity. Vibrant downtown spaces are difficult or even impossible to achieve without high quality outdoor spaces, usually public, for people to gather. Hutchinson’s collection of gathering places should be diverse but reflective of the unique district in which it resides. The presence of well-designed and well managed gathering places is critical to attracting people to visit or live downtown. Hutchinson’s objectives to increase downtown visits and diversify the mix of people who frequent downtown requires the creation of more functional, more inviting and more connected gathering places. Hutchinson should expect that investment in its gathering places will leverage other investments like redevelopment and property improvement.



Unique pedestrian scaled lighting across the alley behind Main Street



Bollards provide separation from alley traffic



Provide a flexible outdoor space near the Center for the Arts that can be used for events or parking



## 1. CREATE AN OUTDOOR PLAZA SPACE AS FOCUS FOR A DOWNTOWN ARTS & ENTERTAINMENT DISTRICT

One project with the strongest momentum from the public input process was to create a unique, back-alley gathering area near the Center for the Arts. This space has tremendous opportunity to offer a multi-programmed, flexible gathering area and become a next generation public space for downtown.

Located on the block between Main Street and Franklin Street, and Washington Avenue and First Avenue SW, this action involves the reinvention of the alley and existing parking lots immediately adjacent to the Center for the Arts. Currently, one lot is city-owned and the other has dedicated spaces for Zella's Restaurant and the Arts Center. Integral to the surface parking lot will be the transforming the alley area to a more pedestrian environment, yet still maintaining the functional needs (loading and service) for adjacent businesses.

Envisioned as a multi-functional space to accommodate performance art, live music and/or outdoor art openings, this plaza space could become an outdoor extension of the Center for the Arts. The site must still function for parking and allow for service and loading for non-performance events, but a flexible design approach can

achieve both while still maintaining necessary emergency access.

To compliment this gathering space, the potential exists for rehabilitation of the old Nimitz Paint building into a destination restaurant. Early ideas included a brew pub or distillery with a separate outdoor dining plaza or beer garden to further diversify this unique gathering area. As the timing of this potential private development project moves forward, a coordinated effort between the City, the Center for the Arts and adjacent business owners on this block should be taken to ensure all parties needs and desires are included in the design of the space. A strong public/private partnership for this effort provide a model for future development projects requiring these partnerships downtown.

Utilizing similar urban design elements such as cobble or brick paving to serve as the material for the both the combined plaza / parking area and alley will create a unified area between buildings. Bollards should be used to separate the functional alley needs from the public plaza space. Consolidated trash enclosures and utility zones will create an organized appearance. Combining strategic tree plantings, landscaping and lighting features the arts plaza will have the scale and safety desired to truly make this a gathering place for all. The intermixing of the arts, eating and drinking establishments and the opportunity to create a multi-functional gathering space could transform this block into a destination entertainment district downtown.



Large community events could be programmed between the Center for the Arts and the destination restaurant



# ART PLAZA PLAN



Figure 5.21: Art Plaza Plan

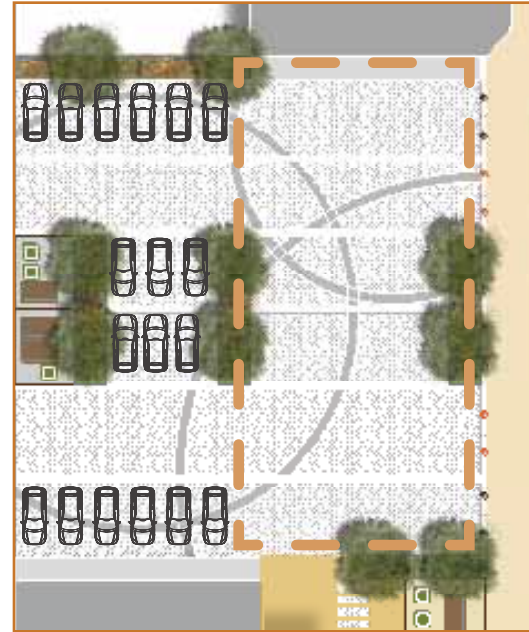




### OPTION 1:

Small scale plaza space with programs that could include:

- Catered Events
- Outdoor dining
- Outdoor Art activities
- Open mic nights and other all ages events
- Events geared directly to the Center for the Arts



### OPTION 2:

Small plaza space that could be used for:

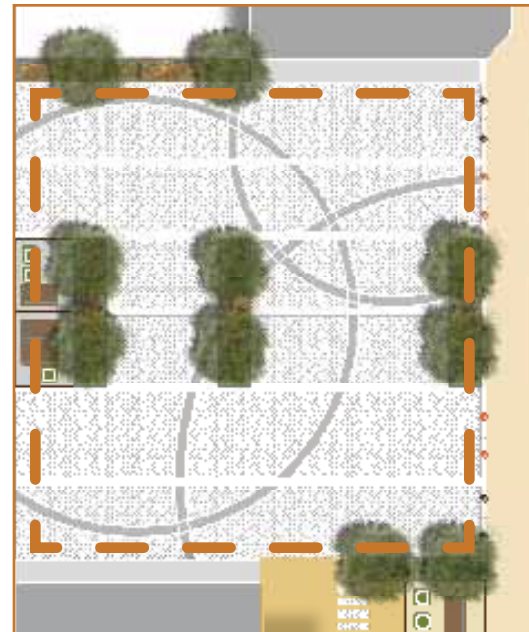
- Combined events at the destination restaurant and Center for the Arts
- City sponsored fair



### OPTION 3:

The medium plaza programs could include:

- Art Fairs
- Seasonal Festivals
- Rentable space for events
- Dance Performances



### OPTION 4:

Large plaza space programs could include:

- Arts & Fine Craft Market
- Outdoor concert series
- Bike Events - Large Fund-raising biking events
- Community Festivals

Figure 5.22: Arts Plaza Optional Configurations. The plaza should be designed to accommodate flexible uses of the space dependent on the needs for the specific event. During large events, the entire plaza and alley could be closed off for pedestrian use. During smaller events, half or a quarter of the plaza space could be closed off for event space and the remainder could be used for parking. All other times, the plaza can be used entirely for parking for the local businesses.



## 2. ESTABLISH THE DEPOT MARKETPLACE

Identified as another significant opportunity for the downtown to improve its stake as a community gathering place and tourist destination, the establishment of the Depot Marketplace and Farmer’s Market is a key catalyst project for downtown. Additional program elements beyond the farmer’s market could include areas for live music and performances, art fairs, flea markets, cooking demonstrations and organic, urban gardening demonstration areas to further bolster the activity on the site. The plan rotates and repositions the building east/west on the site to align with the street grid will allow for a permanent vendor pavilion structure to be built extending from the depot building to the south. The pavilion will provide ample space for vendors with additional areas for future expansion. The current plan also integrates a separate surface parking lot and rainwater gardens around the perimeter to treat stormwater. As the future Dakota Rail trail extends into downtown from the east, the depot will take on renewed importance as a visitor’s portal to Hutchinson. It is envisioned to accommodate the functional needs for cyclists along the trail (rest-rooms, information, and bike repair services) as well as serving as a visitor’s center for the community. The Depot Marketplace with the addition of the trailhead function will assist in making this a lively, festival atmosphere on the site.



The Depot Marketplace will establish a permanent home for the Farmers Market with the potential to include a trailhead facility in the future for the Dakota Rail Trail.

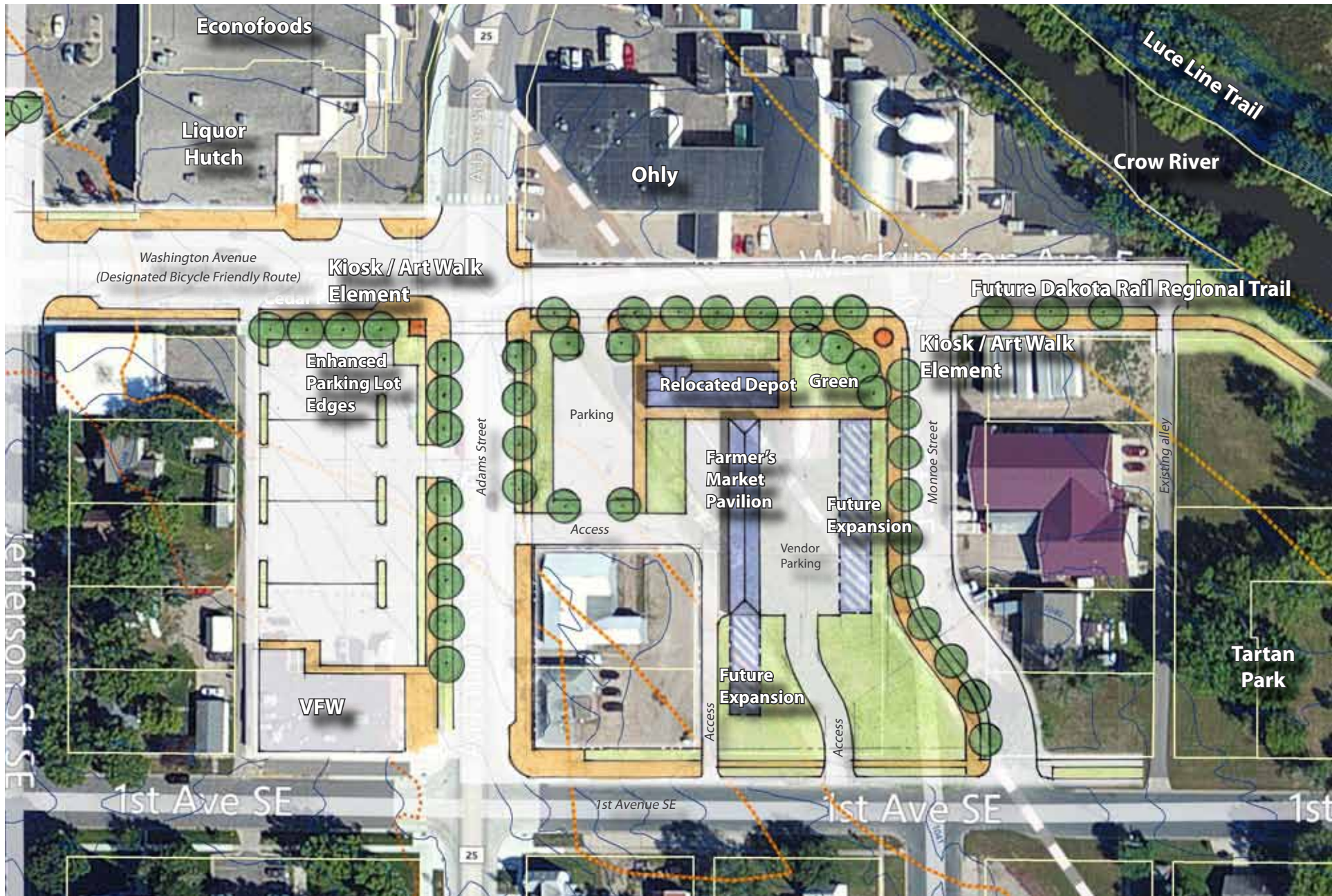


Figure 5.23: Concept for the Depot Marketplace



Utilize larger outdoor areas for dining in the summer months



Waterfront dining was highly regarded by the public



Create outdoor dining opportunities along the sidewalks downtown



### 3. CREATE LOCATIONS FOR OUTDOOR DINING

Another opportunity to create quality gathering areas downtown could come with the creation of more outdoor dining locations. Whether establishing small, outdoor seating along sidewalks, (potentially even along Main Street) or allowing the creation of outdoor dining areas within the back alley areas of Main Street restaurants, additional opportunities for outdoor dining should be explored.

Developing a restaurant with outdoor dining overlooking the Crow River should be a top priority, perhaps integrated into the Cenex site or the Medical Building site. Based on the feedback from the public open house events outdoor dining in the downtown and along the waterfront had tremendous support.







## INTEGRATE ARTS, CULTURE AND HERITAGE

Hutchinson has a unique history and possesses a vibrant artistic community and culture that can become a foundation for economic development in the future. By combining local history, performance arts, painting, pottery, sculpture and other forms of artistic expression and fine crafts, the community can forge a unique and marketable environment to potential new residents, business owners and tourists enhancing the community culturally, spiritually, and economically.





Utilize arts and fine crafts to enhance the downtown as an attractive destination for tourists



### 1. UTILIZE PUBLIC ART AS AN ECONOMIC GENERATOR

Envisioning downtown Hutchinson as a bustling mixed-use center with diverse dining, entertainment options, cultural attractions and a robust tourist economy still requires a little imagination. Today downtown is a collection of destination civic and service uses with interspersed retail shops and restaurants. To aid in the transformation toward this vision, the arts should play a stronger role in tourism.

Hutchinson has an active art community. From the on-going work of the Public Arts Commission, to the efforts of the Hutchinson Theater Company, Crow River Arts, RiverSong Festival and others, the community has the resources and passionate groups to help promote arts as a leading tourism element in Hutchinson. Many of the focus groups have talked about the potential for an arts district in the downtown or the creation of a “Ring of Arts” around the western edge of the Twin Cities for events, galleries and exhibitions.

There are a number of cities, especially in the Eastern United States where economic development has been at least partly based on attracting resident craftspeople (jewelers, glass workers, wood workers, potters, metal smiths, sculptors, etc.). There

are relatively few such cities in the Midwest although this trend is increasing. In the Twin Cities, such aggregation of working craftspeople has tended to be in facilities such as redeveloped old warehouses turned into studio co-ops for artists and craftspeople. Hutchinson can look to this model, to help turn existing facilities into workshops, studios and galleries to build a fine craft component to its economy.

Hutchinson has a long tradition of being a town of “makers”. Taking off from this tradition we can build an environment friendly to working craftspeople. Following John Davis’ example in New York Mills, MN, Hutchinson should offer funding via grants and donations to bring in resident craftspeople. Rather than providing studio space in a single location, these studio areas can be spread throughout the city.

Reasonable housing prices might encourage some of these people to move to Hutchinson. Activity will draw out “hobbyists” to participate more openly and develop their skills. The Hutchinson Center For The Arts can be the coordinating and driving force behind this expansion. Overtime, Hutchinson could further develop classes and workshops and tie into the incubator to help artists build their businesses, to build on some existing CVB revenues to help promote bringing visitors to the area. Fine crafts are an attraction to tourists who will spend large chunks of time watching a work being created. The Clay Coyote Pottery north of Hutchinson currently draws an estimated 2,000 visitors a year. Ultimately, these uses can occupy valuable retail space with tourist oriented shops and activities as well as studios and teaching facilities for craftspeople.

Such a Fine Craft community would fit in well with other aspects of Hutchinson’s recent growth in restaurants, organic farming, healthcare, riverfront and trail development and attractions such as the RiverSong Music Festival and the Hutchinson Center For The Arts.

Providing more prominent displays of public art can also further Hutchinson’s brand as a artistic, tourist destination. Public art works can include street furniture, decorations, paving and landmarks, and may take on many forms, including sculpture, decorative ironwork, mosaic flooring and murals. The primary purpose of public art is to bring art into everyday life, to energize public spaces and to arouse society’s thinking and imagination.

Creating the organized and well-promoted collection of artistic opportunities in the community will transform Hutchinson into an arts destination. As the umbrella arts organization for their partner organizations and the community, the Center for the Arts should be involved in areas of the downtown plan that relates to the arts.



## CASE STUDY: ART AS AN ECONOMIC GENERATOR

### NEW YORK MILLS, MINNESOTA

New York Mills, Minnesota is a small community of 1,195 people located in Otter Tail County. Although the town is small, it has prioritized public art, culture and heritage within it's community. Settled by Finish immigrants in the 1870's, cultural practices, language, and food, such as saunas and flat bread, can still be found in New York Mills today.

In addition to it's cultural richness, New York Mills promotes a wide variety of venues to foster a rich art community. The New York Mills Regional Cultural Center serves as an multidisciplinary organization that is dedicated to promoting art and culture in a rural environment. The organization connects residents and visitors to art classes and events, theater performances, music concerts and seasonal festivals. The New York Mills Regional Cultural Center demonstrates how the arts can be used as an economic generator in a rural community through thoughtful programming that offers valuable opportunities for children, residents, artists and tourists alike.



### LANESBORO, MINNESOTA

Lanesboro, Minnesota is another rural community that uses local art, culture and heritage as an economic generator. In addition to is recreational amenities, Lanesboro has multiple art galleries and open art studios where residents and visitors can witness and even participate in creating art.

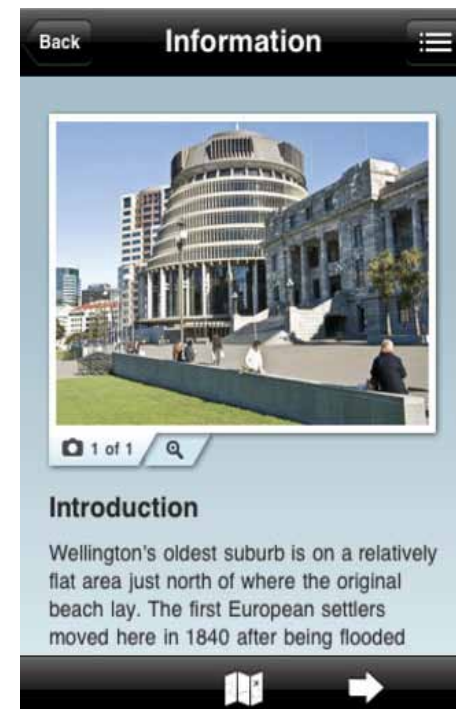
In addition to galleries, Lanesboro has a historic theater that offers entertainment including music, dance, theater, lectures, stage productions and Lanesboro's own Over the Back Fence Live Radio Show. Like New York Mills, the Lanesboro Art Center serves as a multidisciplinary organization that promotes art and education and serves as a local resource for artists and residents who are interested in instigating art events in the community. These small communities draw tourists from the region who are interested in exploring culturally rich small towns, and in turn generate revenue for all the local businesses.



### CASE STUDY: ART WALKS - DUBUQUE AND SIOUX FALLS

Dubuque, Iowa is a small community that values art and culture as an important economic generator and as social amenities for the community. Art on the River is Dubuque’s seasonally changing art walk located along the Mississippi River. Each summer, a local jury chooses 10 pieces to be displayed on the art walk. During the rest of the year, special events are held throughout the year that promote public art. This public, temporary outdoor art exhibition serves as a gallery of local and regional talent and a place for artist to show and sell their work.

Similar to Dubuque, Sioux Falls, South Dakota boasts an art walk called SculptureWalk, located in the downtown area. This exhibit displays multiple unique pieces of art each season, all of which are required to be for sale pieces. This promotes the importance of supporting local artists by showcasing their work in a public gallery forum where people can view and purchase these local art works. In addition, artist are eligible to win one of many awards, chosen by public vote. In addition to promoting local art culture, the sculpture walk adds interactive and beautiful sculptures to the downtown, making it a more attractive tourist destination.



Explore opportunities for social media and mobile applications as tools for enhancing public art



### 2. DEVELOP AN ART WALK THROUGHOUT THE DOWNTOWN AND RIVERFRONT

One opportunity to utilize art as an economic generator would be to create an Art Walk through the downtown and Crow River District. Discussed with multiple focus groups, this action would involve free-standing sculpture placed in designated areas throughout the downtown and along the river corridor. Locations would generally range from Adams Street on the east to West River Park, home of the RiverSong Festival to the west, and placed at strategic locations in the downtown. Sites would be identified along the Luce Line Trail, at Library Square Park and around key intersections in the downtown.

Functionally, this effort would involve an annual competition with regional or national artists contending for each location throughout the community. Similar successful examples have been implemented in Dubuque, Iowa and Sioux Falls, South Dakota. Design of the structural pads for the art installations and security should be considered, and interactive maps and additional art interpretation could be integrated into mobile applications.



The Historic Harrington-Merrill house



### 3. INTEGRATE HISTORY & HERITAGE WITH THE ART WALK

The second component to the Art Walk concept would be integrating local history tours showcasing historic sites such as the Merton S. Goodnow House (by Purcell-Elmslie) on 5th Avenue SW and Main Street South and the Harrington-Merrill house, shown above, which was recently added on the National Historic Register.

These historic sites should be included on the arts tour and can utilize geo-caching-type scavenger hunts, similar to St. Joseph, to create an interactive experience for each user. Historic facts, photos and audio narration could be included as part of the handheld tour.



The Hutchinson Brothers sculpture in Library Square



### 4. CELEBRATE LOCAL HERITAGE

Additional avenues to expand the arts in the community can come from continued celebration of local heritage. Ideas from the focus groups and public survey responses suggested the creation of a Les Kouba Museum, such as the Terry Redlin museum in Watertown, SD, or expanding more on the Hutchinson Brothers and the Hutchinson Family Singers. Additionally, with the recent sesquicentennial of the U.S. Dakota War and the Sioux uprising there may be an opportunity to respectfully tell the story of Little Crow and the history of Native Americans in Hutchinson. Many in the community have indicated the history of this event is not articulated well. This may be another opportunity to tie to the community history and heritage with the hand-held mobile tour and arts walk.



Park Elementary School



Explore options for a new theater space



## 5. IDENTIFY AND DEVELOP A MULTI-FUNCTIONAL PERFORMING ARTS FACILITY

In order to achieve additional tourism in downtown Hutchinson, the development of a multi-functional Performing Arts Facility is a crucial step. The arts focus group indicated the Center for the Arts has identified a ten year vision for the development of a new Performing Arts Facility. Currently, local arts organizations are frustrated by the lack of facilities for the performance arts. The Hutchinson High School has poor acoustics and no air conditioning, so a limited number of groups currently use this facility. The Middle School has adequate sound and acoustics, but no staging equipment. Nearby communities including Dassel/Cokato, Litchfield, Glencoe and Watertown/Mayer have existing performing art facilities, and it is important for Hutchinson to find a home for the multiple theater, dance and musical performance groups in the community.

The 2003 Downtown Revitalization Master Plan identified the re-use of Park Elementary School as a potential Performing Arts Center. The auditorium has seating for roughly 1000. However, the auditorium seating would need to be upgraded as

all chairs are fixed in place and designed for elementary school children, and are not able to comfortably accommodate adults. With an upgrade to the auditorium seating, this facility could be made available for musical, theater, dance and other performance art groups. The school also has numerous smaller rooms that could function as rehearsal space.

Additional sites beyond Park Elementary School include the EDA owned Cenex site, as a potential site for new construction. Another alternative would be to integrate a performance art space into the recently renovated State Theater. However, an addition would likely need to be added to the back of the building to accommodate a fly space and larger stage. The potential does exist to maintain the existing motion picture screenings, but to allow for multiple uses of the same facility by building a retractable or movable screen.

Developing a multi-functional facility is key. Providing a home for multiple arts & theater groups will reduce administrative costs. A community fund raising drive to improve the Park Elementary School into a Performing Arts Center could be developed to help finance the renovation costs. On-going conversations with the school district should continue as the district contemplates upgrades to facilities and how potential partnerships could be formed to transform the school into a Performing Arts Center if the facility is no longer needed by the school district.



Increase opportunities for music and other events along the river and downtown



## 6. INTEGRATE OUTDOOR MUSIC AT KEY LOCATIONS DOWNTOWN

Another opportunity to enhance tourism and create lively gatherings downtown should center around outdoor music venues. The Monday night Music in the Park series at Library Square is a successful example of bringing additional visitors to the downtown. The new Depot Marketplace and Farmer's Market could also integrate live music during events.

Additional public comments indicated the need for a new roof for the stage at West River Park (host of the RiverSong Music Festival) to promote more events at this venue, and this permanent roof structure is planned for construction in 2013. The proposed Arts Plaza area adjacent to the Center for the Arts is another logical candidate to program live music and events.







## H CELEBRATE THE EXPERIENCE

A place that is thoughtful and deliberate about the experience it provides will leave a memorable and positive impression. The collection of experiences we have in a place determines our lasting perception of it. With quaint historic character and the natural setting of the Crow River, Hutchinson's uniqueness offers tremendous potential for creating dynamic places and rich experiences for residents and visitors alike. Creating a great experience takes constant care. In Hutchinson's case, there is a need to clarify and simplify downtown navigation and highlight connections from the Luce Line Trail and future Dakota Rail Trail to the downtown core. Opportunities also include the promoting of walking and biking as a great way to see the community from a unique point of view. Enhancing every aspect of the visitor's experience – that is what is meant by “celebrating” the experience.



## 1. CONSTRUCT DISTRICT GATEWAYS

Hutchinson should give special streetscape treatments to gateways or thresholds to identify major downtown districts. Residents of the community expressed some concerns about the impression visitors have as you enter Hutchinson from the east and how to better attract those traveling east-west along Highway 7 through the community to cross the Crow River and enter downtown. Gateways would highlight a unique sense of identity for downtown, signify a transition to a new and important place and heighten the anticipation for everyone entering the community.

Well-conceived gateways should be identifiable, potentially integrating public art, landscaping, signage or other features emblematic of the district's unique function, character, and features. The combination of these design elements can quickly build a sense of place and define a quality that visitors can easily relate to and identify with when they enter the community. The ultimate goal is for these features to become the landmarks by which people give directions.

Creating a welcoming community identity along the Highway 7 corridor is an important element for the city to consider, and long-term this identity element should be integrated with the proposed development in the Crow River Districts. Since downtown is separated from the Highway 7 corridor by the river, the sequencing of gateway elements will be important to draw people into the downtown.

Currently, there are opportunities to utilize the existing green spaces near the intersections of Highway 7 & 15 to create district gateways, and as redevelopment occurs along the Highway 7 corridor, gateway elements should be accommodated with redevelopment. Because of the linear nature of development in this area and to avoid a cluttered appearance, directional signs should be consolidated, the style and color of light standards and furnishings should be coordinated, and the scale of the gateway elements should reflect the existing materials, forms, and massing.

Additional opportunities to integrate arts and way-finding into district gateways could include public art installations within the center areas of round-a-bouts throughout the community. These intersections create identifiers or markers in the community and can further integrate the arts and heritage of Hutchinson.



Round-a-bouts provide opportunities for public art installations to serve as wayfinding elements







## 2. CREATE CHARACTER-FILLED STREETSAPES

The street is arguably the most important character element a city has. Occupying the most space within the public realm and serving as the primary movement corridor, streets have the greatest impact on how we perceive the urban environment. Streets can and should promote walking, preserve views, maintain the urban forest, accommodate parking, and of course, move traffic. Hutchinson should preserve and enhance pedestrian-orientated streetscapes throughout all downtown districts.

To do so, downtown Hutchinson must provide on-street parking where possible, design safer pedestrian crossings; and design streetscape improvements which provide adequate walkway widths with canopy trees, clear signage, and lighting to encourage pedestrian activity. All downtown streets should create comfortable and character-filled pedestrian corridors that promote walking and social interaction.

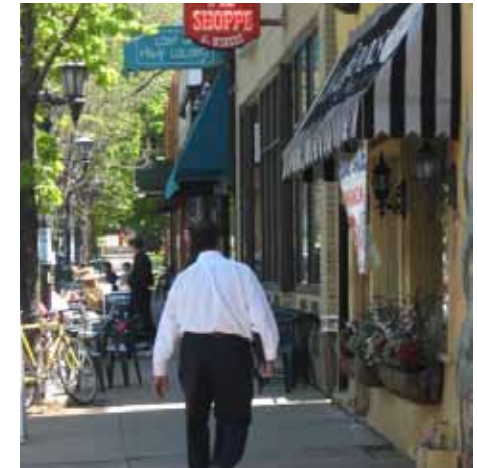
On all downtown residential streets for example, the simplest things like healthy trees, well-repaired sidewalks, a well-manicured turf boulevard and decorative street lighting should be the core design palette. While in more pedestrian-intensive districts there should be a greater degree of amenities such as furnishing (benches, trash receptacles), bike facilities, specialty paving, banners and public art.

### DEVELOPING A COMMON THEME

Comments collected from the online surveys indicated some community members feel the downtown lacks continuity and there is no common “theme” to the downtown district. With a unified streetscape character as a baseline through all of downtown, and then further diversifying some elements within each distinct district such as use of color, fence styles, signage, and gateway design will create a subtle change to let people know they have entered a different district with its own unique identity. Additionally, further humanizing the streets downtown by adding outdoor dining and sidewalk retailing in commercial areas and designing front porches, walk-up door fronts and balconies for residential districts should be considered.

### SIGNS AND AWNINGS

The existing low interest loans provided by the EDA through the awning improvement program should be continued as the classic canvas awnings articulated within the design guidelines of the 2003 plan for the Historic district are true character element. Combining appropriate era awnings and unified signage for the downtown district is imperative.



Create comfortable place for pedestrians





Develop design guidelines to include public art to enhance street character



Integrate interactive art, music or fountains within the key public amenity areas

Seasonal attractions (one for every season of the year) could bolster the “brand” for downtown and create additional reasons to visit. Each season could offer a unique aspect (ice skating and holiday lights festival in the winter, walking history tour, dog park or summer concert series in the summer, etc.) to diversify the reasons to visit downtown and supplement the great events that already happen throughout the year.

A quality place for people is a fundamental part of a successful downtown; and an essential component for storefront viability. Improvements in the visual character, safety, comfort, and convenience of the streetscape in the downtown core may come at some expense to vehicular traffic. Providing more opportunities to cross Main Street safely may mean longer wait times for vehicles traveling through the downtown. Most importantly, the preservation of Main Street storefront viability will require coordination and collaboration with business owners, city officials and MN/DOT to calm traffic and make the compromises necessary for the successful integration of pedestrians and vehicles.



### 3. PRESERVE AND ENHANCE HISTORIC ARCHITECTURE

Hutchinson should enhance storefronts, building facades and historic structures so they are historically accurate, inviting, and promote an active street life. Hutchinson has a number of historic facades in the downtown and although building facades are typically private, they perform a public function by establishing street edges. This makes the character of building facades critical to our feeling of comfort in a street environment as well as the image and identity for the downtown & overall community.

In the future, when new development will be more prevalent, it will be important to compliment (without copying) the traditional character of Hutchinson's historic district. The EDA currently offers financing options for downtown improvements such as the Commercial Rehabilitation Loan Program, Storefront Revitalization Grant, and the Sign and Awning Grant. Further promotion of these resources is important to maintain and enhance downtown historic buildings.

Historic Hutchinson plays a key role in enhancing local historic architecture. Founded in 1999, Historic Hutchinson's mission is to restore, to preserve, and to protect the living and structural history and spirit of the Hutchinson area and to showcase these assets now and for the future. Historic Hutchinson has been active in identifying historic properties in the community and has worked closely with the City to preserve the Harrington-Merrill House (the oldest building in Hutchinson -1858) and St. John's Episcopal Church (the oldest church in the city -1892). Historic Hutchinson also sponsors annual living history tours at Oakland Cemetery and conducts community tours for special events. Historic Hutchinson should be involved in areas related to local history and historic preservation.



St. John's Episcopal Church



Zella's storefront improvements



State Theater



The historic Hutchinson Depot will be renovated as part of the Depot Marketplace project



The South Waterfront District would benefit from new, contemporary design standards



The Crow River Districts should explore a more contemporary building design



Develop design guidelines that promote innovative stormwater treatment and green technologies



#### 4. ESTABLISH NEW DESIGN STANDARDS

Since redevelopment is also anticipated in non-historic districts, establishing a unique design palette that compliments downtown, but doesn't replicate it, should be considered. Creating separate design standards either through form-based zoning or design guidelines should be considered as well as promoting new construction technologies. Redevelopment anticipated along Highway 7 and in the Crow River Districts and the South Waterfront District are excellent locations for establishing new design standards for development.



Encourage active living for people of all ages by providing safe places to walk and bike



## 5. PROMOTE ACTIVE LIVING

Promoting walkability, a area's inherent ability to lose the dependence on the automobile, is a key element to create an active living lifestyle. Downtown Hutchinson has many of the necessary attributes to promote this healthy lifestyle. With compact urban living, goods and services within walking distance, complete street design and abundant trails for recreational use the downtown should cater to those seeking an active lifestyle.

The Heart of Hutchinson – an active community grass roots movement - focuses on eating smart, moving naturally and connecting wholeheartedly throughout the community. Currently there are about 70 people involved in this organization with the goal to measure the increase of healthy activities for participating community members over the next three years. The Heart of Hutchinson group should be involved in active living decisions related to the downtown revitalization.



## WALKABILITY

Downtowns should be pedestrian friendly. The experience of parking once and walking to multiple destinations is inherent in the downtown environment. Creating and maintaining a safe pedestrian environment is critical to the long-term success of the downtown. Residents have commented on how the new trails along School Road North, North Highway 15, Adams Street and McLeod and 6th Street have made a huge difference in the overall walkability of their neighborhood and make it more convenient for them to walk to downtown destinations. Efforts to make the downtown more walkable include:

- Fill in remaining sidewalk and trail gaps.
- Developing “bump-outs” at intersections and mid-blocks in the Downtown to shorten the crossing distance on Highway 15 for pedestrians and provide space for trees and public art.
- Planting trees within the boulevards of side streets to create physical separation from pedestrians and automobiles.
- Integrating public art within the downtown to enhance the experience for residents and business patrons.



RiverSong Music Festival



McLeod County Fair



The Hutchinson Arts & Crafts Festival



## 6. CROSS-PROMOTE COMMUNITY EVENTS

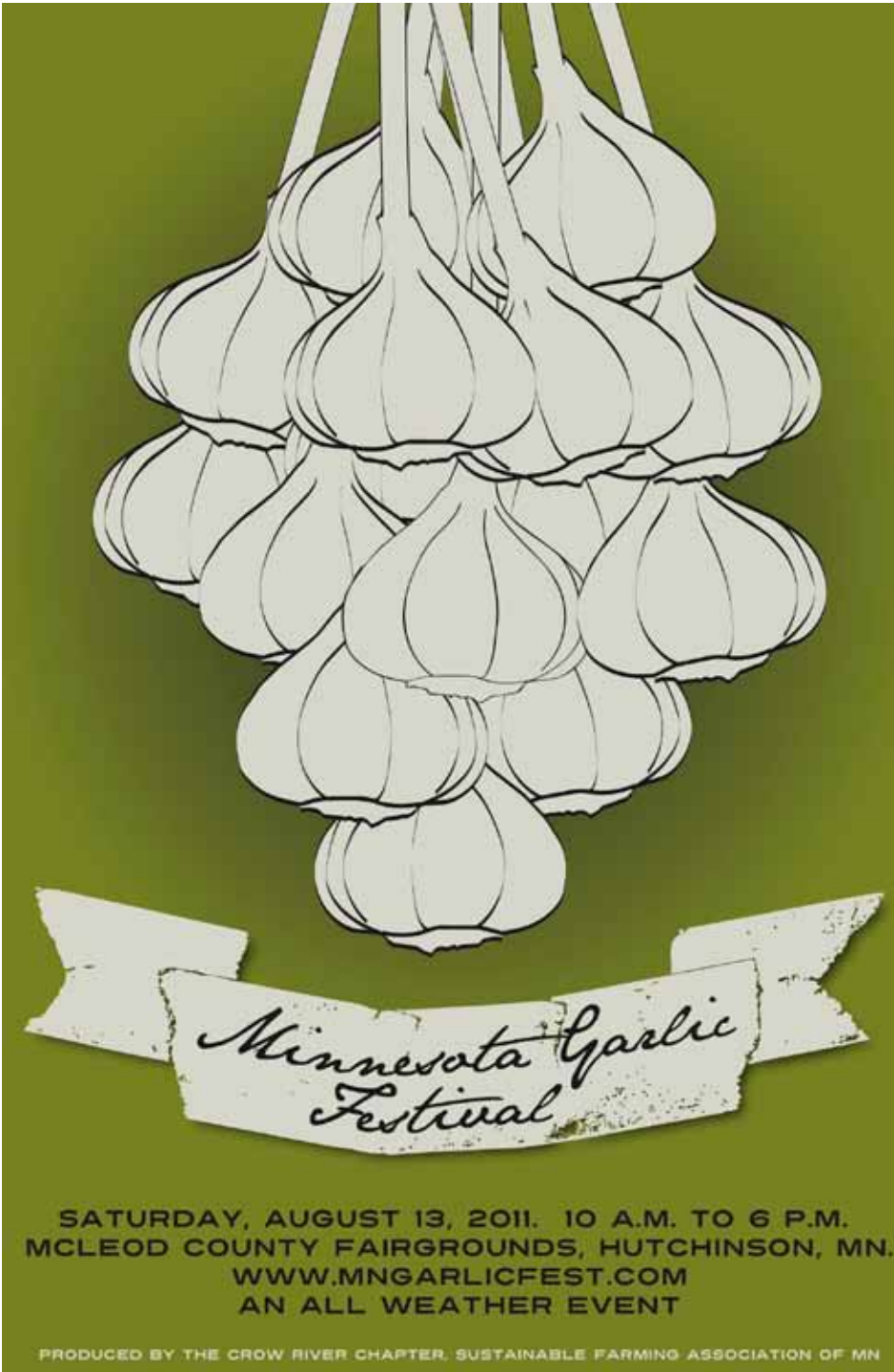
The McLeod County Fairgrounds at the southern end of town plays host to numerous events throughout the year. The County Fair itself draws a significant crowd of visitors to the area. The Minnesota Garlic Festival and the Allis-Chalmers “Orange Spectacular” tractor show are two other major events which draw from beyond the region and even nationally. The Jaycees Water Carnival in June, the RiverSong Music Festival at West River Park in July, and The Taste of Hutchinson and the Arts & Crafts Festival at Library Square Park in September are other significant events that can become opportunities to promote the wide range of other activities the community has scheduled.

Regional sporting events organized by the Parks, Recreation, Community Education Department are an additional avenue for promoting Hutchinson events. Softball, baseball, hockey, basketball and soccer tournaments are common throughout the year and seeking out any cross-over audience for other community events should be pursued.

Developing cross-promotional efforts, a yearly calendar of events, and other informational materials with the Hutchinson brand could bolster attendance, repeat visits and attract new patrons.



The “Orange Spectacular” Allis-Chalmers tractor show



Minnesota Garlic Festival



McLeod County Fair







## FOSTER SUSTAINABILITY & STEWARDSHIP

Sustainability means making choices -- economic, environmental, and social choices -- with a view to the best long-term future. Every capital investment in downtown Hutchinson should be viewed through the lens of economic, environmental, and social sustainability. Evaluation and project modification from these points of view will make investments smarter and help leverage other investments in the future. Activities should both exemplify environmental leadership and make life-cycle and operational costs sustainable. Streamlining downtown's organizational structure and establishing performance measures will serve to enhance business and development opportunities in the downtown.



Investigate membership in the Minnesota Main Street Program as a means for downtown revitalization



## 1. EXPAND THE ROLE OF THE DOWNTOWN BUSINESS ASSOCIATION

Hutchinson should strengthen the Downtown Business Association as the primary champion for downtown. Hutchinson has several agencies such as the EDA and HRA, plus organizations like the Chamber of Commerce and active groups including the Public Arts Commission and heritage preservation advocates with varied interest in downtown. A strong Downtown Business Association with agency, business, resident and special interest representation can oversee implementation of downtown initiatives and serve as the “keeper of the vision” established by Downtown Vision and Action Plan.

The Downtown Business Association should further investigate inclusion into the National / Minnesota Main Street Program. This program administered through the Preservation Alliance of Minnesota provides comprehensive guidance to communities with historic downtowns in need of revitalization. Inclusion into the Minnesota Main Street Program could provide additional recognition and stabilization to the downtown as a whole, and perhaps inject a new generation of business owners and volunteers into the downtown fold.

The recognition of the Main Street Program may also allow for broader capture and acceptance of much needed funding elements. From the expansion of membership dues, to additional local government support, grants, private donations, and earned income related to promotional events the Downtown Business Association has the opportunity to generate additional operating income. Many Minnesota Main Street Program communities have also established district-wide special assessments supporting the activities of downtown revitalization, known as Special Service Districts.

First-step activities could include:

- Restructure the Downtown Business Association executive board and committee make-up;
- Establish comprehensive and sustainable funding strategy;
- Explore the creation of a special service district;
- Prepare yearly update reports on the action plan status;
- Hire an experienced, visionary and engaging executive director (potentially a part-time position);
- Provide an organizational approach to tourism services;
- Establish a business recruitment/retention program focused solely on downtown, and;
- Create web-based downtown property search engine.



### THE NATIONAL MAIN STREET PROGRAM

The Main Street Four-Point Approach is a community-driven, comprehensive methodology used to revitalize older, traditional business districts throughout the United States. It is a common-sense way to address the variety of issues and problems that face traditional business districts. The underlying premise of the Main Street approach is to encourage economic development within the context of historic preservation in ways appropriate to today’s marketplace. The Main Street Approach advocates a return to community self-reliance, local empowerment, and the rebuilding of traditional commercial districts based on their unique assets: distinctive architecture, a pedestrian-friendly environment, personal service, local ownership, and a sense of community.

The Main Street Four-Point Approach is a comprehensive strategy that is tailored to meet local needs and opportunities. It encompasses work in four distinct areas — Design, Economic Restructuring, Promotion, and Organization — that are combined to address all of the commercial district’s needs.

#### Design:

Enhancing the physical appearance of the commercial district by rehabilitating historic buildings, encouraging compatible infill, and developing sensitive design management systems. An inviting atmosphere, created through attrac-

tive window displays, parking areas, building improvements, street furniture, signs, sidewalks, street lights, and landscaping, conveys a positive visual message about the commercial district and what it has to offer.

#### Organization:

Building consensus and cooperation among the many groups and individuals who have a role in the revitalization process.

#### Promotion:

Marketing the traditional commercial district’s assets to customers, potential investors, new businesses, local citizens, and visitors. Promotion sells a positive image of the commercial district and encourages consumers and investors to live, work, shop, play and invest in the Main Street district.

#### Economic Restructuring:

Strengthening the district’s existing economic base while finding ways to expand it to meet new opportunities. The Main Street program helps sharpen the competitiveness of existing business owners and recruits compatible new businesses and new economic uses to build a commercial district that responds to today’s consumers’ needs.



## 2. REVIEW, CLARIFY AND UPDATE REGULATORY PROCEDURES

Hutchinson must clarify the roles of various agencies with interests in downtown and investigate amending regulatory codes/procedures to help attract desired businesses, development and developers.

Having several agencies with interests in downtown can be both good and bad. It broadens the vested interests in downtown. It also makes development and business operation procedures confusing and potentially arduous. It will be critical that Hutchinson strike the appropriate balance between regulation and business-friendliness. More importantly, procedures, contacts and expectations need to be clear when developers and business owners are pursuing downtown investments.

Work should begin soon to change, where appropriate, city ordinances, procedures and zoning regulations that will inhibit the City's ability to bring the various elements of the Downtown Vision and Action Plan to fruition. When developments are proposed to uphold the vision expressed in the Action Plan, their regulatory procedures should be expedited to the extent possible.

Streamlining licensing is another integral element to allow for many of the actions outlined in this plan. Having simplified procedures for such items as temporary liquor licenses, live music permits and approvals for other small events will ease scheduling concerns and allow promoters and small businesses the flexibility needed to create unique public gathering opportunities.



Educate local businesses on permitting for temporary alcohol sales and live music permits



A downtown conservancy could fund and manage downtown parks



### 3. CREATE A DOWNTOWN CONSERVANCY

Hutchinson should investigate the establishment of fund-leveraging entity with the sole purpose of funding and advocating for downtown investments. The creation of conservancies is a growing trend throughout the country. Conservancies fund and sometimes manage critical amenities like parks, historic sites, and habitat areas. Hutchinson already has a long history of community support, but not solely focused on downtown. The presence of a downtown conservancy could leverage outside grants and infrastructure/operational funding. A downtown conservancy could also play a critical advocacy role in preservation, investment and operational decisions related to downtown amenities.



Cornerstone Commons utilized public finance tools



### 4. USE REDEVELOPMENT AND REHABILITATION FINANCE TOOLS

Hutchinson should maintain existing public finance tools and establish appropriate new ones that enhance the viability of downtown as a private investment option. Hutchinson has made wise use of redevelopment finance tools such as Tax Increment Financing, DEED grants, MHFA funding, tax abatement, etc. The City should use the priorities of the Vision and Action Plan as a guide for implementation of future finance tools. Carefully considering the use of every available finance tool will be critical to overcoming the challenges of downtown redevelopment. Objectives should include:

- Streamline and promote financial incentive programs administered by the EDA, HRA and other authorities;
- Clarify the criteria for the use of Tax Abatement and Tax Increment Financing to for the development community and describe when and where the community will use them;
- Open greater dialogue with McLeod County about partnership opportunities and common development goals, and;
- Evaluate new funding sources or the creation of a local development fund that would provide additional financial resources.



## 5. ESTABLISH PERFORMANCE TARGETS

Hutchinson must establish a varying range of performance measurements and create an auditing tool to regularly measure the downtown's performance. There are few measurements and essentially no auditing tools in place to help answer the question if downtown is succeeding or not. Collecting data and regularly measuring key economic and sustainability indicators is a critical strategic tool in evaluating where downtown is thriving and where work is needed. In addition to understanding success, a performance audit will also assist in communicating downtown needs, competing for grants and combating misinformation.

Performance targets could be established for short to long-term time frames. The effort will require collecting, interpreting and presenting key economic and sustainability indicators in new ways that tell the story of downtown Hutchinson's progress.

Measurement targets could include:

- Ratio of new households created in the downtown districts compared with the full community.
- Changes in:
  - » Number of household/businesses
  - » Attendance at key venues
  - » Employment
  - » Retail trade
  - » Rents
  - » Property values
  - » Visitorship
  - » Energy consumption
  - » Water consumption
  - » Stormwater discharge
  - » Vacancies



Strike a balance between development regulations and sustainable design guidelines



### 6. ADOPT SUSTAINABLE DEVELOPMENT BENCHMARKS

Hutchinson should promote the use of sustainable development benchmarks such as LEED or B3-Minnesota Sustainable Building Guidelines for downtown development. The sustainable development industry is experiencing explosive growth and sustainability criteria continue to become more comprehensive and more ingrained in our cultural values. Downtown Hutchinson has an opportunity to positively impact the environment as well as capture sustainability as a market differentiation that will appeal to a growing set of businesses and customers. Striking a healthy balance between development regulations and sustainable design guidelines should be explored.



Promote sustainable historic restoration practices

## GREEN WATER SOLUTIONS

The goal of stormwater management in downtown Hutchinson is to go beyond non-degradation standards and enhance the area's surface and groundwater. The goals are to preserve high water quality and regulate water movement, as well as recharge groundwater, reduce irrigation, and create a more diverse ecosystem.

The systems should focus on natural and passive measures wherever possible. The location of each system should be based on its environmental, aesthetic and functional context within downtown. The recommended stormwater program for downtown may use these systems separately, or together as needed.

### Bioswales and Rain Gardens



Bioswales are planted areas that collect and slowly convey surface runoff, thereby allowing it to percolate into the soil, where it is stored and filtered. Bioswales are typically coupled with a storage facility such as a constructed pond or wetland and often overflow during large storms. Rain gardens areas employ the same concept as bioswales: to collect and filter rain water through a combination of vegetation and soils. However, instead of immediately conveying water away from a given site, rain gardens contain the water to provide for on-site percolation. Because bioswale and rain garden areas are often located near parking and roadways they can be useful for winter snow storage. However, care must be taken to avoid damaging plantings vital to their stormwater management function.

### Cisterns

Cisterns function to collect and store stormwater for reuse in various applications. Cisterns may be installed above or below ground, and may collect water from all types of surfaces including roofs and pavement. The most common application is for irrigation, but water collected in cisterns may be used in untreated form in any application where non-potable water is permitted. Alternately, cistern water may be treated for indoor use.



Utilize stormwater infiltrations techniques whenever possible, particularly for development along the Crow River



## 7. UTILIZE GREEN BUILDING AND SITE DESIGN TECHNIQUES

With the impervious surface restrictions for development along the Crow River, stormwater management for new development projects in downtown Hutchinson must utilize non-traditional technologies to fully capture development potential along the river corridor. The location of each treatment system should be based on its environmental, aesthetic and functional context within downtown and the systems should focus on natural and passive measures wherever possible.

Ultimately, the goals are to preserve high water quality and regulate the rate of water movement, as well as recharge groundwater, reduce irrigation needs, and create a more diverse ecosystem.



## Green roofs

Green roofs are instrumental in collecting and filtering stormwater for later use. Additional benefits include increased energy efficiency, a reduction of the urban heat island effect, the creation of attractive green spaces for residents, and the potential to utilize more productive land in dense areas. Green roofs may be used on any flat or gently-sloped roof in the community. However, they may be particularly useful in association with multi-family housing where outdoor space is at a premium.

## Surface Chambers

Utilizing the same water storage concept as cisterns, subsurface chambers provide storage for large volumes of stormwater, which may be collected from roofs, parking lots, or other hard surfaces. The chambers can be constructed of various materials (e.g., plastic cylinders and culverts) and are typically installed in a gravel bed. This design can provide structural support for parking lots or passive irrigation of athletic fields. The chambers can be connected, designed to slowly release water for later use, and to keep the rooting zone of turf moist (a type of passive irrigation).

## Porous Pavements

The use of pervious concrete and asphalt allows for the creation of hardscape areas, including driving surfaces that filter stormwater and allow it to infiltrate. Winter maintenance considerations are important in selecting locations for this type of hardscape. Traditional methods of ice and snow melting such as sanding and salting can sometimes be detrimental to porous pavements. When used in areas maintained by municipalities the costs of alternative maintenance requirements must be carefully weighed. Any paved area may utilize pervious concrete and asphalt; however, these technologies are particularly useful on roadways and in parking lots.

## Permeable pavers

Permeable pavers provide an attractive and functional method of filtering stormwater and allowing it to infiltrate through the gaps between individual pavers. When used in areas maintained by municipalities the costs of alternative winter maintenance practices must be carefully weighed. Most paved areas can utilize permeable pavers, including most pedestrian areas, parking areas, driveways and aprons.





Utilize incubator programs to enhance the downtown business climate to help create a vibrant downtown

# JUMP-START DOWNTOWN

## Business Plan Competition



### 8. INTEGRATE BUSINESS RECRUITMENT AND INCUBATORS BETWEEN ALL RESPONSIBLE PARTIES

Hutchinson must attract new jobs and new residents to the community. Continued investment community-wide in growing jobs will add to the downtown’s ability to capture more overall business. The City recently received a grant from the Department of Employment and Economic Development (DEED) for the creation of a business incubator to be built in the industrial park on the east end of town.

On the heels of this successful grant, the EDA is also sponsoring “Jump-Start Downtown” a local business competition open to anyone not currently located downtown interested in starting or relocating a business to Main Street. The competition winner would receive start-up capital, grant funding for signage or awning improvements, business coaching from the Small Business Development Center and marketing/advertising assistance. Continued programs like this are vital to creating a culture of entrepreneurship in the downtown.



Ridgewater College can play an important role in training downtown entrepreneurs



West Elementary School



## 9. CONTINUE TO INVEST IN SCHOOLS AND COMMUNITY EDUCATION

Hutchinson must continue to reinvest in education at all levels in the community. Strong schools are an important element to developing students into a capable workforce and attracting new businesses and residents to the community. Upgrades to school facilities were stressed from the focus groups and many on-line public survey comments. The development of a new high school building was a top priority for many.

Utilizing assets such as Ridgewater College and, to some extent, the University of Minnesota to help train and develop a well-educated workforce is a vital, on-going action step needed to continue to grow and enhance the community and downtown. Programs providing small business management and business development for businesses desired in the downtown should be a top priority.



## 10. PROMOTE DOWNTOWN BUSINESSES COLLECTIVELY

Conditions for downtown retailing are challenging, especially compared to the ease and convenience of shopping on the south end of town. Taxes, special assessments and a lack of parking at the front door of businesses have all been identified as hurdles to success downtown. Changing the mind-set of shoppers about the downtown experience and offering a distinctive reason to shop there is critical.

In the past, many downtown business owners have not participated or taken advantage of promotional efforts. For example, the Chamber of Commerce offered a free gift guide but had limited involvement from downtown businesses. Promotion of downtown businesses should be a collective effort. Enticing shoppers with multiple options, a quaint historic environment and a unique and memorable experience should be at the forefront of all downtown retailers, and the arts and fine crafts concept could help pioneer this movement. Potential steps to promote downtown business and retailers should work to:

- Provide better coordination with business owners. Downtown business hours vary a great deal, and holding similar hours of operation on at multiple times of the week should be a top priority of the Downtown Business Association;
- Promote a rewards card or frequent user card solely for downtown businesses and restaurants;
- Promote sales around key events occurring in the downtown;
- Integrate art performances / exhibitions at the proposed Arts Plaza to drive traffic and promote other downtown businesses, and;
- Promote a downtown retail or business crawl.







## STRENGTHEN TOURISM THROUGH ENHANCED PARKS & RECREATION

With the natural resource amenities of the Crow River (both the river and lakes) combined with the establishment of the Luce Line State Trail and Dakota Rail Regional Trail, and the creation of the Depot Marketplace and trailhead, Hutchinson should brand itself as Central Minnesota's cycling and outdoor recreation capital. As the premier destination to the region's tremendous outdoor recreation, Hutchinson should embrace adventure sports (cycling, canoeing, and kayaking) by creating a navigational, outfitting, and retailing hub.

Adventure sports have dedicated enthusiasts that travel to enjoy their sport. Places like Galena, Illinois and Lanesboro, Minnesota continue to add to their outdoor / adventure sport infrastructure to the point where it drives their local economies. Like great travel destinations everywhere, adventure sport hubs are not only regional, they can become national and even international visitor destinations. These destinations are even experiencing population growth among enthusiasts that come to know and love the place.

The Hutchinson area has the components to be a significant hub for adventure sports such as road cycling, mountain biking, canoeing & kayaking, Nordic skiing, and even motorcycling and snowmobiling. These pursuits build on the communities natural assets, will help diversify the visitors to the area increasing the impact on the local economy and have the potential to significantly increase and diversify the resident population.



The new technical riding course at Tartan park attracts mountain bike enthusiasts from around the region



The new grade separated trail crossing of Highway 15 for the Luce Line Trail



Integrating the Depot Marketplace with the future trailhead for the Dakota Rail Trail should be pursued



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

The paving of the Luce Line Trail and the future construction of the Dakota Rail Trail will bring two very significant recreational trail corridors to Hutchinson. These state and regional trails offer huge potential to brand the community as the premier trailhead west of the Twin Cities. The potential to bike out, visit downtown shops, attend music events, stay the night, and return the next day could bring additional tourism to the community.

Marketing efforts should target Twin Cities cycling enthusiasts and promote the key features such as the Depot Marketplace, Farmer’s Market, Center for the Arts and the planned Arts Plaza. Broader promotion should include key community features such as the abundant local trail routes, the river and water recreation opportunities, local parks and the new technical riding course at Tartan Park. Packaging all of these activities together in promotional materials will help develop Hutchinson as a premier cycling destination.



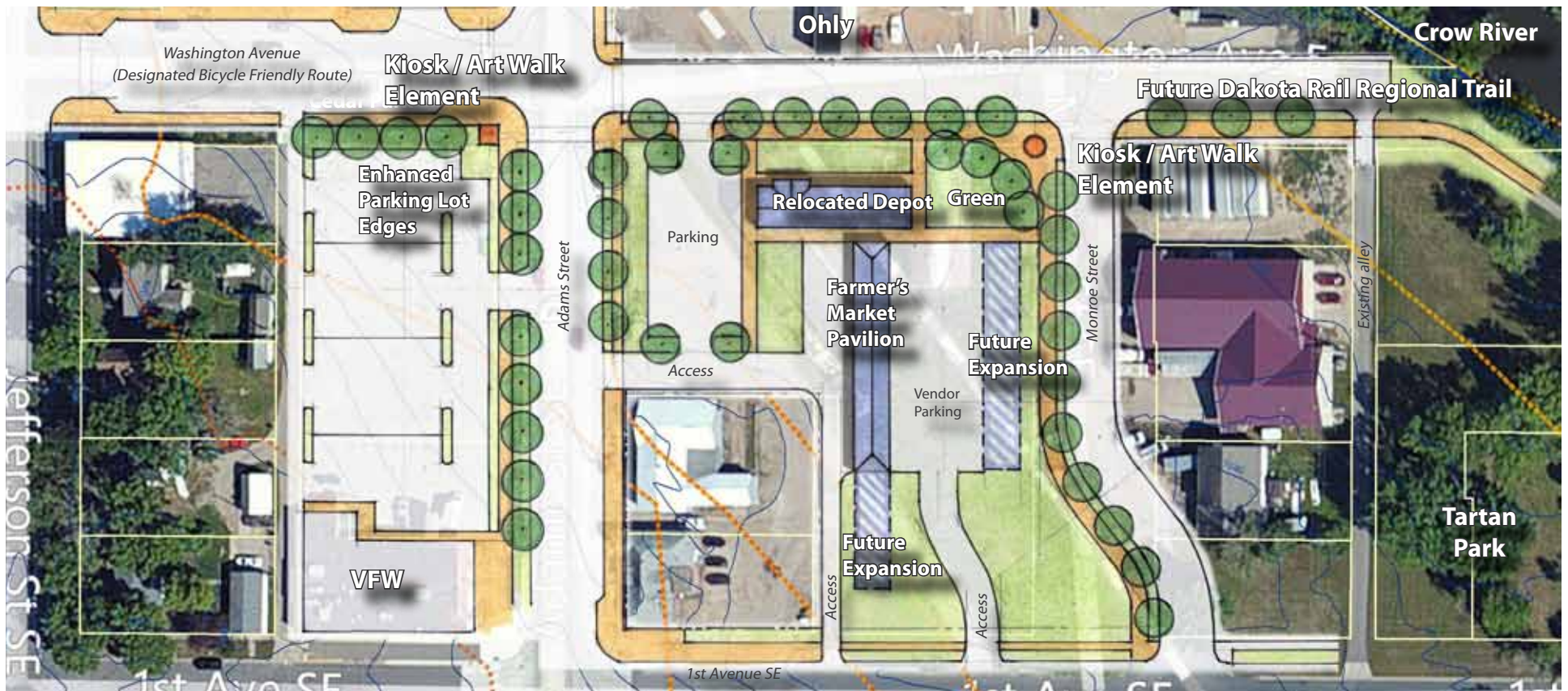


Figure 5.24: Concept plan for the Depot Marketplace



A permanent farmers market pavilion



The renovated depot in Hopkins, MN serves as a trailhead and coffee shop



## 2. ESTABLISH A STRONG WATERFRONT RECREATION COMPONENT TO EXPAND TOURISM

The Vision and Action Plan suggest an outdoor/adventure sport hub could be developed as a part of a larger redevelopment effort around the Cenex site and the West Crow River District. This location provides a natural transportation confluence overlooking the expansive views of the Crow River. The Minnesota Department of Natural Resources (DNR) has also designated the Crow River as a state water trail. The “destination” nature of the activity fits well with a location that is adjacent to the Downtown Loop but not within it. Key elements to consider include:

- Enhance the water quality of the Crow River. This involves working with broader jurisdictions to curb agricultural runoff into the watershed. The creation of a rural watershed district should be investigated to help protect the community’s premier natural resource.
- Continue to pursue the creation of a physical connection between Otter and Campbell Lakes for recreational boaters. This would involve the creation of a navigable channel (utilizing a large culvert) under Highway 7.

- Provide adequate depth for recreational boating (motorboats, canoes, kayaks). This may include periodic dredging for recreational motorboats.
- Provide a dedicated canoe launch and organize a paddle boat, canoe and kayak rental program as part of an outfitter / trailhead facility on the eastern end of the Cenex site. Provide public docks for motorboats, canoes and kayaks near the downtown.
- Develop a fishing pier, potentially integrated into the public dock.



### CASE STUDY: CAPTURING THE GREAT OUTDOORS IN LANESBORO, MINNESOTA

Lanesboro Minnesota, located in the heart of Scenic Bluff Country, has truly capitalized on their location. Lanesboro strives to connect their residents and visitors to the natural world around them and markets to outdoor enthusiasts who take part in its scenic biking and hiking, canoeing, kayaking, fishing, golfing, birding, and sightseeing.

Retail businesses, from hardware stores to restaurants, are catering to outdoor enthusiasts as well as locals, and have formed an identity for the city that is paying off. The Capron Hardware store stocks many items useful for outdoor enthusiasts as well as those who live in the community. In addition to offering fishing supplies, such as bait and licenses; they also offer bike rentals and cross-country skis. Root River Outfitters, with its suitable location both on the Root River and immediately next to the Root River State Trail, provides all the equipment needed for a fun adventure into the surrounding area. Beyond meeting the adventure seekers' retail needs, the city has broadened its services to include opportunities for arts and culture, dining, and historic interpretation.





### 3. ESTABLISH A STRONG WINTER RECREATION COMPONENT TO EXPAND TOURISM

The integration of year-round recreational opportunities will only have positive benefits on the community. Winter recreation draws for Hutchinson include everything from snowmobiling along the Luce Line and Dakota Rail trail corridors to adult and youth basketball, volleyball and hockey tournaments. Nordic skiing along the trail corridors, Ice skating loops along lakes and rivers, and ice fishing and pond hockey tournaments all have the opportunity to expand tourism and keep hotels full during the down months of the year.



### 4. CONTINUE TO EXPLORE THE POTENTIAL FOR A COMMUNITY WATER PARK

Hutchinson should continue to pursue the creation of a community water park/aquatics center. Comments from the public open houses and on-line surveys indicated a strong desire for a modern pool or water park that is designed for multiple age groups; from beginners to teens and competitive swimmers. Potential partnerships or with private development, perhaps in conjunction with a new hotel/conference center as identified in the West Crow River District concept sketch on page 64, could be explored to assist in financing.

Another potential option is to investigate a splash pad or interactive play fountains within the downtown. Across the country, more and more communities are creating zero depth, interactive fountains to provide another opportunity for families to visit the downtown. These fountains are relatively inexpensive and have low maintenance cost, particularly for the amount of use they receive.



A new neighborhood park in the East Side Housing Improvement District could spur revitalization



### 5. ADD PARK ELEMENTS THAT WILL BENEFIT THE DOWNTOWN

Hutchinson must invest in key amenities sought after by residential buyers/renters in order to attract development and enhance the quality of life in downtown neighborhoods. It is imperative to downtown's success that downtown becomes a desirable place to live for multiple age groups.

Some first-step activities could include further development of neighborhood amenities such as a new neighborhood park, enhanced streetscapes, better pedestrian links, and reestablished river views.

Creating essential amenities, especially a park, will be critically important to attracting new and bolstering existing residential development. Neighborhood parks act as galvanizing features of emerging neighborhoods and a new neighborhood park feature could help spur the transformation of the East Side Housing District over the long-term. Additional elements to consider include:



Off-leash dog parks are both a community and neighborhood draw

- **Create a new dog park.** Providing an off-leash dog park could be a community-wide destination as well as enhance the downtown housing potential.
- **Develop new park elements within Tartan Park.** Providing a neighborhood park element with a playground and picnic area as well as continuing to define Tartan Park as a destination community park. Features could include an expansion on the new technical riding course, expanded skate park, additional ball field, community gardens, and a shelter with restrooms should be considered.



## 6. ENHANCE PARTNERSHIPS TO BENEFIT PARKS IN THE DOWNTOWN

Maintain strong partnerships is key to maintaining community features such as parks. Currently, the City does all of the grounds maintenance and mowing for the Hutchinson School District as well as all of the parks. The City works closely with the school district on a programming and development of park amenities and involves numerous student volunteers for summer maintenance. Investigating other opportunities with schools, local businesses, community service organizations and volunteers to aid in the funding and maintenance of downtown parks should be explored.



Figure 5.25: Downtown Area Park Improvement Map







# CHAPTER 6

## USING THE ACTION PLAN: TOOL KIT



# DECISION PRINCIPLES CHECKLIST

The Decisions Principles Checklist is a set of critical questions based on the core values of the Action Plan. When faced with a new initiative or project all the questions should be asked. Not every action will receive a “check” for every question, but each question should be asked during the evaluation process. Simply because a certain contemplated action meets many or few should not be the sole grounds for acceptance or rejection, but it should be a significant factor in the decision process. If an

action does not receive a “check,” critical questions need to be asked about how the project can be adapted to meet a decision principle; and, if it cannot be adapted, whether the action meets enough other decision principles to justify moving forward. The Decision Principles tool can be particularly effective when comparing several competing actions.

- Will the action enhance business and development opportunities?
- Will the action leverage other investments?
- Does the action fill a gap in retail street frontage?
- Does the action create a vertical mix of uses?
- Will the action increase the number of visits downtown?
- Does this action redevelop underutilized land in the downtown area?
- Does this action provide more retail and/or lodging options?
- Does this action increase the number and/or variety of housing options downtown?
- Does the action provide better connection to the river?
- Will the action promote walking & biking in downtown?
- Does the action create a multi-modal network of transportation?
- Will the action help visitors navigate downtown?
- Does the action create a venue for public gathering?

- Does this action offer more opportunities for people of all ages to gather downtown?
- Does the action reinforce the historic downtown character?
- Does this action use art/history as an economic generator?
- Will the action diversify the reasons to visit or live downtown?
- Does the action reinforce downtown’s district identity?
- Does the action exemplify environmental leadership?
- Are life cycle and operational costs sustainable?
- Does this action promote and/or provide recreational opportunities for residents and tourists?
- Does this action improve the park system in a way that benefits downtown?

# IMPLEMENTATION ACTIONS

ACTION	RESPONSIBILITY	COST	TIMING	FUNDING OPTIONS	VISION PRINCIPLES
<b>ENHANCE BUSINESS CLIMATE AND COMMERCE - PAGE 48</b>					
1. ESTABLISH CONTINUOUS RETAIL FRONTAGE ALONG MAIN STREET	M&C, EDA, CC	\$\$	I-M	PF, PV	● ● ● ● ● ● ● ●
2. REDEVELOP UNDERUTILIZED LAND IN THE DOWNTOWN	M&C, EDA, HRA, PC	\$\$\$	I-L	PF, DEED, FR, CF, PV	● ● ● ● ● ● ● ● ● ●
3. MAINTAIN EXISTING DESTINATION RETAILERS IN THE DOWNTOWN	M&C, CC, EDA	\$	S-L	PV	● ● ● ● ● ● ● ●
4. CONTINUE TO DEVELOP MIXED USE IN THE DOWNTOWN	M&C, EDA, HRA, CC, PC	\$\$	S-L	PF, PV	● ● ● ● ● ● ● ●
5. EXPAND LODGING OPTIONS IN THE DOWNTOWN	M&C, EDA, CC	\$\$	S-L	PF, FR, PV	● ● ● ● ● ● ● ●
6. DEVELOP THE CROW RIVER DISTRICTS ALONG HIGHWAY 7	M&C, EDA, HRA, PC	\$\$\$	L	PF, FR, PV	● ● ● ● ● ● ● ●
<b>DEVELOP ATTRACTIVE HOUSING OPTIONS - PAGE 66</b>					
1. ENHANCE UPPER LEVELS OF COMMERCIAL BUILDING FOR LIVING SPACES	HRA, EDA, PAC	\$	I-S	FR, PV	● ● ● ● ● ● ● ●
2. IMPROVE EXISTING HOUSING IN THE NEIGHBORHOODS SURROUNDING DOWNTOWN	M&C, PC, HRA	\$	S-L	PF, FR, CF, PV	● ● ● ● ● ● ● ● ● ●
3. INVESTIGATE CONVERSION OF PARK ELEMENTARY SCHOOL INTO LIVE/WORK OR ARTIST'S STUDIOS AND HOUSING	M&C, HRA, PAC, EDA, CA	\$\$\$	S-L	FR, CR, PV	● ● ● ● ● ● ● ●
4. ADD NEW HOUSING OPTIONS IN THE DOWNTOWN	M&C, HRA, PC	\$	I-L	PF, FR, CF, PV	● ● ● ● ● ● ● ●
5. DEVELOP HOUSING OVERLOOKING THE RIVER NEAR FRANKLIN STREET AND THE OLD MEDICAL BUILDING SITE	M&C, HRA, EDA	\$\$	I-S	PF, FR, CF, PV	● ● ● ● ● ● ● ● ● ●
6. DEVELOP HOUSING OVERLOOKING THE RIVER IN THE EAST CROW RIVER DISTRICT	M&C, PC, HRA	\$\$	M-L	PF, FR, CF, PV	● ● ● ● ● ● ● ● ● ●
7. CREATE A LONG-TERM HOUSING IMPROVEMENT AND REDEVELOPMENT AREA ON THE EAST SIDE OF DOWNTOWN	M&C, PC, HRA, EDA, PRCE	\$\$	L	PF, CF, PV	● ● ● ● ● ● ● ● ● ●

Responsibility	Cost	Time Frame	Funding Options	
<b>M&amp;C</b> - MAYOR AND CITY COUNCIL <b>HRA</b> - HOUSING AND REDEVELOPMENT AUTHORITY <b>PC</b> - PLANNING COMMISSION <b>EDA</b> - ECONOMIC DEVELOPMENT AUTHORITY <b>PRCE</b> - PARKS/RECREATION/COMMUNITY EDUCATION <b>PAC</b> - PUBLIC ARTS COMMISSION <b>CC</b> - CHAMBER OF COMMERCE <b>HH</b> - HEART OF HUTCHINSON <b>HIS</b> - HISTORIC HUTCHINSON <b>CA</b> - CENTER FOR THE ARTS	<b>\$</b> - LOW <b>\$\$</b> - MID <b>\$\$\$</b> - HIGH	<b>I</b> - IMMEDIATE (1-2 YEARS) <b>S</b> - SHORT TERM (3-7 YEARS) <b>M</b> - MID TERM (8-15 YEARS) <b>L</b> - LONG TERM (15+ YEARS)	<b>PF</b> - PUBLIC FINANCE <b>DEED</b> - DEED GRANTS <b>LEG</b> - LEGACY GRANTS <b>FR</b> - FUND RAISING <b>CF</b> - CITY FUNDS <b>PV</b> - PRIVATE	Commerce Housing Connections Gathering Arts/Heritage Experience Stewardship Parks/Rec.

# IMPLEMENTATION ACTIONS

ACTION	RESPONSIBILITY	COST	TIMING	FUNDING OPTIONS	VISION PRINCIPLES
<b>DEVELOP STRONG CONNECTIONS - PAGE 78</b>					
1. CONNECT TRAIL USERS TO THE DOWNTOWN	M&C, PC, PRCE, EDA	\$	I-S	LEG, FR, GCF	● ● ● ● ● ● ● ●
2. PROMOTE CYCLING	M&C, PC, HH, PRCE, CC	\$	I	FR, CF	● ● ● ● ● ● ● ●
3. IMPROVE PEDESTRIAN CROSSINGS OF HIGHWAY 15	M&C, PC, HH	\$	I-S	FR, CF	● ● ● ● ● ● ● ●
4. DEVELOP THE RIVERFRONT TRAIL ON THE SOUTH SIDE OF THE RIVER	EDA, PRCE	\$	S	LEG, FR, CF, PV	● ● ● ● ● ● ● ●
5. BUILD MULTI-MODAL TRANSIT INFRASTRUCTURE	M&C, PC, PRCE, HH	\$\$	M	LEG, CF, PV	● ● ● ● ● ● ● ●
6. ENHANCE DOWNTOWN PARKING	M&C, PC, EDA, CC, HRA, CA	\$	I-S	PF, CF, PV	● ● ● ● ● ● ● ●
7. CREATE STRONG LINKAGES BETWEEN DOWNTOWN PARKING LOTS AND MAIN STREET	M&C, PC, EDA, CC, HRA, CA	\$	I-S	PF, CF, FR, PV,	● ● ● ● ● ● ● ●
8. DEVELOP SIGNAGE AS A BRAND FOR DOWNTOWN	M&C, PC, PAC, CC, EDA, CA	\$	I	FR, CF, PV	● ● ● ● ● ● ● ●
9. ENSURE THE FUTURE DOWNTOWN RING ROAD DOESN'T HARM DOWNTOWN BUSINESSES	M&C, PC, EDA, CC, HRA	\$\$	I-M	CF	● ● ● ● ● ● ● ●
<b>CREATE VIBRANT GATHERING PLACES - PAGE 92</b>					
1. CREATE AN OUTDOOR PLAZA SPACE AS A FOCUS FOR A DOWNTOWN ARTS AND ENTERTAINMENT DISTRICT	M&C, EDA, PAC, CC, HRA, CA	\$\$\$	I-S	PF, LEG, FR, CF, PV, CA	● ● ● ● ● ● ● ●
2. ESTABLISH THE DEPOT TRAILHEAD AND FARMERS MARKET	M&C, PC, EDA, PRCE, HH	\$\$	I-S	PF, DEED, LEG, FR, CF, PV	● ● ● ● ● ● ● ●
3. CREATE LOCATIONS FOR OUTDOOR DINING	PC, M&C, EDA, CC, HRA	\$	I-S	FR, CF, PV	● ● ● ● ● ● ● ●
Responsibility	Cost	Time Frame	Funding Options		
<b>M&amp;C</b> - MAYOR AND CITY COUNCIL <b>HRA</b> - HOUSING AND REDEVELOPMENT AUTHORITY <b>PC</b> - PLANNING COMMISSION <b>EDA</b> - ECONOMIC DEVELOPMENT AUTHORITY <b>PRCE</b> - PARKS/RECREATION/COMMUNITY EDUCATION <b>PAC</b> - PUBLIC ARTS COMMISSION <b>CC</b> - CHAMBER OF COMMERCE <b>HH</b> - HEART OF HUTCHINSON <b>HIS</b> - HISTORIC HUTCHINSON <b>CA</b> - CENTER FOR THE ARTS	<b>\$</b> - LOW <b>\$\$</b> - MID <b>\$\$\$</b> - HIGH	<b>I</b> - IMMEDIATE (1-2 YEARS) <b>S</b> - SHORT TERM (3-7 YEARS) <b>M</b> - MID TERM (8-15 YEARS) <b>L</b> - LONG TERM (15+ YEARS)	<b>PF</b> - PUBLIC FINANCE <b>DEED</b> - DEED GRANTS <b>LEG</b> - LEGACY GRANTS <b>FR</b> - FUND RAISING <b>CF</b> - CITY FUNDS <b>PV</b> - PRIVATE	Commerce Housing Connections Gathering Arts/Heritage Experience Stewardship Parks/Rec.	

# IMPLEMENTATION ACTIONS

ACTION	RESPONSIBILITY	COST	TIMING	FUNDING OPTIONS	VISION PRINCIPLES
<b>INTEGRATE ARTS, CULTURE AND HERITAGE TO STRENGTHEN TOURISM - PAGE 102</b>					
1. UTILIZE PUBLIC ART AS AN ECONOMIC GENERATOR	M&C, PAC, EDA, CC, CA	\$\$	I-L	LEG, FR, CF, PV	●●●●●●●●
2. DEVELOP AN ART WALK THROUGH THE DOWNTOWN AND RIVERFRONT	M&C, PAC, PRCE, PC, CC, CA	\$	I	LEG, FR, CF, PV	●●●●●●●●
3. INTEGRATE HISTORY AND HERITAGE WITH THE ART WALK	M&C, PAC, PRCE, PC, CC, HIS, CA	\$	I-S	LEG, FR, CF,	●●●●●●●●
4. CELEBRATE LOCAL HERITAGE	PAC, CC, HIS, CA	\$\$	S-L	FR, CF	●●●●●●●●
5. IDENTIFY AND DEVELOP A MULTI-FUNCTIONAL PERFORMING ARTS FACILITY	M&C, PAC, PC, PRCE, EDA, CA	\$\$\$	S-M	FR, CF, PV	●●●●●●●●
6. INTEGRATE OUTDOOR MUSIC AT KEY LOCATIONS IN THE DOWNTOWN	M&C, PC, PAC, PRCE, CA	\$\$	I-S	LEG, FR, CF, PV	●●●●●●●●
<b>CELEBRATE THE EXPERIENCE - PAGE 110</b>					
1. CONSTRUCT DISTRICT GATEWAYS	PC, PAC	\$	S	PF, FR, CF, PV	●●●●●●●●
2. CREATE CHARACTER-FILLED STREETSAPES	M&C, PC, HH, PAC, CA	\$\$	S	PV, FR, CF, PV	●●●●●●●●
3. PRESERVE AND ENHANCE HISTORIC ARCHITECTURE	M&C, PC, PAC, HRA, HIS	\$\$	I-L	FR, CF, PV	●●●●●●●●
4. ESTABLISH NEW DESIGN STANDARDS	PC, M&C, HRA, EDA	\$	S	PF, FR, CF, PV	●●●●●●●●
5. PROMOTE ACTIVE LIVING	HH, PRCE, CC, M&C, PC	\$	I-L	LEG, FR, CF, PV	●●●●●●●●
6. CROSS PROMOTE COMMUNITY EVENTS	CC, EDA, PRCE, M&C, PC	\$	I-S	FR, CF, PV	●●●●●●●●
<b>Responsibility</b>	<b>Cost</b>	<b>Time Frame</b>	<b>Funding Options</b>		
<b>M&amp;C</b> - MAYOR AND CITY COUNCIL <b>HRA</b> - HOUSING AND REDEVELOPMENT AUTHORITY <b>PC</b> - PLANNING COMMISSION <b>EDA</b> - ECONOMIC DEVELOPMENT AUTHORITY <b>PRCE</b> - PARKS/RECREATION/COMMUNITY EDUCATION <b>PAC</b> - PUBLIC ARTS COMMISSION <b>CC</b> - CHAMBER OF COMMERCE <b>HH</b> - HEART OF HUTCHINSON <b>HIS</b> - HISTORIC HUTCHINSON <b>CA</b> - CENTER FOR THE ARTS	<b>\$</b> - LOW <b>\$\$</b> - MID <b>\$\$\$</b> - HIGH	<b>I</b> - IMMEDIATE (1-2 YEARS) <b>S</b> - SHORT TERM (3-7 YEARS) <b>M</b> - MID TERM (8-15 YEARS) <b>L</b> - LONG TERM (15+ YEARS)	<b>PF</b> - PUBLIC FINANCE <b>DEED</b> - DEED GRANTS <b>LEG</b> - LEGACY GRANTS <b>FR</b> - FUND RAISING <b>CF</b> - CITY FUNDS <b>PV</b> - PRIVATE		Commerce Housing Connections Gathering Arts/Heritage Experience Stewardship Parks/Rec.

# IMPLEMENTATION ACTIONS

ACTION	RESPONSIBILITY	COST	TIMING	FUNDING OPTIONS	VISION PRINCIPLES
<b>FOSTER SUSTAINABILITY &amp; STEWARDSHIP - PAGE 120</b>					
1. EXPAND THE ROLE OF THE DOWNTOWN BUSINESS ASSOCIATION	M&C, EDA, CC	\$	I	CF, PV	
2. REVIEW, CLARIFY AND UPDATE REGULATORY PROCEDURES & ORDINANCES	M&C, PC, EDA, HRA	\$	I	CF	
3. CREATE A DOWNTOWN CONSERVANCY	M&C, EDA, CC, HRA	\$\$	S-M	FR, PV	
4. USE REDEVELOPMENT AND REHABILITATION FINANCE TOOLS	EDA, M&C, HRA	\$\$\$	S-M	PF, CF	
5. ESTABLISH PERFORMANCE TARGETS	M&C, PC, EDA, CC, HRA, PRCE	\$	I-S	CF	
6. ADOPT SUSTAINABLE DEVELOPMENT BENCHMARKS	M&C, PC, EDA, HRA	\$	S-M	CF	
7. UTILIZE GREEN BUILDING AND SITE DESIGN TECHNIQUES	M&C, PC, EDA, HRA, HH	\$	S-M	PF, LEG, FR, CF, PV	
8. INTEGRATE BUSINESS RECRUITMENT AND INCUBATORS BETWEEN ALL RESPONSIBLE PARTIES	M&C, EDA, CC,	\$	I-S	FR, CF, PV	
9. CONTINUE TO INVEST IN SCHOOLS AND COMMUNITY EDUCATION	M&C, PC, EDA, PRCE, PAC,	\$\$\$	I-L	FR, CF	
10. PROMOTE DOWNTOWN BUSINESSES COLLECTIVELY	M&C, EDA, PRCE, PAC, HRA	\$	I-L	FR, CF, PV	

<b>STRENGTHEN TOURISM THROUGH ENHANCED PARKS &amp; RECREATION - PAGE 134</b>					
1. 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	
2. ESTABLISH A STRONG WATERFRONT RECREATION COMPONENT TO EXPAND TOURISM	M&C, PC, PRCE, CC	\$\$	I-M	PF, LEG, FR, CF	
3. ESTABLISH A STRONG WINTER RECREATION COMPONENTS TO EXPAND TOURISM	M&C, PC, PRCE, CC	\$\$	S-M	FR, CF	
4. CONTINUE TO EXPLORE THE POTENTIAL FOR A COMMUNITY WATER PARK	M&C, PC, PRCE, EDA	\$\$\$	I-L	PF, FR, CF, PV	
5. ADD PARK ELEMENTS THAT WILL BENEFIT THE DOWNTOWN	PC, PRCE, HRA	\$\$	M-L	PF, DEED, LEG, FR, CF, PV	
6. ENHANCE PARTNERSHIPS TO BENEFIT PARKS IN THE DOWNTOWN AREA	M&C, PC, EDA, HRA, PRCE, PAC, CC	\$	S-M	FR, CF, PV	

Responsibility	Cost	Time Frame	Funding Options	VISION PRINCIPLES
<b>M&amp;C</b> - MAYOR AND CITY COUNCIL <b>HRA</b> - HOUSING AND REDEVELOPMENT AUTHORITY <b>PC</b> - PLANNING COMMISSION <b>EDA</b> - ECONOMIC DEVELOPMENT AUTHORITY <b>PRCE</b> - PARKS/RECREATION/COMMUNITY EDUCATION <b>PAC</b> - PUBLIC ARTS COMMISSION <b>CC</b> - CHAMBER OF COMMERCE <b>HH</b> - HEART OF HUTCHINSON <b>HIS</b> - HISTORIC HUTCHINSON <b>CA</b> - CENTER FOR THE ARTS	<b>\$</b> - LOW <b>\$\$</b> - MID <b>\$\$\$</b> - HIGH	<b>I</b> - IMMEDIATE (1-2 YEARS) <b>S</b> - SHORT TERM (3-7 YEARS) <b>M</b> - MID TERM (8-15 YEARS) <b>L</b> - LONG TERM (15+ YEARS)	<b>PF</b> - PUBLIC FINANCE <b>DEED</b> - DEED GRANTS <b>LEG</b> - LEGACY GRANTS <b>FR</b> - FUND RAISING <b>CF</b> - CITY FUNDS <b>PV</b> - PRIVATE	 Commerce Housing Connections Gathering Arts/Heritage Experience Stewardship Parks/Rec.

